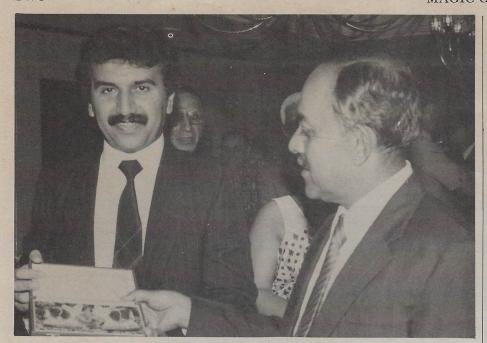
AIR-INDIA

# Magic Carpet

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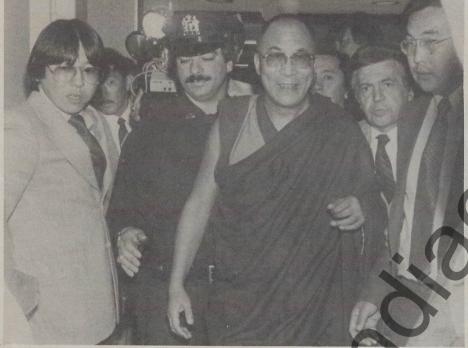




#### **COURTESY CALL**

Mr Ahmed Al Mishari, Chairman and Managing Director of Kuwait Airways, paid a courtesy call on our MD, Capt D. Bose on October 9. Capt Bose hosted a dinner in his honour the same evening at the Oberoi Towers, Bombay. Photograph shows him presenting a memento to Mr Mishari.

#### DALAI LAMA VISITS U.S.A.



His Holiness, the Dalai Lama recently travelled on our services to the U.S.A. He is seen here on arrival at Kennedy Airport.

We are reproducing here on popular demand the Random Jottings column that appeared in July 1979.

## RANDOM JOTTINGS

by Philosophical Mind

AVE you ever noticed that Life is like a wheel? Not a stationary wheel but one that is in perpetual motion. Going round and round, on a surface that is sometimes smooth, sometimes stony and rough, and sometimes downright slushy and dirty.

And each and every one of us will find that sometime or other Life is going lovely and smoothly, and everything is fine. You have a good boss, you have cooperative colleagues, you have job satisfaction and you come to work — and go home, not at 5:15 p.m., but at six, seven or eight — with a sense of conscientiousness, contentment and a job well done. Maybe, even; a promotion is in the offing. But, poor mortal that you are, little do you realise that you are at the top, or the upper half of the wheel. And the wheel must turn full circle. It is the unwritten law. And sometime, if not sooner than you think, there is the likelihood that you are going to be at the bottom of that wheel. And you will be crushed against stone or, what is worse, have your face pressed into slime and muck before you start the rise again. For such is Life. It does not permit you ever to be on top for ever. For the wheel is not an inanimate object, but is composed of human beings, such as you and I

I remember, many years ago, working on a midnight project somewhere in Maharashtra. It was just before the monsoon and I was sitting working at the dining table. On the table was a jug of water. And every few seconds, attracted by the lonely light, a big black beetle came buzzing into the room from the still night outside. At first, I was irritated, preoccupied as I was with my work which had an 8 a.m. deadline. Then I discovered a simple expedient. Everytime a beetle buzzed in, on my bare shoulders (for it was a warm night), or on the table, I picked it up and popped it into the half-filled water jug, where its buzzing promptly subsided into silence.

By the time I had completed my work, which must have been at maybe 3 a.m., there were perhaps 60 or 70 of the poor creatures in the jug. Curiously, I looked at them. And I discovered a peculiar phenomenon. They had formed themselves

#### MAGIC CARPET DOES IT AGAIN!

At the Association of Business Communicators of India's 23rd annual awards night, which was held on November 23, 1984 at the Oberoi Towers, Bombay, Magic Carpet for the second year in succession clinched the first prize in the "Newspapers and Magapapers category".

Over the years the ABCI has been recognised as the foremost professional body of industrial editors in the country, and the awards "seek to recognise the



professional communicator's outstanding creative solution to communication and other management problems."

Ms L. Bisen who was on deputation till December 1984 for production of Magic Carpet, received the award.

