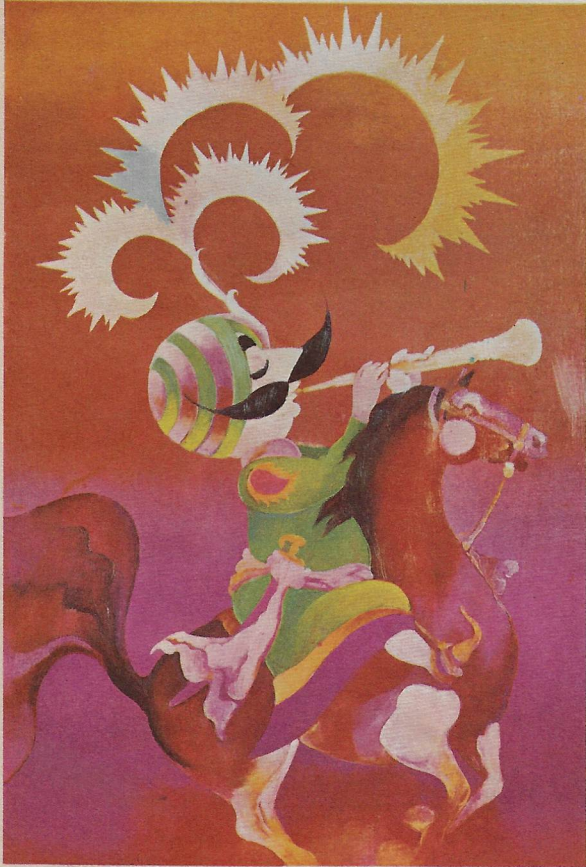


Magic Carpet

VOL 22 NO. 4

APRIL 1978

Ragamala New Air-India posters



My ramble was for the touch of the Profound One,
Anything more, I could not lay by—
I have shadowed the steps of the Unattainable One,
Only I blew the breath of life inside my flute—
My endeavour was for recording the tunes of the Everchanging One.

Raga Darbari Kanada
Expressing deep emotion
Time of play
In the late hours of the night.



Thundercloud, I think you are wicked,
You know I'm going to meet my own lover,
And yet you first scare me with your thunder,
And now you're trying to caress me
with your rain-hands.

Raga Megha Mallara
Expressing light-hearted
happiness and love.
Time of play
As the night sets in, and during
the Monsoon Season—Vasara Rtu



The Southern breeze
Is softened by the enchanting
Clove-flavoured vines
And the woodland hut is turned
By the song of the humming bees
Blended with the cooling of the kokilas.

Raga Vasanta
The melody of Spring
Time of play
Vasanta Rtu
—the Season of Spring.

The Ragas—classical melodies of Indian music—have for years inspired the painter to capture the soul of music in painting. Series of such paintings based on the Ragas, have come to be known as Ragamala paintings.

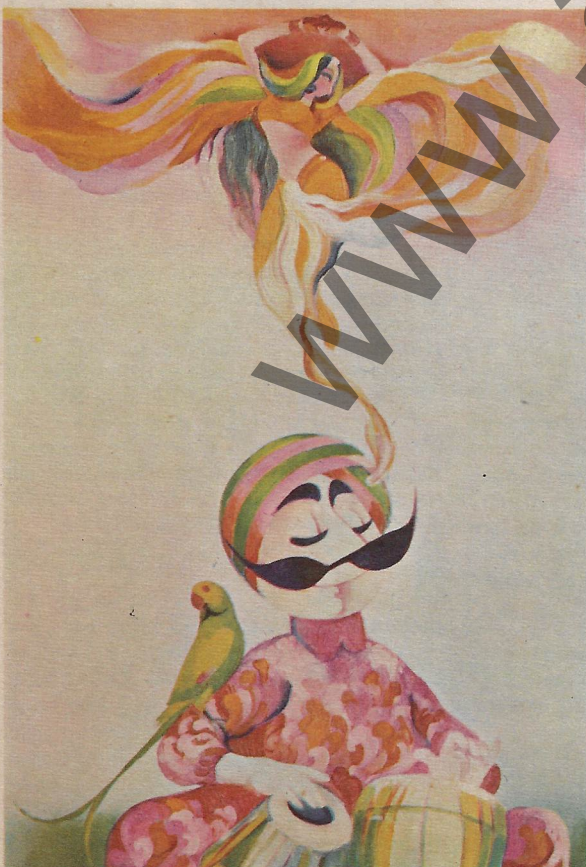
The Raga is the very core of Indian music. It is a precise melodic form, a sequence of notes with its own peculiar ascending and descending scale. Variations in the notes or the use of microtones and other subtleties distinguish one Raga from another.

Each Raga has its own principal mood or emotion such as tranquillity or devotion, eroticism

or pathos, and is therefore traditionally associated with the hours of the day, or a season—dawn or dusk, noon or midnight, spring or monsoon.

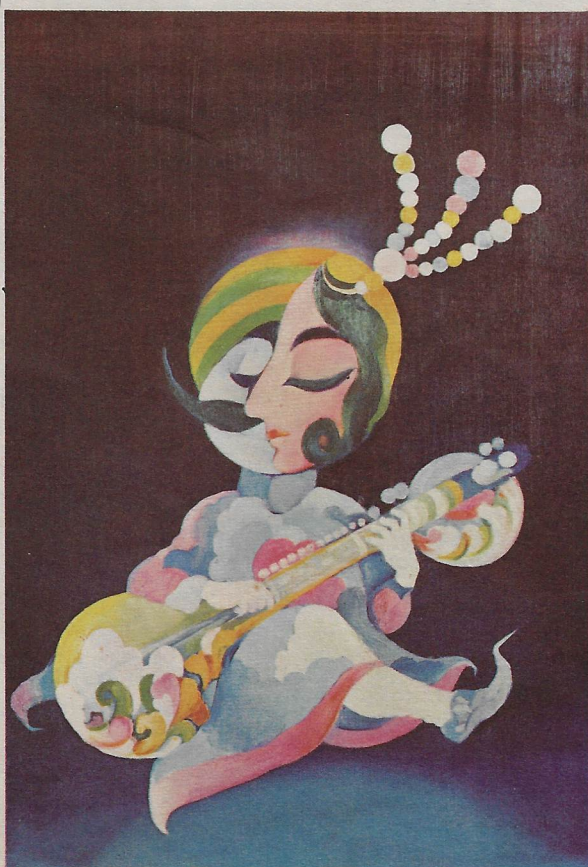
Improvisation is the essence of Indian classical music, and by creating his own interplay of notes within the structural combination, each artiste expresses his individual interpretation of the Raga.

This set of Ragamala posters is a contemporary visual expression of the mood and spirit of the Ragas of Indian music, reproduced from a series of paintings specially created for Air-India by Avinash Godbole.



In dark girls I saw your body:
In the startled looks of does your eyes,
In the moon your cheeks,
In liquid peacock plumes your hair:
The play of eyebrows, in the bright rippling of rivers,
But never, O fiery one,
Did I find these in the same place before.

Raga Kafi
Expressing
sensuousness and desire
Time of play
As the night advances



Blow, wind, to where my loved one is,
Touch her, and come and touch me soon:
I'll feel her gentle touch through you,
And meet her beauty in the moon.
These things are much for one who loves—
A man can live by them alone—

Raga Malkaus
Expressing intimacy and
companionship in love.
Time of play
In the quiet depths of the night.



Let us bring our minds to rest in
The glory of the Divine Truth
May Truth inspire our reflection

Raga Bhairava
Expressing emotions
of tranquillity, peace, harmony
Time of play
As the sun's rays slowly
emerge, at the break of dawn.

