

Magic Carpet

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EX-IM BANK LOAN FOR AI

AIR-INDIA has raised a loan of US \$ 50.00 million from the Export-Import Bank of the United States as part of its financing for the purchase of three additional Boeing 747s. The Government of India recently approved its plans for re-equipment and expansion.

Mr John L. Moore Jr, Chairman of the Ex-Im Bank, accompanied by other officials arrived in Delhi during the course of his tour of India and the Far East. During his visit to Bombay, he met senior Air-India officials.

The new loan from the Ex-Im Bank to Air-India comes after a lapse of nearly four years. Earlier, the Bank had provided long term loans to Air-India for the acquisition of its first five Boeing 747s, the first of which was received in 1971.



Mr John Moore with the M.D. when he called on him at the Air-India headquarters in Bombay.

ANNUAL DAY

STUDENTS of Air-India Modern School presented an interesting variety programme at the Shammukanda Hall on the occasion of the 15th Annual Day of the School recently.

Mr I.D. Sethi, Dy Managing Director (Commercial), was the Chief Guest and Brig M.P. Joseph, Controller of Civil Works & Properties, presided over the function. Ms Manju Sethi distributed the prizes.

The four-hour programme in the morning was packed with colourful dances, dramas and playlets staged by children ranging in age from 3 to 16. They held the audience enthralled with lively and skilful presentations.

The high point of the programme was the very colourful Bangra dance, which had been awarded the first prize in Inter-School Dance Competition last year. The other item which was widely acclaimed was "Higgeldy Piggeldy" staged by children from the Kindergarten.

Addressing the students before the prize distribution, Mr Sethi said that he was extremely impressed with the programme. He said that our school system needs to be totally reoriented so that our education system becomes more efficient and meaningful. He also pleaded for smaller classes consisting of not more than 30 students in each class rather than the present level of 40 to 50 students.

Mr Sethi assured the Managing Committee of the School that if a proposal were to be sent to him for the expansion of the School, he would see that it received sympathetic consideration from the Management.

Brig Joseph wondered why he had been invited to preside over the function. To this the Principal replied: for three reasons: one, girls liked army uniform; two, the army officers were punctual; and three, they tended to be brief in their speeches. True to his reputation, Brig Joseph was brief. He assured the School Management that the expansion of the school building for which money had already been sanctioned, would be completed soon.

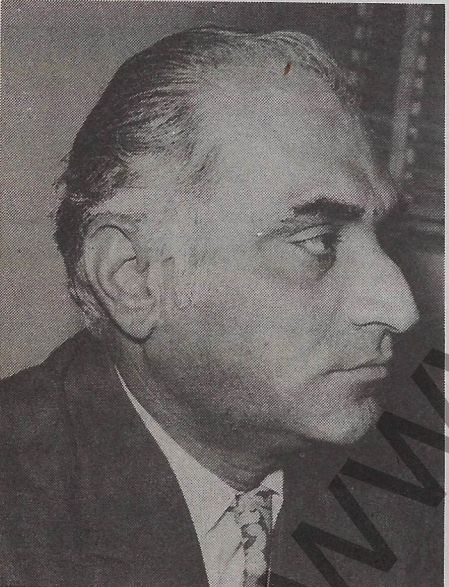
Earlier, Ms Rose D'Souza, Principal, in her welcome address traced the growth of the Air-India Modern School since its formation in 1962 and said that it was now regarded as one of the better schools in Bombay. She appreciated the Management's gesture in helping the School by providing larger accommodation to meet the growing requirements of the children in the Air-India Staff Colony.

At the end of the programme Mr R. Y. Pradhan, Secretary of the Colony Association, proposed a vote of thanks.

New Appointments



Mr J.N. Mogrelia, Director of Finance.



Mr D.P. Nimkar, Director, Ground Services



Mr P.G. Bhandarkar, Controller of Civil Works & Properties.

'GAMAN' WINS SPECIAL AWARD

'GAMAN', a maiden feature film by Muzaffar Ali, Manager, Congresses and Conventions, has won a special award at the Seventh International Film Festival organised by the Indian Ministry of Information and Broadcasting at New Delhi.

The film deals with the problems of migration from the rural to the urban areas and the cause and the effect of this phenomenon. It is today the most talked about film in India and had its premiere at the Eros theatre in Bombay on March 16. Appropriately enough, the premiere was organised by the Bombay Taximen's Union, since the protagonist of 'Gaman' is a taxi driver.

Those participating in the Festival felt that 'Gaman' is a most refreshing experience and will create a deep understanding of the country among foreign audiences.

Mr Muzaffar Ali (second from R) with Mr L.K. Advani, Indian Minister of Information and Broadcasting.



Defensive Driving

THE Ground Handling Division has launched a Defensive Driving Training Programme for its staff. This safety programme on improving driving skills highlighted the prevention of accidents to personnel, passengers, equipment and the aircraft.

The programme was conducted by Mr A.S. Khanna and Mr P.N. Helekar, Instructors, who are trained and certified by the National Safety Council, U.S.A.

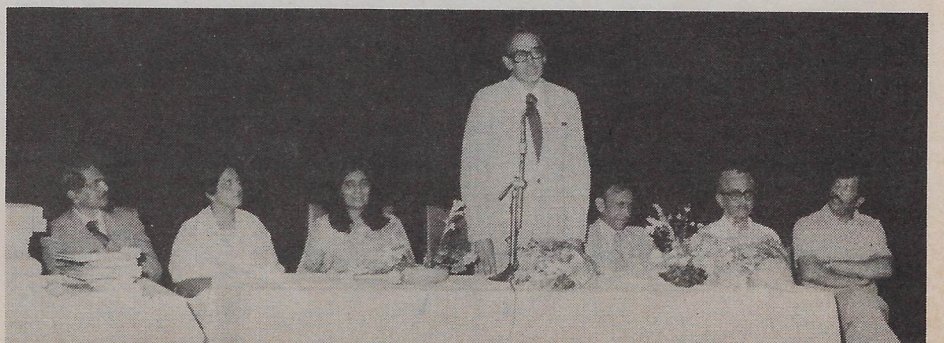
So far, during the course conducted in Bombay and London, approximately 800 staff were trained. Recently, this course was also conducted in Delhi for about 50 staff of the Ground Handling Division.

PM's Relief Fund

THE Minister of Tourism & Civil Aviation, Mr P. Kaushik, has written to the MD regarding the donation by the employees and the management of Air-India to the Prime Minister's National Relief Fund.