#### TRIPLETS FOR ALIMCHANDANI!

Well-known retired Asst Collector of Customs, Mr N.W. Alimchandani, who is also a confirmed bachelor, has given birth to triplets. We refer to the fourth edition of his "Handy Customs Guide" which is now appearing in three languages — English, Malayalam and Gujarati. While Mr Alimchandani insists that the book is not designed to help passengers fool the Customs, anyone studying it would be fully aware of his or her rights. With he success of his Customs Guide, which many AI managers are clamouring for, it is to his credit that this confirmed bachelor is receiving (rather than giving) ALIMONEY!!!

#### MOUNTBATTEN - THE LAST VICEROY



Fifty members of the cast & production team of the six hour television series "Mountbatten — the Last Viceroy" flew on our services to New Delhi for 2½ months of location filming. Pictured here prior to their departure

are some members of the cast. Wishing them a safe journey were Phil Bocarro, Area Sales Manager-London (2nd from L) and Vikki Bambawale, Receptionist in our Maharajah Lounge London Airport (2nd from R).

into a huge clinging ball of beetledom, one half under the level of the water and the other half above. The ones drowning were kicking away for dear life, the ones on top complacent. The result was a revolving ball. A ball of perpetual motion; because none of them wanted to die.

With the callousness of youth, I left beetlemania to its antics, switched off the light; and went to bed. And when I entered the dining room at 6.30 a.m., I went to look at the jug of water fully expecting to find those nauseous creatures drowned and dead. But no. The ball of perpetual motion was still in motion; those under water were still kicking away for dear life to push the ones breathing pure air underneath. And, with a sudden surge of sympathy, I said to them: Fellers, you deserve to live. And I took the jug full of life into the garden and emptied it into a flower bed.

Then there is the story of a guy called Joe who was always cheerful, never complained, and, whenever confronted with bad news, invariably came up with the reply: "Well, it could have been worse." One evening Joe was sitting in a bar with his pint of beer, when an acquaintance rushed in with the alarming news that Roger had gone home early from the office, found his wife and Narayan making love, and had promptly shot Narayan dead. And Joe, staring philosophically into his pint, said, "Well, it could have been worse!" When asked to explain this ridiculous remark, he said: "Well, if Roger had come home early *last* night, Narayan would have been alive. *I* would have been dead!"

Life is like a wheel. A man is on top and everything is going smoothly on the domestic front, he is happy. The wife is contented, the kids doing well at school, and he doesn't have a care in the world. But, suddenly the wheel goes full circle and stony or slushy ground awaits him. All of a sudden; life collapses below his feet. He finds out that his wife is playing around or develops an incurable disease, his son is taking drugs, or his daughter is involved in an accident. And he thinks it is the end of the world.

But no. Man's instinct for survival is greater, far greater, than our friends, the beetles. And he will kick and struggle and fight for his survival and that of his near and dear ones. There will be outside influences, more powerful than he is, who will nonchalantly, thrust him into a jug of water thereby hoping to consign him into a limbo of disrepute, immobility and possibly, in the figurative sense, death.

But truth and courage will ultimately prevail. Like the beetles, he must fight. And, I assure you, like the beetles, he will one day emerge into the garden free and unscathed.

## AI TO OPERATE TO TORONTO

An Indian delegation led by Mr M.M. Kohli, Secretary, Ministry of Tourism & Civil Aviation, assisted by Mr H.M. Kaul, Commercial Director, Air-India, recently held negotiations with Canadian authorities. As a result of these talks, Air-India successfully obtained rights to operate to Toronto from mid-January 1985 or any date thereafter. The Canadian delegation was led by Mr. G. Elliott, Chief negotiator, Government of Canada.

In February 1982, when the air services agreement between India and Canada had been concluded, the Indian delegation had strongly pressed for rights to serve Toronto. However, because of the moratorium placed by the Canadian Government limiting entry of new airlines into Toronto,