RANDOM JOTTINGS

BY INDEPENDENT MIND



I WRITE this while I am munching biscuits. Why don't you stand for election, I was asked by a member of the Labour Relations Committee. Who me, I asked, who on earth would vote for me? Well, said my friend from the Labour Relations Committee, the Vile Parle constituency is wide open. Nobody knows whom to vote for. And you can be sure that with my influence in the LRC and my contacts with all the Air-India union leaders, you will take off with all four engines at full thrust and you will touch down as light as a feather. It's a walkover, I tell you.

I consulted my wife. How would you like to be an M.L.A.'s wife, I asked. Air-India's fine, she said, but I always wanted a husband in politics. Vile Parle is a good constituency. With your charm, all the womenfolk will vote for you. With your dynamism you will get all the men's vote, and with your friend in the LRC tying up all those intelligent Air-India guys in knots, it's a walkover. Who knows, they may even make you a Minister. And if you are thrown out after a couple of years, you can always go back to Air-India. With your experience in politics they should at the very least make you a director.

I was convinced. I took a couple of days sick leave and scouted around for a ticket. None of the parties showed the slightest interest even when I told them I had Air-India in my seat pocket. Poor chaps, I thought to myself. Little do they know what they are missing. I have always been an independent sort of fellow, so I shall stand for election as an Independent Candidate. If none of them have a majority they will woo me, they will open their arms to me, they will offer the Man from Parle a free flight to Male. And then we shall see what we shall see.

And so, prodded by my LRC friend on one side and my wife on the other, I registered myself as an Independent Candidate. I paid my deposit by taking a loan from my wife's dowry fund. I printed posters with my picture on them and hired a young lad at Rs.15 per day to stick them all over the place including the step-ladder used for 747's at Santa Cruz (with the kind permission of Controller of Ground Handling D.P. Nimkar) and the Air-India Staff Canteen (with the kind permission of Chief Personnel Manager S.K. Nanda).

All politicians — even Churchill and Nixon — have their setbacks. And I had mine. Like when Qantas said passengers were objecting to using stepladders with funny faces staring at them. Like the time when I visited the Staff Canteen at the old airport and found *paan* stains all over my picture. But I took these in my stride. After all, there was the Opposition.

I visited my constituency and made all the usual promises. More trains from Parle station. More schools for your kids, more overtime I told the accounts people, no weapons on board I assured the cabin crew, more playing-fields I promised Vaman Bhagwat. I got Ramesh Sattawalla to go around Vile Parle with jeep and loudspeaker playing the theme song of "Kissa Kursi Ka". The response was overwhelming. I was selected and elected, much before the Elections began.

I sat back with satisfaction, my work done. Perhaps the State Government would consider appointing me a Minister. I worked at nights on a master-plan to bring more and more visitors to Maharashtra. We would make them forget that the Taj Mahal ever existed, a houseboat on Srinagar's Dal Lake was really nothing compared to a day at the Elephanta Caves, Juhu would any day beat the Kovalam beach resort, and by bringing in more travellers from the South, where was the need for the hordes returning from the Gulf to go back home to visit relatives who were already in Bombay?

Then came the great day. I was one of the first at the polling booth. Confidently I cast my vote — for myself. An airport photographer spied me and took my photograph, but no newspaper printed it. All my family, 44 of them, came in a bus I had specially hired, and voted for me. So did my LRC friend and all his friends.

When the counting was complete, I had a total of 84 votes, four of which were invalid (Jharna Rego voted twice and Bhagwat four times, presumably under the mistaken impression that voting was done on a 'weight basis').

And so I lost my deposit and am back at work. And let them find another Minister in my place. But even when I am down and out I have at least one admirer from Parle. She (and I'm sure it is a she) anonymously sent me a dozen packets of gluco biscuits. Parle's.

"Admin is like the Police"

THOSE days you were born a receptionist and died a receptionist", said Ms Jharna Rego, Assistant Manager-Administration. She was speaking of the days when Air-India was still in its infancy and a woman working outside her home caused a furore wherever she went. She has come a long way since then. It is only the few diligent, sincere and hardworking ones who have made it to the executive world through sheer hard work. Ms Rego is one of them.

And truly it has been an arduous job. Administration, a branch of Personnel, which looks into the areas of recruitment, training, leave, postings, etc. have bestowed on her the responsibilities of maintaining the standard force of the station.

It is a job that calls for revision of salaries and grades, studying the optimum utility of additional staff if requested by departments, handling recruitment procedures of officers and traffic assistants and besides these, feeding information to Headquarters on staff strength.

All this requires considerable tact, patience and understanding. There are cases when an ex-worker may want to be reinstated and one has to be sympathetic towards his problems. Sometimes a worker might want leave for an emergency. It is left to Ms Rego to use her discretion and understanding to chalk out a schedule that would not disrupt routine work.

"Administration", Ms Rego mused "is like the police. People are scared to approach the department. But like the police we are here to quote the law. We are firm but we are certainly not apathetic to staff problems".

Being a woman has its advantages. A woman can be sympathetic to family troubles. Not that a man cannot. "Per-



haps we do more." Strangely enough, what is a plus point today, was a tribulation in the salad days of her career. Being a woman was a handicap and it was tough to prove her worth and be accepted by men. But she went ahead undeterred and from a nondescript receptionist she emerged as an officer with responsibility.

It has been an eventful career for Ms Rego. She has seen the airline through its uneven journey to maturity. There were bad times, like the war period when men had to work without lights, as well as some memorable events like the 30th Anniversary of the Airline, the Pope's arrival in an Air-India flight and many others.

Ms Rego is basically a home-bird. Curling up with a book or knitting a sweater for her son is her idea of relaxation. Her present success she partially attributes to her husband Bon, who is also in the travel business. In fact, it is remarkable the way she has kept both her home and work front intact without letting one intrude on the other. "It needs a lot of courage and organisation," is her simple reply to this commendable feat.

Tamashree Sen
Public Relations Trainee

"More than just clearing up"

THERE were files galore, voluminous books balancing precariously over one another, pencils, loose sheets strewn all around and a calculator. Amidst all that confusion squatted petite, perky, polite, pleasing Ms Shubhada Mundul, Lady Receptionist at Air-India's Booking office at Nariman Point, Bombay. "Just clearing up", she explained, "since I had a few moments of laxity". When she had cleared the table for me to jot down my notes, we got down to serious business.

Shubhada works behind the counter with unusual verve and vivacity. She deals with the ticketing aspect—not issuing them, but checking them up for discrepancies. All the tickets issued at the various counters, are double checked for any aberrations in the Reserve Bank of India regulations, fare construction, ticketing, etc.

Her job limits her to function in the background and so she does not come into direct contact with passengers. "But I have no regrets," she asserted, "I love my work here".

"Doesn't it get monotonous doing the same kind of work everyday?" "Not really, every passenger has a unique problem. Before a ticket is issued there are several conditions that have to be fulfilled. R.B.I. and I.A.T.A. regulations have to be checked, the flights on which the passenger wishes to travel has to be noted, any layovers that he wishes and a host of other details are looked after. Our challenge lies in the ability to sort them all out."

This besides, Shubhada also plays the role of an instructor. Her job encompasses training new recruits, to whom she explains ticketing.

"The atmosphere here is very informal and cordial, despite the fact that Traffic Assistants come from varied family and educational backgrounds and have different temperaments," she stated. Undoubtedly, this constant interaction with colleagues, passengers and



superiors, puts the pressure on a receptionist into sharpening her PR ability. It moulds her into a more friendly, helpful and understanding individual. This however does not preclude frayed nerves and occasional flared tempers, especially during the peak season with increased workload.