The Embassy of India in Washington has also acknowledged a cheque of \$ 336.00 which Air-India (North America) have donated to the Relief Fund in India.

(From L to R) Mr J. Wilson, Ms D'Souza, Ms Sethi, Mr Sethi, Brig Joseph, Mr S.N. Suryanarayan, President, Lions Club, Kalina, and Mr Pradhan.





(From L to R) Dr F. Morsi, Egyptian Ministry of Civil Aviation; Air Chief Marshal P.C. Lal; Ms Morsi; Ms Padma Chib, wife of the Indian Ambassador and Mr J.S. Joglekar.

CHAIRMAN VISITS CAIRO

Recently Chairman Air Chief Marshal P.C. Lal visited Cairo and during his visit he called at our booking office where he was presented a bouquet of flowers by Ms Magda Amin and was welcomed by our Manager Mr J.S. Joglekar and his staff. During his visit Mr Joglekar also hosted

an informal dinner at his residence in honour of the visiting Chairman which was attended by dignitaries from our embassy, the Egyptian Ministry of Civil Aviation, International Civil Aviation Organisation and the Press Corps.



Pallavi (Standing) and Jayashree (Sitting) students of Air-India Modern School and disciples of Guru Gopinath Nair, daughters of Mr B.P. Pai, Manager (E.D.P.) and Mr K.V. Sathyanathan, Asst. Supdt. Stores, (A/c Purchase). They gave their first Bharath Natyam dance recital at Shanmukananda Hall recently.

REPORT AT A GLANCE

The Air Corporations Employees' Co-operative Bank Ltd has released the following information in its recently published Annual Report :

Membership	: 8873
Membership of M.B.F	: 6108
Share Capital	: Rs. 33,03,530.00
Reserve Fund	: Rs. 4,56,460.01
Loans	: Rs.1,64,84,195.99
Investments	: Rs.1,08,45,961.95
Net Profit	: Rs. 2,99,843.46
Rate of Dividend	: 9 per cent
Working Capital	: Rs.3,03,90,974.63
Total Deposits	: Rs.2,30,75,798.33



Supriya Ramanathan, 12, daughter of Mr V. Ramanathan, Manager - Systems, Inflight Service Dept., came third in the 28th Annual All India Pre-Senior General Knowledge Test conducted by the United Schools Organisation of India in November 1978. She is the recipient of a Merit Certificate and a Prize. She is a keen student of Bharat Natyam.

BUMPER DRAW

The 206th Bumper Draw of the Maharashtra State Lottery was recently held at the "Khar Gymkhana", in Bombay. The photograph taken on the occasion shows the lucky numbers being shown to the Panel of Judges, left to right, Mr R.G. Bhatnagar, Mr B.P. Baliga and Mr Suresh Kumar.

Mr B.P. Baliga, Dy. Engineering Manager, Production Planning Division, and President of the Khar Gymkhana, was the Chairman of the Panel of Judges specially



Teenagers Trek Himalayas

Fifteen Australian teenagers, all between 15 and 18 years of age, from Barker College in Hornsby, left Sydney by Air-India late last year to undertake a tough adventure course run by the Himalayan Mountaineering Institute in Darjeeling. At Darjeeling the boys met Tenzing Norgay, the first conqueror of Mt Everest, and now advisor to the Himalayan Mountaineering Institute. The course was conducted by a team of veteran sherpas led by Nawang Gombu, a nephew of Tenzing and the only man in the world to have climbed Everest twice, once with the Americans in 1963 and the second with the Indians in 1965.

The Senior Master of Barker College, Mr Stuart Braga, accompanied the boys.

The three week course aimed to develop both physical and mental qualities as well as a sense of comradeship, discipline, selflessness, service to the community, self-reliance, physical fitness and the

ability to think and live adventurously.

The Australian organizer of the adventure trip was Air-India's East Australasian Manager, Capt. Mohan Kohli. Capt. Kohli is a noted mountaineer himself, having put nine Indian mountaineers on top of Everest in 1965, a record which has not been surpassed until this day. In 1977 he joined Sir Edmund Hillary in the Jet Boats Expedition up the Ganges.

The present tour resulted when in 1977, Capt. Kohli was invited to be Guest Speaker at the Barker College Speech night. As a result the interest generated in the Himalayas brought in a number of applicants, three times more than the limited 15 vacancies which could be offered by the Institute. Australians are becoming more and more interested in the Himalayas. Last year over 1,000 Australians visited the Himalayas for trekking, their ages ranging from 15 to 70.

Capt M.S. Kohli and Cdr Joginder Singh, Manager-Trekking & Mountaineering Tours, with the 15 Australian students at Sydney airport before their departure to India to participate in the Adventure Course in Darjeeling.



News from Frankfurt

A few weeks ago Capt. C.R.S. Rao created quite a sensation at the Frankfurt Golf Club. He had a HOLE IN ONE on the fourth hole. A perfectly executed shot, and in his own words, "It felt good from the moment I struck it !!".

The achievement was all the more spectacular because it was the first time Capt. Rao had played on this course. With him in the picture are two old 'Pros' Frank Koszarck and Gunther Huber Both constant visitors to India.

Mr Paul Bocuse, the father of Nouvelle cuisine, and Franz Keller his disciple



visited India by Air-India. Their visit was in connection with the Platinum Jubilee of The Taj Mahal Hotel. They are seen here with Mr Frank Rotters. Ashok Shelar



Economic data... "a vital management tool...."

The IATA Cost Committee has enough information to single out the underlying factors which influence the performance of a carrier, a route/area, or the industry as a whole, "Miss Aruna Samant, Planning Manager, Air-India, and Cost Committee Chairman, 1976-78, told delegates at a presentation during the recent AGM in Geneva.

"The air transport industry is fortunate to have a spread and depth of data which would be the envy of any other industry," she said.

"As the industry is on the threshold of a new order, it is very important to give careful thought to the future of this data collection activity."

In the past, she observed, the industry had required both general and specific information. The Director General's report on the state of the industry was a good example of the first, and the subcommittees monitoring fuel price, landing fees and en-route charges were a good example of the second.

"An equally important, but less recognised, benefit is that of specific internal use of these data," she said "Whatever the degree of use of Cost Committee data in the context of Traffic Conferences, there has always been a secondary use of those data.

