

MAGIC CARPET

1977

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AIR-INDIA

Magic Carpet



SUPPLEMENT

JANUARY 1977

GREETINGS FOR THE NEW YEAR

I extend my warmest greetings for the year 1977 to all members of the staff of Air-India and their families.

The year that has just ended has truly been one of fulfilment; all of you have every reason to be satisfied with our achievements especially when viewed against the background of world-wide losses in the air transport industry. Our financial results for 1975-76 were indeed gratifying, and once again we were back into the black. The trend for the current year indicates that the results will be even better despite imponderables such as the imminent hike in oil prices and other inflationary pressures.

During the last year we have rapidly expanded in various directions. We started our new 747 service to Australia and the fact that we have been able to achieve reasonable load factors on this route is an indication of the soundness of our decision to introduce wide-bodied aircraft on the Bombay-Sydney route for competitive reasons. I congratulate all of you who have helped to make this service a success. We also opened four new on-line stations. We were quick off the mark in commencing operations to Seychelles to coincide with the attainment of independence by that country. We started services to Baghdad, capital of Iraq, a country with which India has always had strong ties in the fields of culture, trade and commerce. Our very recent introduction of a weekly service to the West African countries of Nigeria and Ghana is in direct consonance with the Government's policy of forging ties of friendship with those countries south of the Sahara; this represents one of the major route expansions in Air-India's history.

In 1976-77 our passenger and cargo traffic in and out of India and our revenue earnings increased considerably. This is a direct reflection on the strength of the country's economy, the stability of the rupee and the comfortable balance of trade situation.

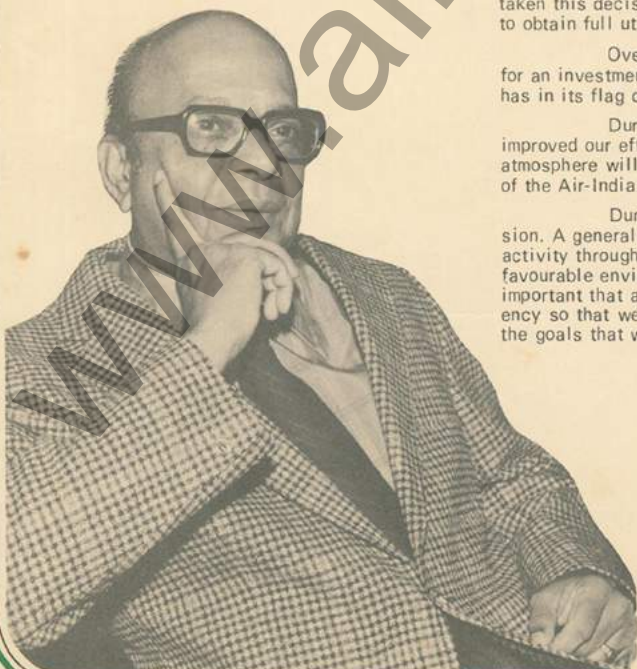
It is in the context of the greatly improved national economy that I am glad to announce that the Government of India have approved the purchase of two more 747s. The first is expected to be delivered in December this year and will be deployed on the India-Japan route. For the first time Air-India's 747s will thus be operating through Calcutta. The second 747 is expected five months later. With the acquisition of these two aircraft our Plan projects will be fully implemented.

You will also be happy to know that during the course of this year our four metropolitan cities in India will have instant computerised reservation facilities which will be linked with the BABS system in London. The Government of India have advisedly taken this decision to enable Air-India to take full advantage of the growing demand and to obtain full utilisation of the available capacity.

Overall, the decisions taken for the development of Air-India will account for an investment of 100 million US dollars. This reflects the confidence the Government has in its flag carrier to achieve profitable growth.

During the last year we experienced industrial peace and harmony which improved our efficiency and increased our productivity. I am sure that this peaceful atmosphere will be maintained and strengthened for the ultimate benefit of all members of the Air-India family.