Shubhada felt that her present work gave her a lot of satisfaction. But she would prefer the kind of job where she would have to help a passenger from the very first stage—helping him plan his journey, right upto the end when his ticket is issued. Moreover, the booking counter is compartmentalised into several sections, each dealing in a specialised perspective.

"In days gone by, there was a fair amount of glamour attached to a receptionist's job when only a chosen few secured them" she mused. "Now circumstances have changed and with an increase in the number of recruits, it is no more an exclusive preserve."

Shubhada has seven years of experience to her credit, having been recruited in 1971. She had a stint at teaching before she joined Air-India. A postgraduate in politics, she also tried her hand at journalism for a few months.

The mother of a mischievous three-and-a-half-year-old son, whenever Shubhada gets time she loves browsing through novels and acting in plays.

Suman Pai
Public Relations Trainee

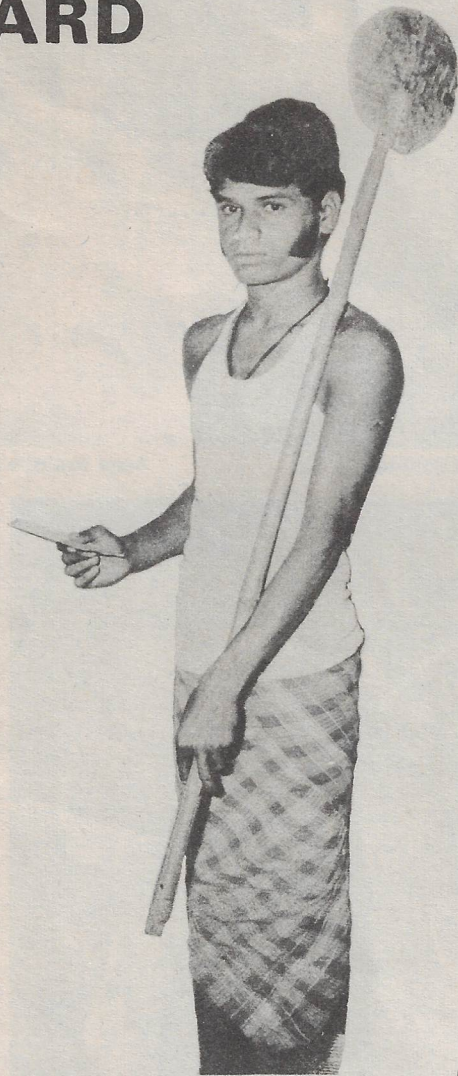
MAADLINERS

FISHERMAN RECEIVES AWARD

MR PUNDALIK SHANTARAM Karbhari, the fisherman who initially located the wreckage of the Boeing 747 Emperor Ashoka on Jan. 5, 1978, when his net snagged a portion of the aircraft's tail, was presented in mid-March a reward cheque of Rs.5,000 by Mr K. G. Appusamy, Air-India's Managing Director.

It will be recalled that the naval ships which were systematically scouring the seas about four miles off the coast of Bombay had almost reached the site of the wreck when 25-year-old Pundalik found the first piece of wreckage. Later, naval ships and divers were able to fix the correct location of the wreckage and salvage a large part of it.

As a token of appreciation of the valuable services rendered by the units of the Indian Navy in the search-and-salvage operations, Air-India has also donated Rs. one lakh towards the welfare of Indian Navy sailors and their families. A cheque for this amount has been sent by Mr Appusamy to Vice Admiral R.K.S. Gandhi, Flag Officer Commanding-in-Chief, Western Naval Command.



Prize for Billy

MR DARIAS BILLIMORIA of Air-India's Space Control section won the first prize at a pool party hosted by British Airways for Air-India's Reservation and Sales Staff in Bombay. The prize included a free ticket to Singapore plus two days' stay. Photograph shows Mr Billimoria (bearded) with Mr C.E.

Preece, BA, Manager-India (alongside the winner). The other Air-India staff in the photograph are left to right Mr Bhaji Mehta (2nd from left), Mr Sampat Kumar, Ms Ajita Mathur, Ms Sabita Shirodkar, Ms Mita Surve, Ms S. Ladhabhoy, Mr Madeira and Mr Greg Gomes.



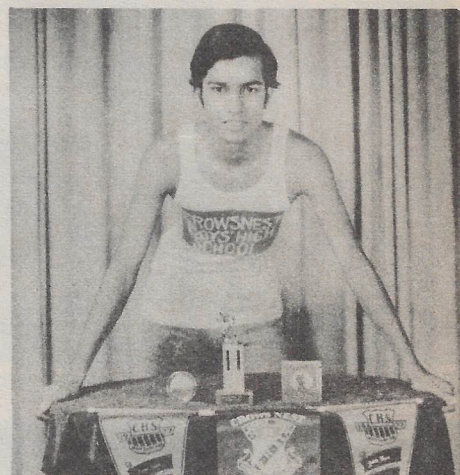
Best Dancer of the Year

MS ITISHREE PANDA, wife of Mr Sukanta Panda of Engineering, was awarded the Best Dancer of the Year 1978 at nineteen classical dance competition organised by Nartak Milan in Bombay recently. Ms Panda has learned Indian classical dancing from the famous dancer Kelucharan Mohapatra. She has completed her Post Graduate course in Nritya Bhushan and travels abroad to make Indian classical dancing popular.



Award Winner

KUSUM SHELLIKERI, daughter of Mr V.S. Shellikeri, City Purchase Manager, Bombay, has created a record by 36 prizes which included cash awards, silver cups and trophies in intercollegiate debates, declamates and music competitions. During the recent Annual Day celebrations, she was given the honour of being declared as 'Best Student' of the college, which has nearly 3500 students on its rolls. It is to her credit that although Kannada is her mother tongue, she speaks, reads and writes Hindi and Marathi fluently and often writes for vernacular papers. She won applause when she got through her SSC with 75% marks and had topped her college in the Jr B.A. A genius in her own right, Kusum has a bright future ahead of her.



Foot - Racer

CLIVE Pereira, 17, son of George Pereira of Sydney Sales, and resident student at Crows Nest Boys High School, North Sydney was declared the overall 1977 winner in both school and Inter school cross-country Carnivals in New South Wales. In order to be eligible for such an award he had to contest in several cross country events; he stood first in all the events.

Clive participates every year in the City to Surf Marathon held in Sydney, which is flagged off by the Mayor of Sydney, it is a Nine Mile Race Contested By Amateurs And Professionals for Men & Women between the Ages of 9 to 90. Open To All Contestants From USA, UK, New Zealand, it is the largest foot race in the world. In 1977 Clive Clocked 341 out of 15,000.

HULLO HINDI

Taking a cue from our sister Corporation "Indian Airlines" we have now started a Hindi Section in the Magic Carpet. Suggestions from staff are welcome.

Running Champ

TEN-year-old Mathulla Abraham is the son of Ms Anna Abraham, first woman to have joined the airlines in Madras in 1956. This year Mathulla won the first prize in the Air-India's Sports held in Madras recently. He participated in four events and walked away with all the four prizes as well as the Junior Championship. Mathulla's progress on the sports field is being watched with interest as he already appears to be fleet-footed.





Sonny Rollins - U.S.A.



Krzysztof Scieranski of Laboratorium (Poland)



Asha Puthli - India



Volker Kriegel of Mild M



Sonny Rollins - U.S.A.