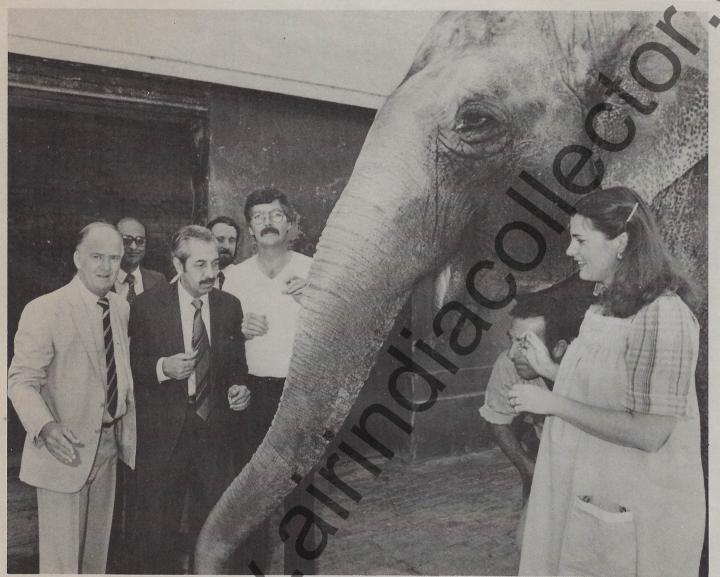
Air-India were able to obtain rights to operate only to Mirabel airport in Montreal. Following the announcement of the partial relaxation of the moratorium at Toronto in February 1983, the Indian Government renewed its request for Air-India to operate to Toronto and asked for negotiations to suitably revise the air agreement, which ended favourably in October this year.

The operation to Toronto will be an additional right which, besides providing commercial benefits fulfils a long-awaited need of the large ethnic community residing in Central and Western Canada, and will also enable Air-India to promote the growing business and tourist traffic between Canada and India.

The economic benefits of this agreement will be an increase in passenger and overall load factors as also yields, thus making Air-India's operations on the India/Canada route more financially viable. It will also pave the way for an expansion of air relations between the two countries on a mutually equitable basis.

Air Canada who are reciprocally planning to inaugurate a route to India from mid-January 1985, will enjoy full traffic rights along with Air-India on specified routes. The existing commercial arrangements applicable to Air-India's unilaterial operations will automically cease to apply from mid-January 1985.





Loveable lonely Samorn with well wishers. (From L-R) Brain Burford, South Australia Sales Manager; Mr T. G. Sundarajan, Regional Accounts Manager; Mr R. K. Narpat Singh; Dr Bob Baker, Adelaide Zoo Director; 5DN's Bob Byrne; Zoo Keeper, Hero Nuus and Commonwealth Bank Publicity Officer Sue Caracoussis.

#### BONUS FOR FREQUENT AIR-INDIA TRAVELLERS

Air-India has introduced for the first time a "frequent flyer programme" for first and business-class passengers travelling from the USA to the UK and India.

Air-India's marketing plan awards points, ranging from one point for executive class travel between London and India, to six points for a first class trip from New York to India.

Upon attaining a specific level of points Air-India's passengers are entitled to bonus tickets. For example, a 10-point total qualifies the traveller for a free one-way business-class ticket from New York to London, and with

20 points he earns a free one-way first class ticket or two one-way executive class tickets on the same sector. In effect, the programme allows passengers in first or business class to earn a free flight for every five flights from New York to London.

A free ticket will be issued in the name of the passenger qualifying, or in the name of any party designated by him, but is not redeemable against cash. This scheme is at present applicable only to tickets purchased and originating from the USA. Tickets paid for outside the United States will not qualify.

#### ARTICA

After screening a number of suggestions received from staff which included names like AIRS Air-ingla Reservations System; SANKET-Signal; PRANALI-System; SANYAMA-Man Machine Dialogue; the computer system of Air-India has been named ARTICA which stands for Air-India's Real Time Integrated Computer Applications. This name is being used from October 28, 1984, the cut off date when control of all Air-India flights were centralised in the Bombay system.

The name was selected firstly because its expansion, explains what the computer system is and secondly it sounds like a sanskrit word, being at the same time easy to pronounce by foreign airlines.

## LONELY HEARTS CLUB

I am sure most Beatle lovers are thinking of the famous album 'Sergeant Peppers Lonely Hearts Club Band'. But this is no musical piece. Nor is it a place for dejected lovers! Rather, it is a club 'with a difference'.

Responding to the needs of Samorn, a 32 year old Indian elephant at the Adelaide Zoo who is lonely and also needs a larger home, Air-India Adelaide, Local Radio Station 5DN and the Commonwealth Bank clubbed together their services.

Launching an intensive five week campaign to raise funds for Samorn's new "Elephant House" and hopefully a baby she elephant as a companion, our RD-Australia & S.E. Asia, Mr R.K. Narpat Singh made a "Trunk Call" from Sydney to Adelaide.

As an incentive to donors, Air-India offered a free trip for two to Kashmir, while the Commonwealth Bank gave away \$ 500 as spending money to two lucky winners who were drawn at the conclusion of the promotion.

At the time of going to Press, we hear that work has already commenced on the new elephant house. Quarantine regulations however, are restricting the options of countries from where Samorn's companion may be found.