"They enable carriers to answer, more or less precisely, questions such as: How am I doing in aggregate, or by route compared with competitor A, B, C, or the sum of myself and A, B, C? How do the economics of the routes I operate on compare with those of other routes, or other carriers on these routes? To what extent can unit cost differences be explained away in terms of aircraft utilisation, aircraft mix, or average distance flown?"

The Cost Committee data might not provide answers to all these questions, but, she asserted, "these data are nonetheless a useful starting point for a better understanding of the economics of an individual carrier's operations."

To demonstrate the value of economic data collection, she pointed out the key trends in the industry as indicated by the data, and gave some examples of the range of the actual and potential application of this data base.

Applicability

Collected each year for a four-year period (past, present and future), the data were representative of industry experience, covering both passengers and all-freight operations, by route and by aircraft type.

The poor financial results of scheduled international operations of reporting carriers were explained by the interaction between the demand side (traffic and yield) and the supply side (capacity and unit costs).



Ms Aruna Samant, Planning Manager.

Worldwide, capacity increases appeared to be accelerating and were forecast at almost 10 per cent for 1979. In 1976 to 1978, the cumulative increase for the industry was approximately 28 per cent.

Corresponding figures for individual route/areas ranged from a high of 70 per cent in the Europe/Middle East area to a low of seven per cent in North-Central America.

"The Cost Committee also has available sufficient information to be able to differentiate between the nature of capacity increases in different route/areas and their different levels of impact on costs," Miss Samant said.

"For example, in mature markets, which currently are almost fully operated with high capacity aircraft, these increases were produced partly by a reconfiguration of aircraft to higher seating density and by additional flights.

"In less mature markets, the substitution of conventional jets by more efficient wide-bodied aircraft was a major factor in capacity increase.

"The cost factor varies greatly, of course, between these three methods of capacity increase."

Unit Costs

Unit cost increases, which had been approximately in the six per cent range, were forecast to be lower (around two per cent) in 1979. However, this low forecast increase was likely to be considerably affected by currency fluctuations, as it had been assumed in making the forecast that the dollar rate of exchange in 1979-80 would be unchanged from that in 1978-79.

Considering the recent slide of the dollar, there was a strong probability that the forecast increase in unit cost might prove to be an under-estimate.

A second factor accounting for the relatively low forecast increase in unit cost was the cumulative impact of productivity improvements on several fronts. The Cost Committee analysed factors such as aircraft mix, share of wide-bodied capacity, average number of seats per flight, average tons per flight, average stage length and aircraft utilisation to ascertain productivity improvements.

"Worldwide, it would appear that the share of wide-bodied aircraft and average seats per flight predominantly explain productivity improvements," Miss Samant said. Individual route/areas, however, give us diverse findings. We can see

cumulative increases in aircraft utilisation as high as 14 per cent in the South Atlantic, and about seven per cent in the Mid-Atlantic.

Likewise, ATKMs per block hour are seen to increase cumulatively by as much as 24 per cent in the local South West Pacific Area."

She observed that in mature long-haul markets, which were already saturated with wide-bodied equipment, productivity increases had been limited to increased seats from reconfiguration of aircraft.

It was the smaller markets, with wide-bodied capacity accounting for between 40 per cent to 60 per cent, which appeared to be experiencing the most dramatic productivity gains.

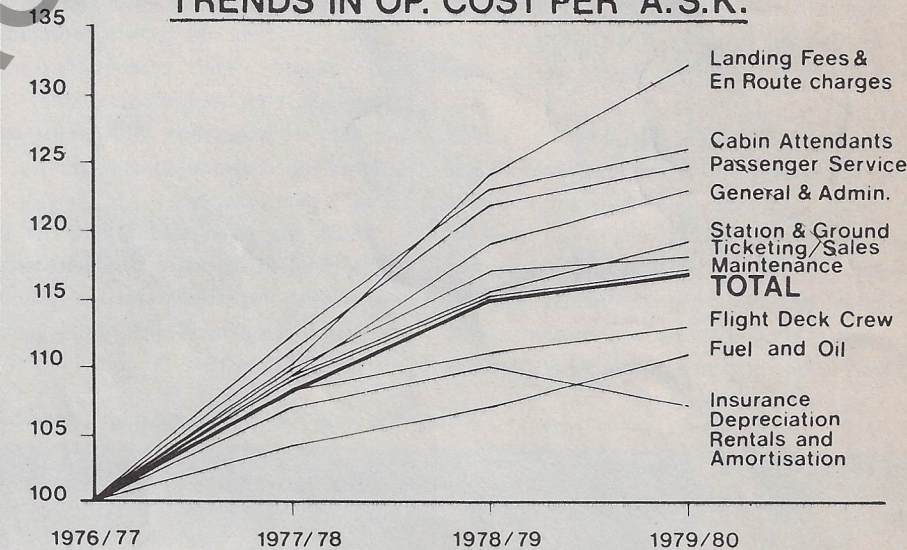
As these areas accounted for less than 30 per cent of worldwide capacity, and with the growing share of wide-bodied capacity, possibilities for further gains were diminishing. It was therefore fair to expect that the industry would be less able in future to combat inflationary pressures through productivity increases.

Demand Data

Demand data were collected in great detail within the industry -- by city-pair, fare type, season and other detail. The Cost Committee collected data in aggregate terms to analyse the overall performance and revenue requirements of the industry.

(Continued on page 7)

TRENDS IN OP. COST PER A.S.K.



Lunch with the 'Admiral'

By MERCY MATHEW



Mercy Mathew

Chibber had been at me for a free lunch for quite some time on the grounds that it was in settlement of a debt of honour. After being persistently hounded by him, I decided to buy peace for Rs 3/- at the Air-India Restaurant.

The scene that met us there, that Tuesday was nothing out-of-the-ordinary -- Pure Bedlam! It confirmed how right I was not to frequent the restaurant. At first glance what seemed to be on was an amateur replay of the Storming of the Bastille -- a general clamour for tables, chairs, food and any of the amenities one pays Rs 3/- for, prevailed. Besides this amateur theatrical, the HCI premises also boasted of a, maybe semi-professional, circus on training: There, dotted along the walls of the dining-room,

were various amateur artistes earnestly performing their favourite trick -- precariously balancing loaded plates on finger tips or water-glasses on knees while pretending to eat ... What all of this meant to me personally was that I avoided the place -- I laughed hard enough at the Charter Revenue Statements during the course of my normal work to feel sure that I had more than my fair share of amusement. I needed no more.