Clark Terry - U.S.A.



Albert Manglesdorff (Germany)



Ian Carr of Nucleus - U.K.

JAZZ YATRA

JAZZ India in collaboration with the Ministry of Culture, New Delhi, organised a Festival of Indo-American Jazz called JAZZ YATRA 78. This being the only Jazz Festival in the country, all the artists performed gratis. The programme included America's Jazz Ambassador, Stan Getz, the Indian Jazz saxophonist, Rudy Collier, the Danish All-Stars, a fine combination of Don Ellis and his Quartet, Australian saxophonist, Braz Gonsalves, Germany's Manfred Mann, Great Britain was represented by the Pan Ra. Amongst the Indian artists while the Swedish group Rena Ram, the group of Sonny Rollins, Clark Terry's Jazz Machine, jazz-man Sadao Watanabe, known for his well received by the jazz buffs who attended his performances. The Festival was introduced by Ustad Vilayat Khan on the Sitar and Hariprasad Chaurasia on the Flute. The festival and kudos go to a host of people who made the festival the Event of the year.

The Festival was specially photographed by BATLIBOI.



International Big



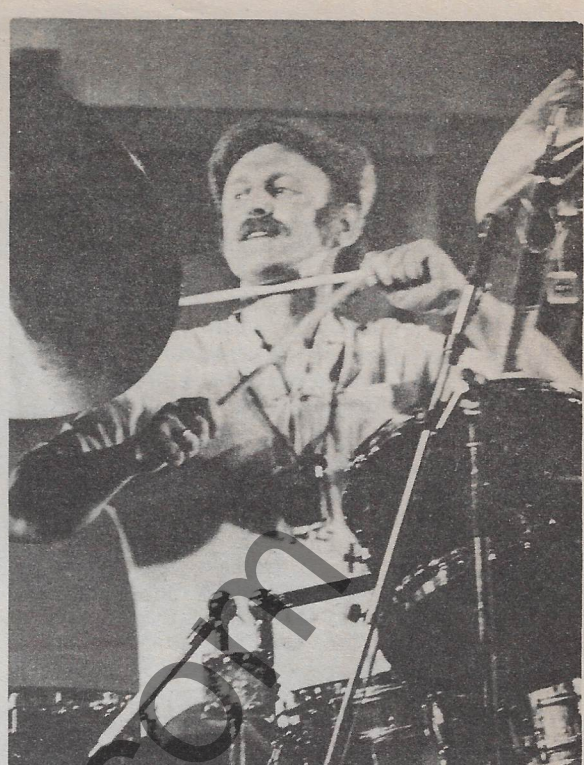
acs (Germany)



Zbigniew Namyslowski of Poland



Lennart Aberg of Rena Rama (Sweden)



Roger Sellers of Nucleus - U.K.

JAZZ YATRA

Air-India and a host of other patrons of American Music in Bombay recently had the unique distinction of being the first in the world where the participating foreign musicians were compered by Willis Conover, known for his long association with the programme. The Festival participants included the best jazz talent from Denmark's best jazz talent, Galapagos Duck, India's finest saxophone maniacs, and Poland's Laboratorium. Carr's Nucleus, while Chaba Koncz the singers, Asha Puthli stole the show and drew tremendous applause. The music of the Giants, Stan Tracy and the Japanese Godfather of Japanese Jazz, was featured at the Festival for the week-long event interspersed with Indian classical music and Sitar, Ram Narain on the Sarangi and the Festival was truly a runaway success which contributed their time and energy in the field.

ponsored for Magic Carpet by RATAN



Sadao Watanabe - Japan



Chaba Koncz of Pan Ra (Folk Jazz Group from Attanties)



Saxophonist of Galapagos Duck



Dave Green of Stan Tracey's Quartet



Jazz Yatra - 1978

AIR-INDIA

LIFTS TITLE

Amarnath emerges victor

AIR-INDIA won the 'Times' Shield 'C' Division cricket title when they defeated H.R. Johnson by seven wickets on the third day of their play-to-a-finish final at the Parsi Gymkhana Ground in Bombay early this month.

The champions were poised for an innings victory, but the Johnson tail-enders did well to avert such an ignominy. They took the over-night score of 120 for 7 to 255 and forced Air-India to bat again. Needing 86 runs for victory, Air-India lost their first three batsmen before our Test Star Mohinder Amarnath, who claimed 13 wickets in the match, saw his side coasting to victory with an unbeaten 33.

H.R. Johnson's eighth-wicket pair of Prasanna Nadkarni and Deepin Bhatt, who had fared well with the ball, were pitted in a 90-run stand, the former contributing 53 (8 fours), Bhatt made 39.

After this pair was separated, V. Nerurkar (25 not out) and G. Pedder, who was run out after contributing 19, did well to add 43 for the last wicket.

The scores were : H.R. Johnson 82 and 255 (A. Premanarayan 53, V. Keer 24, V. Nerurkar 25 n.o., P. Nadkarni 53, D. Bhatt 39; M. Amarnath 5 for 102, R. Gole 3 for 52) lost to Air-India 252 and 87 for 3 (M. Amarnath 33 n.o., D. Bhatt 2 for 36) by seven wickets.

LETTERS

Chariots of the Gods

THE general public is of the opinion that the 1978 Calendar of Air-India has been one of the most outstanding calendars produced by any Indian organisation; especially for its photography, printing, layout and for the theme — Indian Wildlife. But there has been a minor error in the text written on the cover page. To quote verbatim from the text, "Many deities use animals as their companions — Durga rides a Tiger, Saraswati — a Peacock, ...". We all know that Durga rides a lion, Saraswati a white Swan and Kartick, a peacock. Though the text is written by a foreigner, should it not have been checked and corrected before printing? This lapse on our part should be taken all the more seriously since Air-India leads in the field of projecting India's historical and cultural image abroad—should I say, correctly?

Amal Ghosh,
R.S.R.
Bhubaneswar

The Editor writes:

"Our Publicity Section had made some detailed research on this subject for the 1974 Air-India Calendar 'Chariots of the Gods'. This research reveals that Saraswati rides a peacock or a swan, and Durga rides a tiger or a lion.

Honesty Award

MR A.J. BANSODE, Cleaner in the Cabin Stores, whilst collecting the toilet items from aircraft VT-EBO at Bombay Airport recently found a wallet in one of the drawers, containing loose US Currency valued at US \$ 10 and signed US Dollars Travellers' cheques valued at US \$1700. Mr Bansode immediately handed over this to the Duty Officer who in turn handed it over to Mr Amarjeet Singh, the passenger.



The honesty and integrity displayed by Mr Bansode deserves commendation and the Management has sanctioned a cash award of Rs.100 to Mr Bansode. He has been working in Air-India since September, 1963.

M.K. Karmarkar
Asst Controller of Stores
& Purchases (H.Q.)

Puja in Calcutta

WE often hear of flights being handled at the airport at short notice, but the staff in our city office deserve kudos, for the speed with which they organised the Saraswati Puja festival this year. The idea took root hardly three days before the festival, but soon there was hectic activity, with collection of funds, orders for flowers, sweets, etc. in full swing. The major obstacle of buying the statue of the Goddess and the services of the 'purohit' was also overcome. The celebration took place on a grand scale and was well attended.

A.D. Gonsalves

You make it sound so exciting that we wish we were also there!

Editor

IRAQIS VISIT INDIA

IF you want to visit a country, all you have to do is get some people together who share your interest, form a co-operative and contact an international airline. You're then on your way, across the oceans, soaring skywards.