Growth in science and technology. . . Air-India switches over to a larger Sperry 1100/62 computer system — at present the largest in India.

# NAMASKAAR - the inflight magazine of Air-India: Volume 4 Number 2: Feb-Mar-Apr 1984

India. . . a land of colourful people. Cover of 'Namaskaar's first Indian Issue.



# THE YEAR



Let us unite.... January 26, 1984 — New Delhi. Air-India's float in the Republic Day parade.



# THAT WAS ...



Communications are vital... Inauguration of Air-India's new computerised telephone ex-



We are secular.... a Bhangra dance by the Air-India artistes group.



Peace is the call of the hour... Mother Teresa at Seychelles after her arrival from Bombay on our



link-up. . . Computerisation of our Bangalore office.



r play. Part of the unique cricket XI comprising of Air-India, British Airways, Pan Am, Saudia, Lemuir Express, N. 

Scaling new heights with courage and dedication 
nnadas and Alitalia that played against the Australian Freight Forwarders-cum Customs team in Sydney.

Scaling new heights with courage and dedication 
— Rita Gombu.







# Magic Carpet Miscellany

Compiled by R. K. Sattawalla

#### Gulf & Europe:

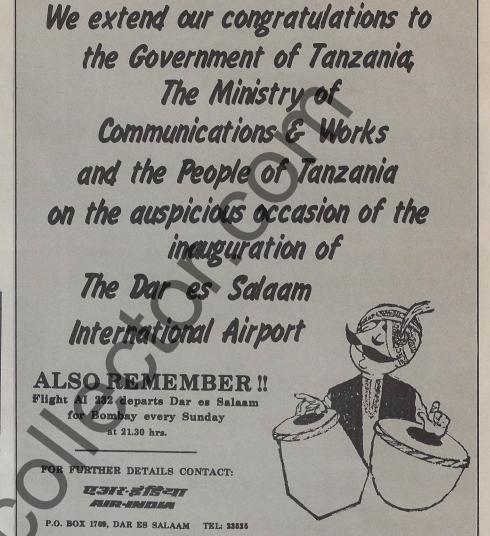
The successful pursuit of excellence in sales promotion is like topping up coffee with cream and this was more than amply evident at recent functions held in Dubai and Geneva.

Out of 13 on-line and two off-line stations in the Gulf Region, seven stations won "on target" trophies and six were presented "excellent performance" awards. Writing to the Magic Carpet, Cargo Co-ordination Manager for Gulf and Middle East, Mr. R.B. Sharma, informs us of a target and performance oriented function held in Dubai to give a pat on the back to the stations and their respective Managers falling in these two categories.

According to him, Dhahran could be easily placed on the top of the ladder as the station earning highest ledge the commendable job done and the results achieved," Mr Malik reviewed overall sales performance of the region stating that the target goal achieved was "the best for over a decade".

#### Africa:

Not to be left alone, our Dar es Salaam office promoted Air-India in its own inimitable way. During the inauguration of the Dar es Salaam International Airport a full page newspaper spread on Air-India appeared complete with an Air-India ad which carried towards the end of the congratulatory text a gentle but persuasive message: "ALSO REMEMBER!! Flight AI-232 departs Dar es Salaam for Bombay every Sunday at 2130 hrs."





At the target and performance oriented function held in Dubai,are from L to R:Mr Randhir Single Manager-Dubai, Mr T. A. Lavingia, Manager-Iran, Mr R. B. Sharma and Mr Ajit Singh.

revenue in the network, apart from Bombay which is the base station. He adds, results achieved over the years by other Gulf stations like Dubai, Abu Dhabi, Sharjah, Muscat, etc., have also been "similarly spectacular."

The sales success in Europe also had its just reward when 27 well-deserved presentations were made at Geneva for on target performances. Besides letters of commendation to 10 stations who topped their targets by more than 25 per cent, the awards included specially engraved and ribboned "Channes" (traditional Swiss ceremonial pewter wine flagons). Italy, Scandinavia and Hungary received special overall awards for exceeding both their passenger and cargo targets.

RD-ME, Mr Ajit Singh and Mr H.K. Malik, RD-CE, welcomed Capt D. Bose, at their functions. While Mr Ajit Singh stated "the purpose of getting together today is to acknow-

Seen here from L to R are Ms M. H. Moos, Capt M. S. Kohli, Lt Gen P. N. Hoon, Dr N. K. Sengupta, Mr Tenzing Norgay, Cdr Joginder Singh, Col D. K. Khullar and Mrs Tenzing Norgay, at the Himalayan Mountaineering and Tourism Meet.