But as I said, I had to make an exception that day. And having come to the Restaurant, I decided to enter into the spirit of the thing. The French Revolution had always had my secret sympathy and so I

joined the Bastillites in yelling for my soup. That done I tucked in my sari pallav and got ready to start sprinting towards the nearest table that would be vacant.

You can imagine then how delightfully surprised I was to find that there among this crowd of seasoned chair-grabbers was a table of four with two seats lying vacant, apparently unseen by anyone. I raced towards it.

"Anyone joining you?" I breathlessly asked the older of the two occupants neither of whom seemed HCI regulars.

"No, but you can," he replied. "You don't mind if there're two of us?" I asked looking at the well-laid table.

(Continued on page -6)



Dr Vijai Kumar addressing the seminar

Dr Vijai Kumar, Chief Medical Officer, started off by saying that periodic health check-ups establish a report between the doctor and the executive which leads to better health. After the age of 40, such a check-up becomes all the more important because diseases like blood pressure, diabetes, cancer and heart ailments make their appearance. They can be detected through check-ups in their early stages whilst they are still amenable to treatment. Also "risk factors" like raised serum cholesterol and obesity leading to them can also be identified and eliminated before damage is done. Not only that, but fears about non-existent illness can also be removed.

Dr Kumar pointed out that the survey covered executives in the age group of 40 and 55 years. Amongst the significant diseases detected in the survey were, in order of frequency: high blood pressure, airway obstructive diseases (e.g. bronchial asthma, bronchitis, etc.), diabetes and coronary heart disease. Their incidence in two sister Corpora-

HEALTH CHECK-UP

tions was found to be more or less similar. It was significant that the incidence of diabetes was lower in the non-executives, compared to the executives, in both Corporations.

Further analysis of the data on blood pressure revealed that both systolic and diastolic blood pressures tend to rise with age amongst our executives. This trend is identical to that reported in other similar groups. Dr Kumar pointed out that the arbitrary upper limits for normal systolic and diastolic pressures are 160-95. It is important to detect raised blood pressure early because life expectancy at any age is inversely proportional to the level of blood pressure, said Dr Kumar, and of course, blood pressure greatly adds to the risk of coronary heart disease.

Dr Kumar pointed out that at one stage it was thought that the thickening of arteries (atherosclerosis), which is the underlying cause of coronary heart disease, is an inevitable consequence of the process of ageing. Subsequent epidemiological studies have demonstrated a significant variation in the incidence of this disease in different countries even amongst racially homogeneous groups. Environment too plays an important part in this.

A number of risk factors have now been identified and the more important of these are: heredity; shorter and fatter build; smoking; drinking excessive alcohol; obesity; sedentary life, lower exercise tolerance; Type A personality (excessive ambition and drive, keeping to deadlines and chronic watch-keeping, competitive aggressiveness, sense of insecurity); blood lipid (fat) abnormalities; hypertension; diabetes mellitus, greater total plasma insulin response to standardise G.T.T. gout and hyperglycaemia; E.C.G. abnormalities.

The individual risk factors noted above are bad enough; their combination positively dangerous. It has been estimated that at least 20 per cent of executives in America are overweight; the situation in our country, if anything, is slightly worse.

Much has been said about the role of lipids (fats) in coronary heart diseases. There are several types of fat in blood, like cholesterol, triglycerides and fatty acids. They are generally carried in combination with

proteins, forming the so-called lipo-protein complexes.

While it is true that raised serum cholesterol level is a major risk factor for coronary heart disease, the situation is actually more complex. For example, low and very low density lipo-protein increase the risk of coronary heart disease while high-density lipo-protein actually has a protective role. One of the factors responsible for unusually low incidence of coronary heart disease amongst the executives who otherwise consume large quantities of animal fats. May be the rare high level of this lipo-protein in their blood.

Cholesterol itself is partly synthesised in liver and partly absorbed from the intestine. As its blood concentration rises proportionately with the amount of saturated fats in the diet like ghee, butter and other animal fats, it is advisable to reduce their intake. On the other hand, poly-unsaturated cooking oils like the peanut oil, kardi oil and other vegetable oils which are liquid at room temperature help bring down the serum cholesterol level. At the same time, high cholesterol containing foods like eggs and milk should not be consumed in excess.

Besides affecting the serum lipid levels, diet also affects on carbohydrates metabolism and determines the body weight. It thus contributes to coronary heart diseases indirectly.

Dr Kumar highlighted some interesting facts about nutrition, e.g. if meat intake is reduced or partly substituted with fish, poultry or eggs, the incidence not only of coronary heart disease but also that of high blood pressure and cancer of the intestine declines.

Grandmothers were right in saying that too much water with food interferes with digestion. Similarly, large amounts of carbohydrates and proteins eaten together as in cheese sandwiches are not digested too well. Amongst the prosperous classes, of course, the commonest nutritional problem is caused by over-eating.

The symptom of over-eating is obesity, which is not only unsightly, but also unhealthy. In fact, obesity is a killer disease specially as far as men are concerned. Mortality from a variety of diseases is much higher amongst the obese than the ideal-weight patients: (see table.)

"Keeping a"

An analysis of the findings of Executive Health Check-Up introduced in mid-Seventies was presented to Air-India executives at a Seminar held at the Headquarters recently. The Seminar was conducted by Dr Vijai Kumar, Chief Medical Officer, and a panel of Corporation doctors.

Mr K.G. Appusamy, Managing Director was the chief guest at the Seminar and Mr C.L. Sharma, Deputy Managing Director presided. Amongst those who attended the Seminar were departmental heads and other senior executives.

Speaking on the occasion, Mr Appusamy said, that the Executive Health Check-up was started in 1976, although the idea was first mooted as far back as 1971.

"In our normal day-to-day life we are so busy with our work that sometimes we do not look after ourselves as we ought to," said Mr Appusamy. "It is the responsibility of the Corporation doctors to keep an eye on us and to ensure that we do not neglect our health".

He pointed out that the aviation industry is known for its special stresses and strains and is therefore uniquely hazardous to executives. "Surprisingly enough", Mr Appusamy continued, "officers from the Engineering Department suffer the most in this respect". He had reached this conclusion after talking to Chief Executives of various airlines, including Indian Airlines. However, he said, everyone in the industry has his share of stress which is probably made worse by our environment in a city like

A view showing Air-India staff who attended the seminar.