Recently the Basrah Co-operative Society for Travel and Tourism based in Baghdad got together a 42-member delegation and arrived in Bombay on Air-India on a 14-day tour of India.

The delegation comprising distinguished lawyers, doctors, poets, journalists, executives and teachers evinced keen interest in our cultural heritage and visited Jaipur, Agra and New Delhi on a voyage of 'discovery'.

Mr Abdul Waddood Al-Issa, a lawyer with a passion for poetry, said he had come to "have a closer

look at Indian life." He was impressed by Indian literature and was avidly collecting books on a variety of subjects.

It was a homecoming after 25 years for Mr Dawood Sukkar of Basrah, a former student of Nair Medical College. "The College has grown over the years" was his stupefied reaction, "and so has the city".

Impressed by Air-India's consistent help in making the tour a success, Mr Ihsan Wafiq Al Samiraie, editor of a cultural paper and founder member of the Co-operative, said, "the success of this tour will lead to many such group tours in the future".

Mr A. Paul Joseph of Air-India, who accompanied this first-ever Iraqi Inclusive Tour Group said he was "very happy". Those two words gave the complete story of a job well done.

CLUES

ACROSS

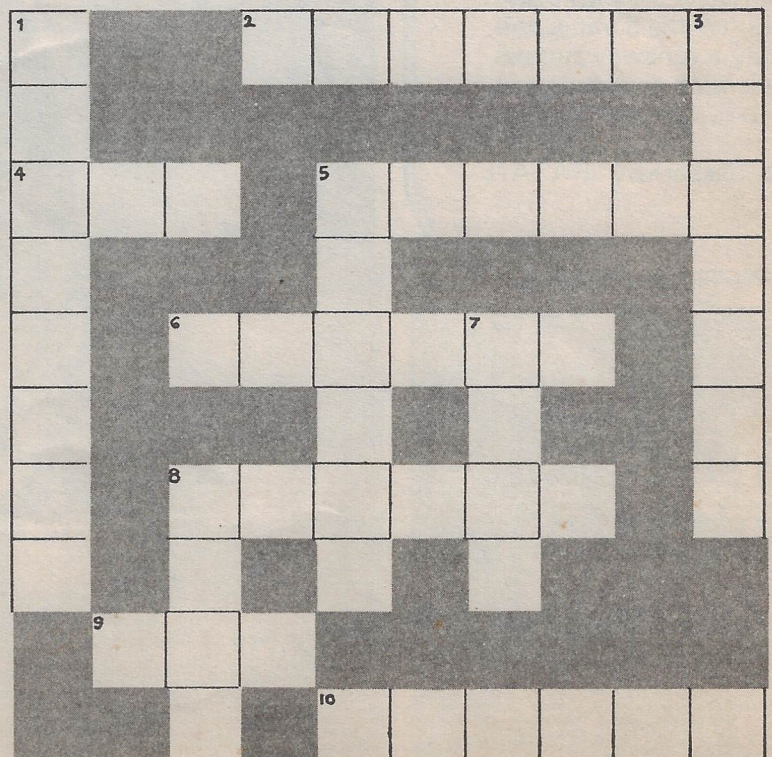
2. This All India Radio harbour deals with flights.
4. Move through the air.
5. Violence at altitude without Jill.
6. Walk fast path seen at (2) across.
8. State Transport breeze in South for up and down movements.
9. Nothing between Station Superintendents in distress.
10. Without engine it moves in air.

DOWN

1. It is not death with strap for waist.
3. Receive away to start flight.
5. With a right following suspension airplanes are often seen within it.
7. Victory in reverse starts with one and ends with nothing.
8. Spinning this after south will end its motion.

Answers on Page 8.

CROSSWORD





ONE THAT GOT AWAY

Although belatedly we are publishing this beautiful cartoon of Mr Eric Pereira, Regional Director-UK, executed by the famed cartoonist Mario Miranda. It captures vividly the life and 'loves' of Mr Pereira, including the Hotel



CHAIRBORNE

WITH NAOSHERWAN NALAVALA

Centaur which he so very lovingly nurtured over the years.

MARWARIS AT BEST

You are probably wondering what a Marwari family in traditional threads is doing in front of a vintage Austin 1933 car. Well, in this case it happens to be Mr S.S. Dabholkar, Commercial Manager-Publicity, with spouse and progeny dressed up to participate in the Oberoi Sheraton Vintage Car Rally held in Bombay recently. The Dabholkars were dressed in colourful authentic costumes and the entourage included a real life 'munimji' (Hindu Clerk). Mr Dabholkar won two prizes, first prize for the Best Maintained Car for the fourth time in succession and second prize for the Best Period Costume.



DANCE AWARD

Sgt. Zenobia Amalsadiwala, daughter of Ms Amalsadiwala of Headquarters, an active member of the Fifth Maharashtra Girls Battalion of the National Cadet Corps recently had the honour of representing the Maharashtra Directorate at the Republic Day Camp. The Directorate presented a 'Waghya Murli' dance of which Zenobia was the lead artist. Photograph shows Dr P.C. Chunder, Education Minister, awarding a prize to Zenobia in New Delhi. She is a student of Khalsa College in Bombay and has History and Psychology as her main subjects.

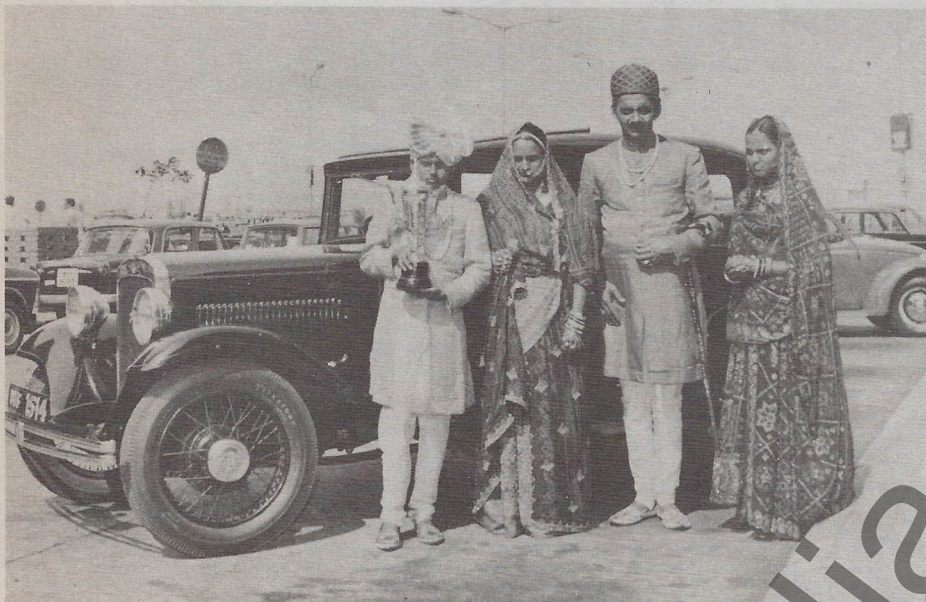


OPEN AIR TREAT

At the initiative of senior Air-India executives, the podium on the second floor of the Air-India Building at Nariman Point in Bombay is now the venue of open air luncheon facilities. The initial spadework was done by Ms K. Kapoor, Air-India's Senior Artist,



Following the reconstitution of the boards of Air-India and Indian Airlines and the appointment of Air Chief Marshal P.C. Lal as common Chairman, the Government have now announced the appointment of Mr K.G. Appusamy as Vice-Chairman on the board of Directors of Air-India and Indian Airlines in addition to his duties as Managing Director of Air-India for a period of two years.