During 1975, the major world economies were suffering from a severe recession. A general economic recovery has however now begun and has stimulated economic activity throughout the world. The prevailing economic situation thus provides a more favourable environment for the air transport industry in the current year. It is therefore important that all of us in the Corporation work with even greater dedication and efficiency so that we can justify the large investment made by the Government and achieve the goals that we have set for ourselves.



(K. K. Unni)
Managing Director

AIR-INDIA

Magic Carpet

VOL.21 NO.1

JANUARY 1977



Air-India Wings Across Africa

26 years ago, Air-India — then a fledgling airline operating Constellations inaugurated its first service to Nairobi barely 18 months after the first Bombay-London flight. We thus recognised the importance of the Continent of Africa as far back as 1950.

Over the last quarter-century, Air-India has gradually expanded its operations and the distinctive red-and-white tail can today be seen at airports on five continents — at JFK, Heathrow and various European airfields, at Moscow, in Japan, Australia, in the Gulf countries, in the Indian Ocean.

On Sunday, December 19, 1976, the 707 "Dhulagiri" under the command of Capt C.R.S. Rao, winged its way westwards right across that used to be called the Dark Continent to end its most successful year with a blaze of glory. On board this historic flight, which represents Air-India's major route expansion since it commenced op-

erations to Mauritius in 1967, was Mr N.H. Dastur, Deputy Managing Director (Commercial). The new stations on Air-India's network are Lagos, the Nigerian capital, and Accra, capital of Ghana.

Nigeria — a heterogeneous oil-rich state of some 60 million people came into existence as a political entity in 1914, prior to which its history was a chequered story of the movement and fusion of peoples, the rise and fall of empires, the abominable slave trade and the gradual imposition of British rule with Lagos finally seceding in 1861. Freedom was finally attained on October 1, 1960.

Basically an agricultural country with 80% of the population engaged in agriculture, Nigeria has a vigorous internal trade programme in both local produce and locally-manufactured goods while, at the same time, maintaining an open-door foreign trade policy. The country has now embarked on its 3rd (5-year) National Development Plan and is on the threshold of a great industrial revolution while simultaneously providing for bold schemes to increase the agricultural output.

West of Nigeria lies Ghana, formerly known as the Gold Coast. The country has a population of nine million people and is divided into nine regions which cover various ethnic and geographical divisions. Ghana has a military government which came into power on January 13, 1972.

Ghana is rich in natural and mineral resources. She leads the

world production in cocoa which is exported together with timber, gold, diamonds, manganese ore and bauxite. There are ample opportunities for prospective investors, manufacturers and industrialists. Ghana is a member of the Commonwealth and has a policy of non-alignment.

India has had long-standing relations with Nigeria and Ghana, and there is little doubt that the new air-link Air-India has established

between India and these two countries will help further strengthen these ties in the permanent interests of Afro-Asian solidarity. We trust that the gay, happy and colourful people of West Africa will continue to maintain their age-old traditions of art, culture and craftsmanship in their great march forward to the peak of industrial and economic progress.

J. R. Martin

The 25-storey monument at Lagos is the headquarters of the Nigerian Government and is known as the Independence Building (above). Masqueraders on the streets of Accra during a period of revelry (below). Both pictures taken by P. P. Hirani.



**We wish our readers
A Happy New Year**

**May All Your
Dreams Come True**

Flying with the Funnies

RANDOM JOTTINGS

By Woolly Mind

AND so we embark on a proving flight. It takes us right across the African continent to Accra and Lagos which are washed by the waters of the South Atlantic. With Capt. C.R.S. Rao in command, we take off from Nairobi on a beautiful sunny afternoon with mount Kilimanjaro's peak glistening on the port side. As the 707 climbs to cruising altitude, we recross the Equator over the northern tip of Lake Victoria, the largest stretch of water in the continent. We wing over Central Africa, the scudding clouds below us hiding the bush forests of Zaire and the Cameroon Republic.