Of all the golden rules of good health, taking regular exercise is the most important and most neglected. It is believed that aches and pains of old age, and loss of physical and mental powers which are generally attributed to ageing are largely the result of sedentary life imposed in activity and thus preventable with regular exercise. The secret of continuing the vigour of old age is thus not beyond reach.

Exercise also helps to keep the mind alert. It has been observed that those who exercise their bodies are not only physically fitter than those who don't, but academically superior too. According to Dr Paffenberger, a study of a group of 17,000 individuals for ten years showed that those who expended less than 2,000 calories per week through exercise were 64 per cent more likely to get heart attack. However, it must be emphasised that any exercise after the age of 40 should be started only with the doctor's advice. While any exercise is good, cycling, swimming and walking are probably the best for people above 40. Furthermore, long walks and marathons are not really necessary; just walking two miles a day at a brisk pace may be sufficient.

In the concluding part of his talk, Dr Kumar briefly reviewed the psychological factors related to health. He mentioned that sedentary jobs carry within them the seeds of destruction of their incumbents. This is only true if one completely ignores the vast amount of knowledge now available in dealing with stress.

eye on us"

Bombay, where travelling to places of work causes considerably more stress than any where else. His advise to everyone was: "Please do not work long hours; work your normal hours; work efficiently- and go home on the dot".

Earlier, Mr. C.L. Sharma in his introductory speech said that like any good employer, the Corporation has made considerable investment to build up a high level of experience among its executives. And it is, therefore, natural for the Corporation to expect that the staff are mentally and physically healthy to handle their work efficiently, especially those who are responsible for taking major decisions. In a developing country like ours many have to keep long hours and their actions and decisions are subject to post-facto scrutiny. Investment decisions are becoming more and more complex, so are rules and regulations. Then too technology has advanced at such a fast pace that executives beyond a certain age feel that they are in danger of becoming outdated.

"I think the average office worker does not make things any easier for himself by drinking too much coffee and tea, by leading a very sedentary life and by driving himself to achieve his ambition." said Mr Sharma.

In conclusion, Mr Sharma congratulated Dr. Vijai Kumar and his team of doctors for having conducted a very enlightening Seminar and hoped that a similar one would be organised next year.

Stress is an impelling force. A change in environment demands a response at the physical and/or mental level. It is damaging to health only if the response is incorrect; the damaging effect being dependent not on its type but on how one takes it. He pointed that some degree of stress is necessary for survival. Take the case of Auk. These large fish-eating birds were once thriving on arctic shores where they had no enemies and food was plentiful. Over several generations, the Auks gradually became lazier, fatter and stopped flying. Through evolution they lost their wings as there was no need for them. One fine morning in 1758, some sailors spotted the first great Auk and from then on there was an endless supply of fresh meat for the explorers and Eskimos. Within a few decades all the great Auks had been killed and the bird is extinct today.

Dr Kumar reviewed the situations which are a source of anxiety amongst the executives and discussed the modern psychotherapeutic approach in dealing with them by self-analysis. He gave three antidotes to anxiety:

- a) Remain cool under fire.
- b) Evaluate loaded situations accurately and
- c) Adapt gracefully to the varied situations of life.

He concluded by saying that a great deal of suffering and ill-health amongst us all is unnecessary and preventable by intelligent application of the rules of good health.



The panel of Doctors who participated in the seminar are (from l to r) Doctors S.M. Gaikwad, S.S. Joshi, B.K. Palit, S.K. Puri, (Miss) A. Mukherjee and J.R. Shah.

QUESTION HOUR

After the presentation by Dr Vijai Kumar, there was a lively hourlong question-and-answer session, in which all the panel doctors participated. The panel consisted of: Doctors B.K. Palit, S.K. Puri, Ms A. Mukherjee, D.L. Borde, R. Chaudhry, S.M. Gaikwad, J.R. Shah and S.S. Joshi.

Fats are classified into different types, namely saturated, polyunsaturated etc. The saturated fats are not good for health as they increase the blood cholesterol level which in turn increases the likelihood of heart disease. Most animal fats are saturated, so also are Vanaspaties which are hydrogenated oils. Coconut oil is di-unsaturated and hence harmful if consumed in excess. The saturated fats are normally solid at room temperature. This is a useful test to differentiate between saturated and unsaturated fats.

Backache is a common complaint not only among engineers, but Flight and Cabin crew as well, not to mention office workers who spend long hours sitting on a chair without the back being straight or propped up by pillows. Backache is not a diagnostic category. It is a symptom. There are about 233 causes of backache. Some are common, like slipped discs or back strains, while others are more complex, like tumours of the spinal chord which are very rare. It is better to spend about 3/4 minutes every morning in doing some back-extension exercises. Ever seen a cat or dog stretching itself? Well, just do that a few times during the day. Backaches can also be caused attempting to lift heavy objects without bending your knees, as this puts a lot of strain on the back muscles.

If you suffer from pain in the neck, it may not necessarily be caused by cervical spondylosis, unless confirmed by an X-ray. Simple neck exercises help a lot.

Ah, the Heart! The crux of the matter. The problem which everyone dreads. Heart is a continuously beating muscle, like a pump which never stops working from birth to death. Therefore it requires a continuous supply of blood. Whenever there is a narrowing of arteries because of age or high cholesterol level, the supply is naturally reduced and you have a problem. Exercise helps to improve blood supply and also opens up arteries.

A sense of wellbeing does not come without exercise. Exercise adds life to your years, and years to your life. Cycling, swimming and walking are probably the best exercises. If you walk two miles a day at a brisk pace, that is enough.

As far as exercise is concerned, there are two important objectives; calories spent and

the effect of exercise on cardio vascular and respiratory system. The exercise is not effective unless a certain minimum heart rate is achieved. It should not be like an easy round of golf.

Your exercise should lead to a rise in pulse rate, which, of course, varies with the age and build of an individual. It may in fact be better if you gave up driving and instead started walking to your local railway station.

As far as yoga is concerned, it should be done under proper guidance from someone who is trained in the system. One should not go in for yoga exercises with a heart condition. Of course, there are certain yoga exercises which will benefit people with a heart condition also. Prior medical consultation is a must in this case.