TALKING SHOP

With K. S. Mhatre

WAR OVER MLS...

A bitter 'war' has raged for the last couple of months between the United States and Britain over the selection of a new 'blind landing' system for worldwide use in future. The present instrument landing system (ILS) in use for the last 30 years, is considered inadequate for the growing volume of air traffic. The International Civil Aviation Organisation, therefore, asked all countries to submit new equipment for the next generation of an automatic landing aid.

Over the last two years ICAO's All Weather Operations Panel, a committee of experts, has eliminated all but two systems, one from the US and the other from the UK. The two Microwave Landing Systems (MLS) use different techniques to guide the aircraft to an automatic landing in poor weather.

The British system is based on "doppler". This locates an aircraft by the difference in waves going to and coming from it. The American system is based on "scanning", establishing the position of the aircraft by measuring its distance from the correct approach path by timing. That is why it is known as Time Reference Scanning Beam (TRSB) MLS.

Britain accused the United States of having provided false data about the "doppler" system, based on computer simulations done by the Lincoln Laboratory in order to prove that the British system was deficient. The Americans on the other hand accused the British of having waged a propaganda war in the

US to influence Congressional opinion. Following fresh tests held at various airports in Europe, it has now been established that there is very little difference in performance between the two systems and Britain has now agreed to abide by the decision of ICAO's expert panel which meets later this month.

OVER AIR FARES

"Britain blocks U.S. cut-price fares", "Atlantic air fares war heats up", "Airline war as Carter acts on British ban", Carter may retaliate in air row with UK".

These were some of the headlines in British newspapers recently above reports on the increasingly bitter dispute over trans-Atlantic fares. "A phenomenal increase in passengers flying the North Atlantic on British airlines, mainly by Laker Airways' Skytrain, lies behind the current 'air war' between the British and US Governments over fares", reported the London "Observer" in a long article.

According to the article, the British airlines carried 28 per cent more traffic in the last quarter of 1977 than in the same period in 1976. The British Government feels this upsurge in traffic is a temporary phenomenon and is therefore unwilling to permit the US airlines to file cheaper fares.

The five US airlines either currently operating to Britain or hoping to do so—Pan Am, TWA, National, Braniff and Delta—argue that greater profitability will result from going down market and offering cheaper fares.

1977 TRAFFIC

Scheduled traffic on the world airlines increased by 8 per cent in 1977, according to preliminary estimates of the International Civil Aviation Organisation. "This was below the 10% growth rate in 1976, but still above the 6 per cent and 5 per cent increases of 1974 and 1975, respectively," said ICAO. International Civil Aviation Organisation's 141 member states flew 620 million passengers and 822 billion passenger kilometres. Seat capacity was up by 6 per cent and load factor improved to 61 per cent.

WE MOURN



Mr N. S. Mistry
Dy Director of Engg. (P)



Mr J. D. Billimoria
Dy Director of Engg. (T)

Condoling the loss of two Senior Executives in the Engineering Department, Mr Om Sawhny, Director of Engineering writes: "Mr N.S. Mistry served us for thirty-one years with distinction. Even though he suffered from cancer for the past several months, he insisted on attending office and discharging his duties. Mr J.D. Billimoria too served the Corporation for thirty years and was a highly conscientious officer. The void created by the loss of both the officers will be extremely difficult to fill up."

"MAGIC Carpet is Magic Carpet." The speaker was a Public Relations Manager of a reputed company. We said, "Wow!". Naturally we were floored. We mean, when one PR man speaks well of another PR man and his work, it means something, doesn't it? But what about our own people, the people of Air-India, we asked each other. We didn't know. And we felt guilty. A random survey would be just the thing, we decided.

AIR-INDIA

Magic Carpet

"Not a bad idea," said the Editor enthusiastically.

The green signal being given, we packed our bags, bundles of cyclostyled questionnaires, said some hurried good-byes and left on our mission that was to bring reactions galore, good, bad and indifferent.

Our first stop, sorry, question, was about the masthead. When the compliments came, they ran anything between excellent and "the best thing about the Magic Carpet". We beamed. But the criticisms came too and we sat back and made notes. There were many of them. Make it just red or black, all those greens violets and blues are not Air-India colours, change the type, make it more fanciful etc.. etc. One young lady thought the Maharajah between Magic and Carpet was too cute, another felt it

On the Marquee

should come below and yet another queried, "can't you do away with it altogether?" We made a note of it.

We went to one Mr Jussawala. He looked hard at the masthead, drummed his fingers on the table and declared, "No, I don't like it." Pointing his fingers at us or the Magic Carpet, we couldn't decide which, he said, "it should symbolise speed, movement and action." What he didn't like were the static one-legged letters used at present.

Contrary to the masthead, the type used in the Magic Carpet came out with glowing reports. Varied as they are in size and shape, they have endeared all except a few who wear glasses: And woe betide, must the random jottings have

MIND OVER MATTER

such small types, lamented an officer on the wrong side of forty. We will keep that in mind, we said and he was happy.

When 'type' is here, can 'colour' be far behind? "Would you like to have more colour in the Magic Carpet?", we asked. Yes, no, lots of it. Frankly we were puzzled but when we got down to

Naosherman Nalavala

CHAIRBORNE

our ratings, we discovered people both in and outside Air-India love colour. It brightens things, makes others happy and what makes others happy, makes us happy too. "But", said many, "what about the cost?" They were speaking like thorough Air-India officers. One senior officer from Santa Cruz welcomed the suggestion. "You would win more awards if you do." We smiled modestly.

And now to format. Okay, said most of them faithfully. We said, why don't you offer some suggestions? They answered, come back with suggestions and we'll tell you which is right and which is wrong. But for every rule there are exceptions and in this case we came across a few who found it a wee-bit inconvenient. "The problem is, it's a bit too big for a hand bag," said a young lady. "Can't you make it magazine size?" "Hmmm. . . ." But there were some with big hand bags and they said, "make it small with more pages." They didn't give any reason except that it's inconvenient. The rest can be left to the imagination.

ON THE MAT

PR Trainees Tamashree Sen and Suman Pai conduct a random survey the on Magic Carpet readership

We trotted on and this time we had our regular features on our minds. We were pleased, extremely pleased with ourselves. Then suddenly, it was pun-

ctured. Our mood was blown to bits when Ms X solemnly announced, "Magic Carpet is extremely impersonal. It's cold." "Cold?" we blabbered. She went on, "Random Jottings is the only warm feature." We retrieved our smiles, opened our pens and got down to business.

TALKING SHOP

WITH K. S. MHATRE

We needn't have worried for when we had finished with our survey, we were pleased, extremely pleased. Of course there were minor mishaps need criticisms, but they are all part of life, isn't it?

Random Jottings turned out to be the winning horse galloping merrily its way through all hearts. "But I have a grouse," said one. "The language is too high flown to be easily understood by all." Agreed. But what we couldn't agree with, was one comment that said, "Why must Random Jottings be only of people and not the airline?" If the author of Jottings were to answer this, he would say "Look, I love people, people love people, airlines are for people, people make airlines. Get the point?"

Random Jottings

By Recording Mind

"Do not launder them". We said, "What?" "The letters to the Editor." We thought of the dhobi ghats. We were still dreaming, when some one said, "Edit it more strictly, will you?" Yes sir, no ma'am, sorry ma'am. We kept mum. Then there were some who stood up and pointing an accusing finger to both of us demanded: "Why aren't the letters answered? House Journals are meant for communication from both ends. Is this communication? Bah!" We humbly acquiesced. Letters will be answered we promise you and that too in the same issue.