#### India:

The irresistible lure of the Himalayas unfolds a noticeable change in the pattern of tourist traffic

Award winners and others with Capt D. Bose and Mr H. K. Malik after the presentation ceremony in



from abroad. Instead of the routine popular routes, the new trend is towards a quiet retreat, away from "the hustle and bustle of cities into the salubrious hill resorts dotting our Himalayas". Thus it is not surprising that the Tourism Division of Air-India, along with the Department of Tourism and the Indian Mountaineering Foundation have decided to change the venue of The Himalayan Mountaineering and Tourism meet from Delhi to each of the five Himalayan States in rotation.

This year's convention in Srinagar was presided over by the Hon'ble Chief Minister of Jammu and Kashmir, Mr G.M. Shah and inaugurated by the Union Minister for Tourism & Civil Aviation, Mr Khurshed Alam Khan. Ms Khem Lata Wakhlu, Tourism Minister of J&K; Dr N.K. Sengupta, Director General of Tourism; Lt Gen A.M. Sethna, Chairman, India Tourism Development Corporation; Capt D. Bose, our MD; Mr Tenzing



The changing image of Inder Thakur!

Norgay, the evergreen Everest hero; Mr Mohiuddin Shah, Director-Tourism, J&K; the members of the 1984 Everest Expedition Team along with the first Indian lady to scale the Everest, Ms Bachendri Pal; Dr Salim Ali, the world-famous ornithologist, and Capt M.S. Kohli were among the participants.

#### U. K.:

Being attended to by one of the stars of the inflight movie being shown on board our flight in September was a gratifying experience for some of Air-India's observant passengers travelling from Delhi to Heathrow. Watching 'Nadia ke Paar' (Beyond the River), they saw their own "handsome, suave, uniformed flight steward prancing around in a tiny loin-cloth on the flickering screen", reports 'The Standard of U. K.' Autograph books promptly came out, because it was none other than our cabin crew member, Inder Thakur who has received the best supporting actor award for his part in this feature film.



#### Yet more discounts!

n the last issue of the Magic Carpet, we had informed our readers of the excellent deal being offered by the Hotel Corporation of India at their new hotel in Srinagar, the Centaur Lake View. Soon after, we were told that the Centaur Hotel at Delhi airport has also followed suit — offering until 30 Sept. 1985, a discount of 45% off their normal room rates.

For those guests who choose to pay the regular room rates, there are other benefits lined up. A chauffeur driven car for travel within the city limits with the compliments of the management. To avail of this facility however, one must inform the hotel at least three days prior to checking-in.

For people other than employees of Air-India, HCI and their families, there is an additional incentive being offered in the form of a monthly lucky draw which will be made by the General Manager of the hotel. All guest room bills along with speciality restaurant bills are eligible for the prizes. Now hold your breath. The first prize is one free ticket to New York; the second prize is a choice of three days double or five days single accommodation free stay at the Centaur Lake View Srinagar. The third prize is a return ticket on any domestic sector of Air-India.

Now, if this isn't a deal, what is?



It is now possible to modify the Boeing 747-200 series aircraft to increase the total capacity by as many as 44 seats by extension of the upper deck. The photo shows a Boeing-747 at the Everett plant of Boeing Company being fitted with an upper deck extension.

#### World airlines heading for a profitable year

World airlines expect to move into overall profit this year for the first time since 1978, the International Air Transport Association (IATA) says in its Annual Report. The IATA airlines on their scheduled services are expected to make an estimated afterinterest profit of US\$ 1.2 billion on a turnover of US\$ 41.5 billion in 1984.

"After several stormy years, we may now be catching a long-awaited glimpse of the proverbial silver lining in the clouds hovering on the horizon", said Mr Knut Hammarskjold, the retiring Director General of the Association.

#### New IATA DG

Mr. Gunter O. Eser, a member of the executive board of Lufthansa, will succeed Mr Knut Hammarskjold as Director General of the International Air Transport Association from January 1, 1985. Mr Hammarskjold will continue as an international affairs counsel to IATA for two years.

Mr Heinz Ruhnau, Lufthansa Chairman, was elected President of IATA in succession to Mr David Kennedy, Chief Executive of Aer Lingus at the Montreal AGM of the Association. The 41st annual meeting of IATA will be held in Hamburg, Germany, on October 28-30, 1985. The Montreal AGM approved a resolution promoting the adoption of the Montreal Protocols, which would amend the Warsaw Convention.