STANDARDIZED DEATH RATES PER 10,000

		Underweight		Normal weight	Overweight	
		15 per cent	5-14 per cent		5-14 per cent	15 per cent
1.	All causes	913	833	844	1,027	1,300
2.	Organic heart disease	63	66	80	115	130
3.	Diseases of arteries	15	17	23	34	45
4.	Cancer	54	64	61	64	75
5.	Diabetes	9	9	14	22	60
6.	Accidents	44	58	60	65	75
7.	Suicide	33	25	24	31	33

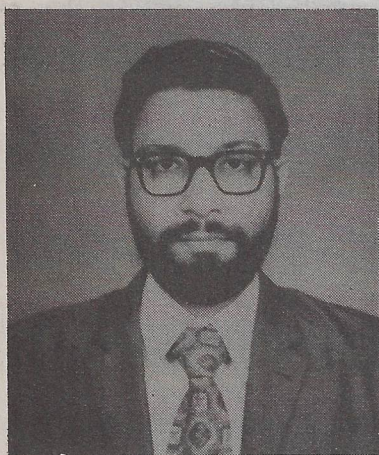
The MD inaugurating the Seminar in the Air-India auditorium. The others seen in the photograph are (from l to r) Dr Vijai Kumar, Mr C.L. Sharma, Dy Managing Director (Headquarters) and Dr D.L. Borde. At the end of the seminar Dr Borde proposed a vote of thanks.



CONGRATS

HOSI GODHA

Mr Hosi Godha, Manager-International Relations, has stood first class first, when he appeared for the LL.M. Part I examination in Group IV - Commercial Law, in the subject of his specialisation -- Maritime and Air Law. Mr Godha achieved this distinction while studying for a degree in Master of Law from the University of Bombay while working in the Corporation. He is a recipient of Merit Scholarship of Bombay University and at present holds Bachelor of Arts and Law degrees in addition to a diploma in Business Management.



VARSHA

Varsha daughter of Mr B.G. Smart, Maintenance Manager, Frankfurt, stood third in the pre-University examination while appearing from the S.N.D.T. College in Pune near Bombay.



UMA



Uma, daughter of Mr P. Jayaraman, Asst. Manager-Inflight Services, and Ms S. Jayaraman, Teacher, at the Air-India Modern School, obtained 70 per cent marks in the Eleventh Standard at the N.M. College of Commerce & Economics. She was a first-class student throughout her career in the Air-India Modern School and secured 78 per cent in the Secondary School Certificate examination, thus standing first in her school and receiving numerous scholarships and prizes.

'Braintrust' Team

David Snell, Asst. Cargo Sales Manager in the U.K., recently took on the responsibility of being Captain for the Air-India team for a Mastermind Competition arranged by the Customs boys at the Heathrow.

This is an annual event for which most of the airlines enter. This year David Snell picked for the other two members of his 'braintrust' team, Bob Ashman, District Sales Manager-London, and John Marsh, Accounts Superintendent, also from Bond Street.

The team lost by one point to KLM and this was rather incongruous because, on an early question, they had generously agreed to concede a point to KLM on a debatable answer. However, they kept our flag flying and we are grateful to them for participating and showing off their knowledge.

— Trevor Turner

Lunch with the 'Admiral'

(Continued from page -3)

"Not at all, both of you're welcome. Make yourselves comfortable." He was quizzically gracious as if the table with its crisply set cloth napkins, was reserved for him.

Suddenly all of it seemed out of line with the normal HCI policy and procedure (no napkins, no forks, yell for napkins, yell for forks...). Only when my gaze fell on the little white placard in the corner of the table did it partly register. It read 'Reserved for the Chairman of AI'. So the Chairman was expected was it? But what about these two trespassers? Their nonchalance seemed to smack of a little disrespect.

"'Reserved for the Chairman' it says," I said reading the card aloud a little reproachfully to them.

"Oh, but that's okay. You can sit all the same," was the puzzling reply.

I tried to work it out quickly in my mind. The only plausible thing seemed that the Chairman had probably cancelled his plans to lunch at the Restaurant and these gentlemen were aware of it. So I turned around to confer with Chibber who was still serving himself soup. I had not noticed till then that there was a queer buzz in the dining room. When I walked towards the buffet table, the hushed whispers and 'Pssts' were decibels higher.

Somebody whispered loudly "I like your boldness -- straight to the Chairman's table."

So I explained "No, it was reserved for the Chairman, but apparently he's not coming."

"You nut!" he hissed, "That IS the Chairman!"

When I got unfrozen five minutes later, I tried to digest this piece of news. I studied the Chairman's face unreservedly -- to make sure. Ah, well, maybe they had a point. He did look a little like the photos in the Magic Carpet. Either way I had to 'do my stretch' at the TABLE. It would be chicken-hearted not to just because I now knew it was the Chairman's. So I decided to first apologize.

"I'm sorry Admiral Lal, I didn't know it was you." I said it in a nervous mumble and fortunately so, for in a split second I realised I'd changed his services for him. But if he heard it, the Air Chief Marshal didn't bat an eyelid.

"What is your name?" he asked in an effort to make me feel comfortable. While introducing myself, Chibber joined us. He was not yet up-to-date on matters. Following suit, he just introduced himself -- a little casually though. Then he looked questioningly at the Chairman, who as any other man would have, just said "I'm Lal". Chibber obviously looked as if he didn't believe, so the Chairman spelled it out "L-A-L Lal".

Chibber's face turned the colour of his tie -- a dull grey.

After such a start one would've thought we'd reach an impasse. But that would've been without taking into account how totally unassuming and easy-to-talk-to the Chairman really is. With absolutely no condescension whatsoever, he asked us about our work, spoke to us about A-I and IA, told us in passing about the World Management Conference he'd attended at Delhi, and even told us exactly what he was in Bombay for! I've heard middle and senior Managers hum-and-haw about their work and duty trips in a secretive and you're-too-junior-to-know-what-we're-talking-about manner (or what's more likely, in many cases, an I don't-know-what-I'm-talking-about manner) that I longed to present Mr Lal to them.

Through all this his nephew, the second occupant of the table, sat modestly listening in.

The Chairman chatted relaxedly about his family and about what seemed to him to be the family preoccupation -- Literature (his wife is a Literature graduate and his daughter is working on a thesis on Henry James). He also heard us out, with perfect equanimity on our impressions on A-I and our self-righteous views on how A-I should be run.

And when sometime during his meal his fork tossed out of his hands, he just chuckled, "That shows how excited I'm getting." He was unbelievably human!

Before we knew, that brief hour was past. He was expecting a call at 2 o'clock and had to rush off leaving us half-way through our dessert. But before he did that I was determined to say my piece.

From a mouth full of fruit salad, the words tumbled out, "Mr Lal, thank you for being so approachable."