We were flitting with Chairborne from one person to another gathering pleasantries on the way when suddenly we were stopped and asked, why do you restrict yourselves only to India? Fly far and wide and give us tidbits about our online stations abroad. We'd love it. We told Mr Naosherman Nalavala that and now he is going for a even bigger aircraft to fly the continents.

BOND STREET BABBLE

TREVOR TURNER eavesdrops

Talking Shop was much talked about and the response was good. But there seemed to be some misunderstanding. To the Technical men it was a mama's baby for they felt it dealt only with technical matters. Talking Shop, let us assure you, deals with all matters, as the

HEALTH CLUB

name suggests pertaining to all airlines, not just Air-India. And like all good things, people want more of it, regularly, in every issue. We'll try our best to comply and that's a promise.

Nothing is ever smooth sailing. When we had finished our survey we discovered that the quiz has been martyred at the altar of old photographs. Permit us to explain. Most people felt that the photographs in the quiz were too ancient to be recognized by the younger employees. We took a decision and now it will go, quiz, vintage photographs and all.

But every cloud has a silver lining, and we were rejuvenated once again by the overwhelming welcome "On the job" received. "Superb," "lets have more of it," "good idea" were few of the comments. But began everybody, "Why don't you cover our department. It's not fair. Are we not Air-Indians?" We went to the Engineering Department and they asked us, "Why do you give so much of importance to the Commercial Department? You know, we call it the 'Commercial Carpet. Ha ha.'" The Commercial men turned round and said, "Must you concentrate only on Engineering?" We made notes.

London Diary

By Trevor Turner

London News and Letters to the Editor would have fared better had we covered all our stations abroad. For most it was a question of loyalties and for others, it revived memories of days gone

MISCELLANY

by and friends made during postings abroad. A solitary remark, however, came from a high ranking officer. With a nice fountain pen, he neatly wrote down "Newspaper print could be put to better use". For him it's neither a question of loyalties nor a matter of revived memories. What it is, we are at a loss to find out.

CLOSE UP

When we started out on a survey journey, little did we dream that we'd come back loaded with suggestions. It was a heavy bundle to carry home but we sorted them out for you and me and

FAREWELLS

the world to see and examine. Here they are.

There was this man who was seized with a brilliant idea. Write features on places of interest both in India and abroad, he said. A tourist promotion gimmick but it would do a world of good to people who go grey planning their next vacation. An extension of this idea came from another. The staff

FROM THE MAILBAG

can write about their vacations, can't they? After all the Magic Carpet is of the staff, by the staff and for the staff, isn't it? Once again we nodded our heads.

"But why feature only about trips abroad. We can write on our hobbies. Something that is unusual of course." We said, fine, fine.

So much for reader participation. Back to us we found, we had lots to do. One grave suggestion and I call it grave because people were dead serious about it, was a feature on trends in aviation industry, who's flying what, the latest aircraft and so on.

from the mailbag



The next grave suggestion was reportage of events within the organisation. One must keep abreast of the latest going ons in the organisation, its growth problems, nationalisation, etc. We are one big family working in unison for a common purpose.

PICTURE PARADE

Quite clever, we were thinking when an officer in the Engineering department came out of his office and greeted us so profusely that it would have put Rama's welcome back to Ayodhya to shame. Since he did that we tried our best to look like long lost friends and trickled into his office. Perhaps we succeeded, for he brought two chairs next to him and bade us sit down.

MEN AT WORK

"Nothing like having attractive girls next to me," he said. "Shh. . . .your wife won't like it." However, soon we were deep in conversation. The foreign officials who had come to visit him were long forgotten.

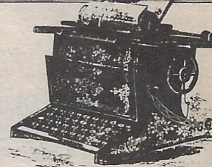
Coming to the lighter side of Magic Carpet, we were barraged by requests for cartoons and crosswords. "Perhaps Mario Miranda can help us out with the cartoons and make it a regular feature", someone suggested. As for the crosswords, it is on the stage already and from the looks of it has come to stay. Would you like more photographs? No, thank you, they said in chorus.

LETTER FROM EUROPE

There were some lone remarks and like most lone remarks, they were unique. Have a women's page, said one. How about something on union activities, asked another. Yet another hopefully wondered whether we could put nostalgic recollections by old timers and photographs of VIPs who fly Air-India.

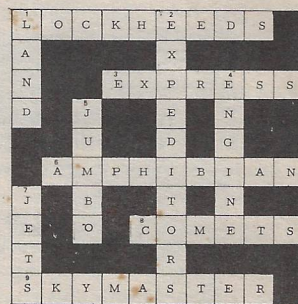
As you know we have this habit of pruning the Magic Carpet like a rose plant to help it grow better. "But haven't you cut off the wrong stem?" said an officer from the Inflight department. We looked aghast. What could we have done wrong? "I am speaking of 'From the MD's desk.' We need to know the plans of the organisation and that too from the horse's mouth." Of course, of

LETTERS



course. We told this to the Editor and he said, of course, of course.

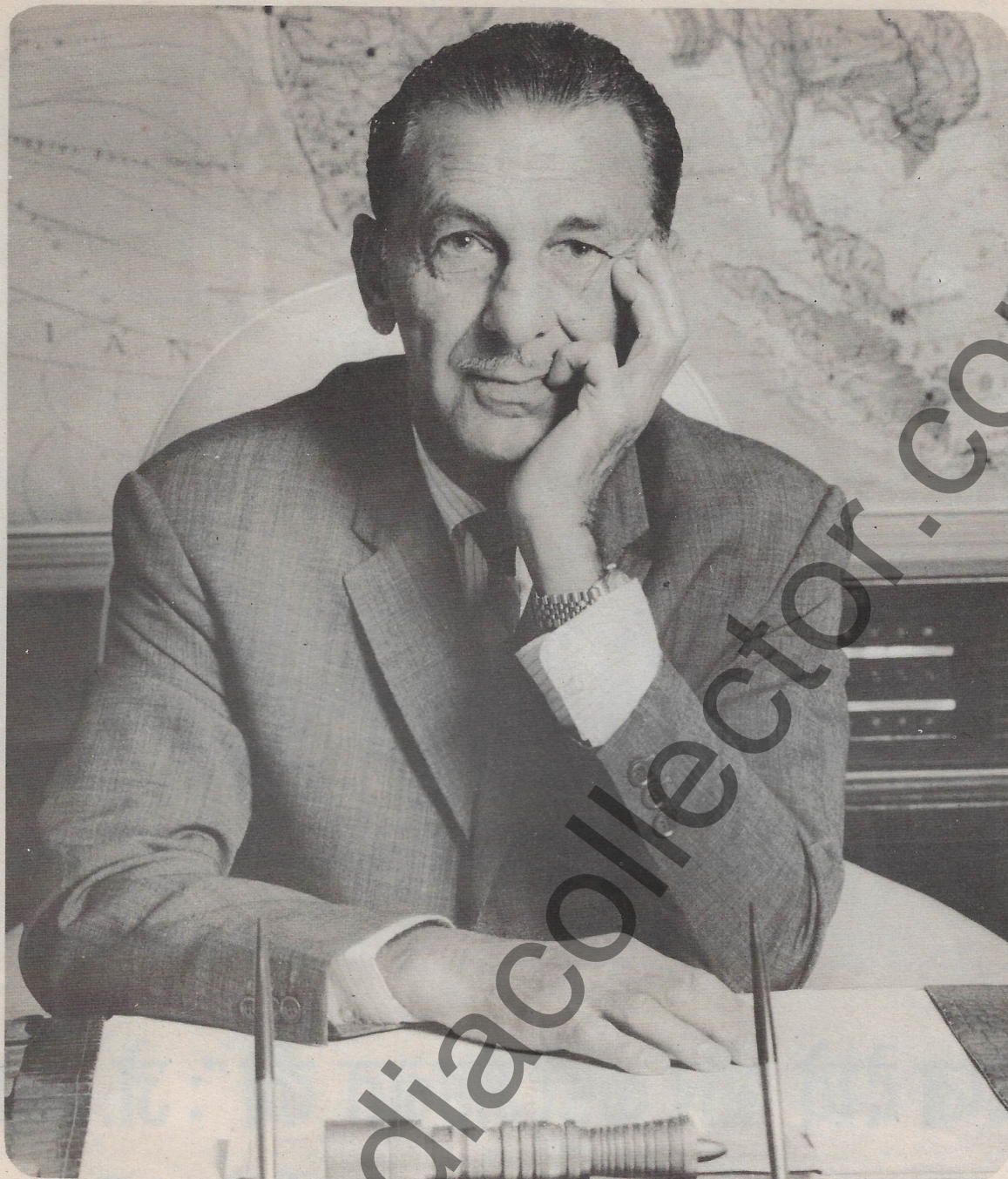
But it was all over too soon. It was fun while it lasted. Those witty remarks, innumerable suggestions and complaints, we appreciated them all. It will help us better our magazine and one day we hope you will chant "Magic Carpet is Magic Carpet."