#### Air Lanka and Singaporé Airlines

Singapore Airlines and Air Lanka have ceased operations between Singapore and Colombo from the end of October.

Despite last minute efforts, an agreement was not possible in the bilateral dispute and passengers booked on the two airlines' services were transferred to other airlines on the route.

Singapore Airlines plans to overfly Colombo to maintain its services to the Middle East and European points, while Air Lanka plans to operate to Kuala Lumpur in place of Singapore.

#### Lufthansa orders 747 freighter

Lufthansa has ordered an additional Boeing 747F (Freighter). The value of the contract is about \$98 million. Delivery of the aircraft — Lufthansa's fourth of the type — is scheduled for November 1985. It will be powered by General Electric CF6-50E2 engines. The Lufthansa order brings total Boeing 747 orders to 638, including 52 freighters.

#### A310s for Turkish Airlines

The Turkish Airlines (THY) have signed a memorandum of understanding with the Airbus Industrie for the purchase of seven Airbus A310-200s. The Turkish flag carrier has also taken options on seven more aircraft of the same type.



### Annual Flower and Vegetable Show

Air-India flew in flowers from Amsterdam, Rome, Paris, London, Singapore and Bangkok for the 19th annual flower and vegetable show which was held at the Maharashtra State Cultural Hall in Pune. Special A-I stalls colourfully decorated with

banners for the occasion were also

The show was inaugurated by Air Chief Marshal, I. H. Latif, who is seen here along with his wife, amidst Air-Indians from Pune.

# Talking Shop

with K. S. Mhatre\_\_

Four aircraft will be delivered in the summer of 1985 and three in 1986. THY's A310-200s will seat 215 passengers in a mixed-class layout (18 first class and 197 in economy). They will be used on THY's international routes from Istanbul to the major destinations in Europe and the Middle East.

THY is the 52nd airline to select Airbus aircraft. To date, more than 270 Airbus types have been delivered to 43 customers. The mix includes more than 230 A300s and almost 40 A310s.

#### **Boeing Sales**

The Boeing Company recorded sales of \$7,027 million and earned \$266 million in the first nine months of 1984 as against the sales of \$8,398 million and earnings of \$257 millions for the comparable period of 1983.

During the first nine months of 1984, Boeing delivered a total of 92 aircraft composed of 5 Boeing 707s, 8 Boeing 727s, 38 Boeing 737s, 10 Boeing 747s, 6 Boeing 757s and 25 Boeing 767s.

#### A310s for Nigeria Airways

Nigeria Airways is to take delivery of two Airbus 310s of the four it ordered back in 1982. A syndicated loan with government guarantees is reported to have been negotiated in London recently.

#### London-Singapore non-stop

Singapore Airlines is operating three of its seven weekly flights from London direct to Singapore. The first non-stop flight from London to Singapore was flown in 12 hours 42 minutes on October 30, 1984. The airline hopes to fly a more direct route over Soviet territory to save about 12 minutes.

#### Air Canada Planning 767 Atlantic Service in April

Air Canada may become the first airline to fly a transatlantic route with a twin-engine aircraft when it begins Boeing 767 service to London next April. Mr Pierre Jeanniot, Air-Canada's President and Chief Executive, said in a news conference in Montreal that the airline may operate the route under the 60-minute rule by changing the flight's course to bring it closer to Iceland. The airline is planning to operate five to seven flights a week, depending on the time of the year.

Mr Jeanniot said that the airline has been flying the Boeing 767 from Toronto to Trinidad without problem. Air-Canada has two 767s configured for over water flights and four more that could easily be modified for such flights.

Air-Canada will make a "modest" profit in 1984, similar to its 1983 results. But like 1983, it will be a "cliffhanger" because its profit could be wiped out by some unforseen event. Mr Jeanniot said 1985 is "a bit uncertain" because price wars in Canada will continue.

Air-Canada management and many employees favour privatization of the carrier, and Mr Jeanniot estimated that government "may not go for 100%, but may go for a gradual approach."

In other comments, Mr Jeanniot said:

- \* The 16 points for the 767 appear to be "dead".
- \*Expects to break even on new service to Bombay and Singapore after one year of service.
- \* Cargo revenues account for 13% of the carrier's total revenues.
- \* Has about a dozen DC-8s up for sale.