And from Chibber, "We were caught unawares but we"

"But I hope you didn't FEEL caught," was the laughing reply.

"No Sir we enjoyed the meal with you," completed Chibber.

When I got back to my room that day, my telephones were screaming away. Everybody wanted to know how it happened, exactly what the Chairman said, what sort of a person he was, what he thought of this, that and the other problem So I decided to use the Magic Carpet as a forum for a detailed announcement of everything I'd gathered about him from that brief lunch session. And here it is. □

AIR-INDIA CIRCLE



Seen at the inauguration of the "Air-India Circle" are Mr Devraj Urs and Mr B.R. Satyanarayana Rao. On the right is Mr N. Lakshman Rau, retired Corporation Administrator.

The Chief Minister Devaraj Urs, of the State of Karnataka in Southern India, inaugurated a unique traffic island in front of the official residence of the Chief Minister.

This island, named 'Air-India Circle', was specially designed under the supervision of the Civil Engineering Experts of Air-India and the Corporation will also maintain this island.

The special feature of the design is the delicate grill work, which is patterned after the arches or "miharbs" of medieval palaces. This design also represents the pattern of the windows on the exteriors of our 747s. The Airlines symbol, the "Maharajah" is sketched on all four sides.

Mr B.R. Satyanarayana Rao, then Sales Manager-Karnataka said that the traffic island was the first of its kind designed and maintained by Air-India anywhere in the world. Mr N. Lakshman Rau, retired Corporation Administrator, Mr N. Narasimha Rau, Chief Secretary, Mr Albert Manoraj, Inspector General of police, and other senior officials were also present on the occasion.

FAREWELLS



Maj. S.G. Srinivasan, RD-India, being felicitated by the MD, at a farewell function.



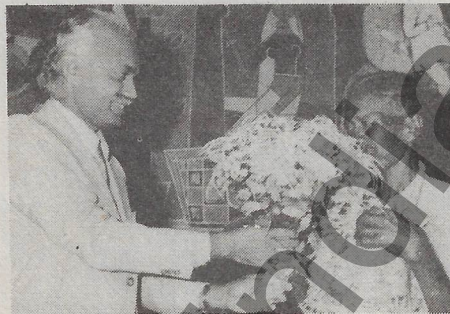
Mr F.V. Mascarenhas, CM-TS.



Mr C.S. Patra, Engineering Department



Mr F.A. Coelho (L), Engineering Department.



Mr G.D. Sitap, Cargo Booking Office, Bombay.



Mr V.R. Hegde (4th from L) and Mr M.C. Goreksha (5th from L).



Mr P.N. Nair (L), Engineering Department.



Mr S.N. Roy Chowdhury (R), with D.O.



Mr S. Lobo (L), Engineering Department.



Wedding Bells

Vidya Kini, D/o Mr K.N. Kini, Sr. Technical Officer, Engineering Department, married Mr B. Ratnakar Pai,

ECONOMIC DATA

(Continued from page 3)

These data essentially showed that relatively higher increases in traffic were expected in 1978, although with relatively lower increases in yield. A relatively higher capacity increase could also contribute to this higher traffic growth.

"In its analysis of demand and supply, the Cost Committee reduces all the information to two simple but informative parameters -- the achieved load factor and breakeven load factor," Miss Samant said. "The gap between these two load factors is a useful measure of the financial performance of the industry."

This year, load factors were expected to exceed the highest level achieved in the past decade. However, she pointed out, breakeven, load factors had similarly increased, mainly because yields had declined or failed to keep pace with unit cost increase. This largely offset the benefit of improved load factors.

Miss Samant emphasised that the Cost Committee had sufficient data to isolate the basic factors influencing the performance of a carrier, a route/area, or the industry as a whole.

Data Use

Unit cost trends illustrated the depth to which these data were collected. The

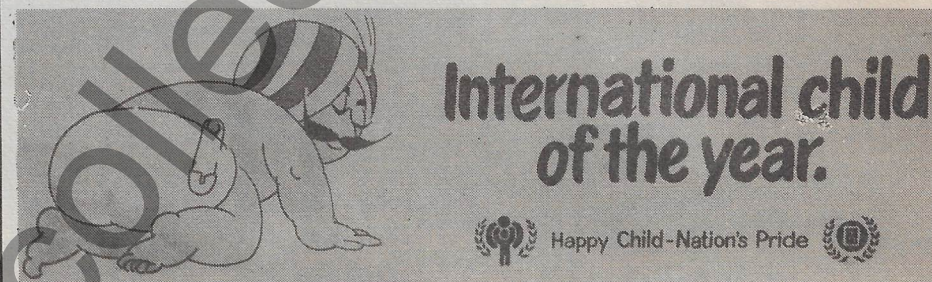
Cost Committee adopted a functional cost breakdown which was useful to monitor the increases in individual items of cost. (see graph on page 3)

For example, unit costs of items such as flight deck crew, fuel and oil and insurance, depreciation rentals and amortisation had all increased less than the overall unit cost increase. On the other hand, landing fees and en-route charges were the most rapidly increasing element in cost, followed by cabin attendant, passenger service and general administrative costs.

"These data are of great use in dialogues with governments, airport authorities and several other third parties," she said. "The data provide sufficient information to monitor and control increases in individual cost items, and therefore also serve as a valuable tool for internal management purposes."

Miss Samant concluded that the need for such information seemed self-evident for both internal and external purposes and could be expected to grow in an increasingly more complex industry environment.

(Courtesy : IATA World Airline Cooperation Review)



LETTER TO THE EDITOR

I suggest that the Editor of our "Magic Carpet" should invite photographs from Amateur Employees either on a selected or a general topic. However, after scrutinising the same, he should award the photographs as "The Photograph of the Month" and the Runners-Up.

Similarly, "A Photograph of the Year" can also be selected on this basis. This will give our employees, who are interested in Amateur Photography not only a

chance to see good photographs, but also an opportunity to show their skill and interest in photography.

Abdul Rub Amrohi
Stenographer
Commercial - Cargo
N.T.B., Santa Cruz.

Editor's remarks:

Any comments from readers on Mr Amrohi's suggestion ?



A VIP

Mr Digambar Bhalerao, Sales Officer in the Bombay District Office, was one of the privileged few to be invited to a Raj Bhavan Tea Party hosted by the Governor of Maharashtra, Mr Sadiq Ali, in Bombay. Mr Bhalerao who is a Special Executive Magistrate is seen here with the Governor.