ANSWERS TO MARCH 1978 CROSSWORDS



ANSWERS TO APRIL 1978 CROSSWORDS



“Together we dreamed and toiled”: J. R. D. Tata TO THE STAFF OF AIR-INDIA

Dear Friends,

I have been deeply touched by the countless messages of goodwill, affection and regret at my leaving Air-India conveyed to me by so many of you individually and during the heart-warming function held in my honour by the members of the 25-Years Club, and also in the farewell message contained in the special issue of the MAGIC CARPET dedicated to me last month.

What can I say to you who have shared with me the task of fulfilling my dream of building for India an airline worthy of her, except to say thank you with all my heart? Thank you for the love, loyalty and support you have given me in such abundance all these years and for the lifetime of work so many of you have given to our joint endeavour as, together, we grew and spread our wings to new skies, carried our country's flag to distant lands, and brought closer together their people and ours.

I cannot hide the sorrow I feel at our parting, for as the French poet so aptly said, to part is to die a little, and the part of me that died on the 1st February represented more than half of my life. But memories do not die, and to the end of my days I will retain the happy, and sometimes bitter-sweet memories of those exciting years

in which together we dreamed and toiled, exulted in our achievements, suffered our failures with fortitude, fought to retrieve them, strove endlessly for perfection in the pursuit of excellence, and always kept our eyes firmly on the stars.

Apart from the pain and sense of bereavement I feel at being suddenly cut off from Air-India and the world of aviation which I loved so much and which filled so much of my life, my greatest regret is that I am no longer a member of the Air-India family, working closely with you for the cause we have served so long together.

As I bid you goodbye, I am comforted in the knowledge that the Airline is safe in your hands and that the high standards we set from the start will never be lowered. Though now on the sidelines, my thoughts will always be with you and my prayers for the continued success of Air-India and the safety and happiness of those who work for it. Bless you all.

(J. R. D. Tata)



“इकट्ठे स्वप्न देखे और कड़ी मेहनत की”: जे.आर.डी.टाटा

एअर-इंडिया के कर्मचारियों के प्रति

प्रिय दोस्तों,

एअर-इंडिया छोड़ते समय, आप में से अनेकों द्वारा व्यक्तिगत रूप से मुझे भेजे गए खेद, स्नेह व शुभकामनाओं के अनगिनत संदेशों तथा २५-वर्षीय क्लब के सदस्यों द्वारा मेरे सम्मान में किए गए विदाई समारोह तथा साथ ही पिछले मास मुझे समर्पित मैजिक कार्पेट के विशेषांक में दिए गए विदाई-संदेश ने मेरे हृदय को बहुत प्रभावित किया है।

मैं आप सबको, जिन्होंने भारत के अनुरूप एअरलाइन स्थापित करने के मेरे सपने को साकार करने में सहयोग दिया है, हार्दिक धन्यवाद देने के सिवाय और कुछ नहीं दे सकता हूँ। इन वर्षों के दौरान जो स्नेह, वफादारी और सहयोग आप लोगों ने मुझे दिया उसके लिये हार्दिक धन्यवाद। आप में से अनेकों ने अपना समस्त जीवन इस संयुक्त प्रयास में लगा दिया है, क्योंकि हम सब मिलकर आगे बढ़े और अपने पंख नए आकाश में फैलाए, अपने राष्ट्र-ध्वज को सुदूर क्षेत्रों तक फहराया और उन क्षेत्रों के निवासियों तथा भारतवासियों को एक दूसरे के समीप लाए।

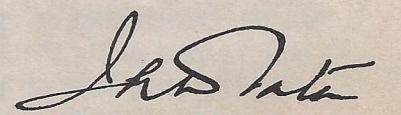
मैं उस पीड़ा को छुपाने में असमर्थ हूँ जो इस जुदाई पर मुझे महसूस हो रही है, जैसा कि एक फ्रेंच कवि ने ठीक ही कहा था “जुदा होना अंशतः मृत्यु के बराबर है” और पहली फरवरी को हुई मेरी अंशतः मृत्यु में मेरा आधे से अधिक जीवन शामिल है लेकिन यादें कभी मरती नहीं हैं, और अपने जीवन के अंतिम दिन तक मैं उन रोचक वर्षों की सुखद तथा कभी-कभी कड़वी-मीठी यादों को सही सलामत संभाल कर रखूंगा, जब हमने इकट्ठे स्वप्न देखे और कड़ी

मेहनत की, अपनी सफलताओं पर प्रोत्साहित हुए, असफलताओं को धैर्यपूर्वक सहन किया, उन्हें सुधारने के लिए संघर्ष किया, श्रेष्ठता की प्राप्ति के लिए अथक प्रयास किया और हमेशा लक्ष्य पर अपनी निगाहों को जमाये रखा।

एअर-इंडिया तथा विमानन के संसार से, जिसे मैंने सबसे अधिक चाहा और जो मेरे जीवन में सबसे अधिक छा गया था, अचानक अलग कर देने पर मुझे अफसोस हुआ है। इसके अलावा सबसे अधिक अफसोस इस बात पर है कि मैं अब एअर-इंडिया परिवार का एक सदस्य भी नहीं रह गया हूँ और जिस उद्देश्य के लिए हम सब करीब रहकर इतने लम्बे अंसे तक काम करते रहे हैं उसमें कोई सहयोग नहीं दे सकूंगा।

अब मैं आप सबसे विदा लेता हूँ। मैं इस बात से निश्चिन्त हूँ कि यह एअरलाइन आप सबके हाथों में सुरक्षित है और जिस ऊँचे आदर्श को हमने आरम्भ में स्थापित किया था वह कभी नीचे नहीं गिरेगा। यद्यपि अब मैं जुदा हूँ लेकिन मेरे विचार सदैव आप सबके साथ रहेंगे। साथ ही एअर-इंडिया की प्रगति, उसकी सुरक्षा तथा इसके लिए जो काम करते हैं उनकी खुशहाली के लिए मैं हमेशा प्रार्थना करता रहूंगा।

शुभ कामनाओं सहित,


(जे. आर. डी. टाटा)