OBITUARY

WE regret to record the death of the following staff :

Mr J.W. Harvey, District Sales Manager, Birmingham -- Joined : June 1, 1956.

GANJIFA

The playing-cards of India

THE word **ganjifa** is from the Persian word **ganjafeh**, and is used to denote both, playing cards and card game. This word was perhaps introduced in India, with the Mughal game of **ganjifa**, but the antecedents of card playing in India, are very ancient, as can be seen from the influence and representation of mythology on the construction of card games.

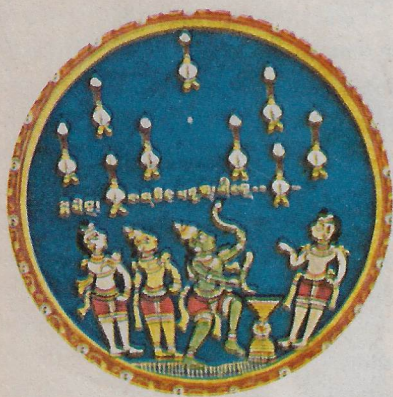
The Indian playing card is circular in shape, and the size may vary from 20mm to 120mm. The larger, rectangular size and shape developed later, probably as a result of European influence.

The material painted upon was usually paper, starched cloth or leather, for the more commonly used **ganjifa**, whilst the more affluent played with

ganjifa made of ivory, tortoise-shell, mother-of-pearl, especially painted upon by commissioned artists. There are also **ganjifa** sets in gold and silver enamel.

The eighteenth and nineteenth centuries saw greater patronage of the art of making and painting **ganjifa**. This resulted in some fine specimens, in varied style, shapes and games.

Today this art survives in a few districts, and is associated mainly with the village craftsman around the holy city of Puri, in Orissa; in West Bengal; in Andhra Pradesh; and in the Sawantwadi district of Maharashtra.



JANUARY

THE RAMAYANA, FROM ORISSA

This set of 96 playing cards, depicts in 'comic-book' technique, the Ramayana. Rama is shown bending the bow at Mithila. The card value is indicated by the arrows.



FEBRUARY

THE DASHAVATARA, FROM MAHARASHTRA

A popular card game, based on the 10 incarnations of Lord Vishnu, consists of a 120 card pack. The vizier-card from the Matsya avatara suit is shown above.



MARCH

MUGHAL GANJIFA, FROM WEST BENGAL

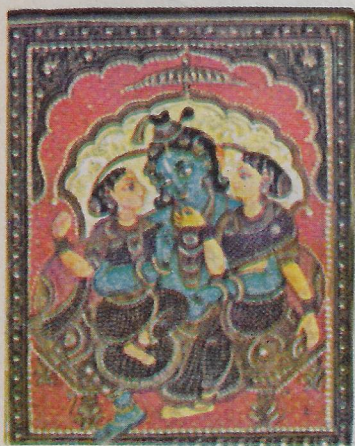
Identifies its eight suits with eight departments of the Mughal court, to make a 96 card pack. This set was especially painted on ivory for Robert Clive.



APRIL

THE BATTLE OF LANKA, FROM ORISSA

This game, played with a 144 card pack, is perhaps the oldest form of **ganjifa**, and is akin in its rudiments to the Indian game of chess, for it represents two opposing armies, that of Rama and Ravana.



MAY

THE HINDU PANTHEON, FROM KARNATAKA

Krishnaraja of the Wodiyar dynasty, Mysore, had a penchant for playing and inventing games. This card, depicting Krishna, is from a 72 card pack.



JUNE

THE CHURNING OF THE OCEAN, FROM MADHYA PRADESH

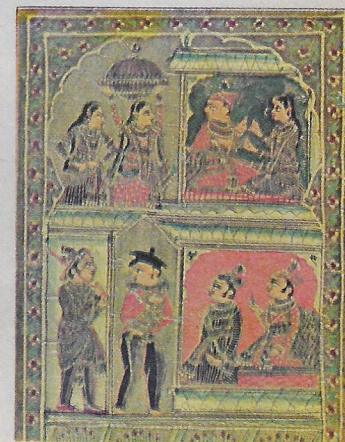
The *Samudramanthana* is a 'secondary' creation myth of India, and this powerful story is depicted on the small compass of the **ganjifa**. It is the king card of the Kurma avatara suit, of a Dashavatara game.



JULY

KRISHNA, THE DEMON SLAYER, FROM ORISSA

Ashta-malla, or the 'eight wrestlers', is the name of the game based on eight heroic battles between the infant Krishna, and the demons sent to destroy him by the evil king, Kansa of Mathura.



AUGUST

MINIATURE PAINTINGS ON PLAYING CARDS, FROM ANDHRA PRADESH.

Miniature paintings were skilfully adapted to the smaller specifications of the **ganjifa**. The card above, belongs to the Gulam suit of the Mughal Ganjifa, and the number of persons depicts the numeral value.



SEPTEMBER

THE GIANT CARDS OF BISHNU-PUR, FROM WEST BENGAL

The card represented, belongs to the *Naksha* game, similar to the French game, *vingt-et-un*, and is played with a pack of 48 cards.



OCTOBER

GANJIFA, FROM THE VALE OF KASHMIR

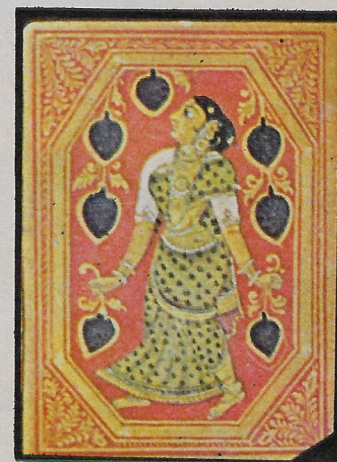
Lacquered papier-maché craft enhances this set of Mughal Ganjifa. This card is from the Gulam suit. The numeral value is indicated by the number of persons depicted.



NOVEMBER

THE NAVIN DASHAVATARA, FROM KARNATAKA

This is the decisive card of the game, for if it makes the last suit, it takes all the winnings! It is the 10 of the *Indrani* sequence, and is from a game designed by Krishnaraja of Mysore.



DECEMBER

EUROPEAN CARDS WITH INDIAN DESIGNS, FROM SOUTH INDIA

The Portuguese, the French, the English merchants and soldiers, brought their card games to India, which were soon adopted by Indian nobility and the designs adapted. The cards were infact painted over by Indian artists. This card belongs to a Piquet pack.