And sipping a cool something-and- tonic, we think of our youth and those technicolor films like the snows of Kilimanjaro with Ava Gardner with stained nose and dirty khakis, and courageous adventurers trudging through swamps and forests, and ferocious tribes who brandished spears and made strange threatening sounds, and leopards and cheetahs stalking their prey, and elephant herds dumping through the dark forests, and graceful gazelles prancing through the veld. And prides of lions stalking the unwary 'wild-beeste' silhouetted against the dusky horizon. And dark murky rivers with their loathsome shouts protruding out of the water. And drums booming in the night while the hero holds the terrified maiden against his manly chest.

Today, they are all still there — the swamps, and waterfalls and leopards and crocodiles. But as you fly at 35,000 feet, you realise that below you is this vast continent, throbbing with life, rigour, independence, or the desire to be independent. And as you land at the beautiful airports of Accra and, the next day, Lagos, you see beautiful people, bouncing people, and you say to yourself: Black is really beautiful. And you hope that Air-India (and later the flag-carriers of Nigeria and Ghana) will bring many of them to India.

Our hostesses attract much attention at Accra airport and are made to pose



with West African hats. A hostess' life is really tough, we think, but they will do anything to get photographed (see drawing above).

Then the long haul back to Nairobi, that lovely city where an Air-India aircraft first landed just about 26 years ago. There are a couple of hours to spare, so we take off in a 6-seater Cessna for Keekorok Lodge, centre of a Masai Game Reserve. Dy D.G.C.A. Khatpalia from Delhi sits in the right-hand seat and we experience a little turbulence. Then in a small truck with the roof up we roam over scrubland and shrubland till we come face-to-face with a family of lions. Majestic master with glowing mane, two lionesses fussing over a multitude of cubs and we were mortals gaping in awe at this King of Beasts.

But we have things to do, deadlines to meet, flights to catch. So we hurry back to Dhuru Rajder and his Cessna, and back to Wilson Airport teeming with its 500 light aircraft.

Back at Nariman Point with piles of files and groans of phones, Africa is just a memory with, imbedded in your mind, little cameos that would speak if they could. Colourful people, friendly people, fantastic scenery, noble animals, great traditions. And above all, the pulsating of a vast land—throbbing, thrilling, and tense.

FLYING FIRST CLASS on an economy ticket

by H. Flashman

ITS true. You really can enjoy flying these days. Before you arch a sceptical eyebrow, remembering the assembly-line service and condescending attitudes of most airlines, let me tell you that there is at least one airline that treats you like a king. Or at the very least like a Maharajah, Air-India.

For years now Air-India has promoted its in-flight service and its special ambience. This year I thought I'd give it a try. After all, flying is tedious, and if Air-India could make the time pass more pleasantly, I was all for it. So I booked tickets from Geneva to London to New York on first class, and from New York to London on economy class.

First class on Air-India is marvellous. Their first class cabins are spacious and luxurious when compared to other airlines and the food and champagne are available at your beck and call. However, one does expect first class to be a little special. What really astounded me was the service on economy.

Air-India's 747s are exotically Oriental in feeling. Scenes from Indian legends adorn the walls. And the stewardesses all wear beautiful silk saris. The stewardesses, by the way, are one of the delights of this particular airline. Not only are they beautiful, but they are also charming and eager (yes, eager) to serve you.

The food is another bonus on Air-India. Its actually good not the dried up salads and grey meats of most airlines, but real honest-to-goodness food. One is given a choice between a Western meal and an Indian meal. If you like Indian food, as I do, by all means opt for the curry.

Another lovely feature of flying Air-India economy is the people you get to talk with. Air-India is patronized by all nationalities, but the Indian people on my flight were the most delightful of all. I learned from an Indian gentleman sitting next to me on the flight from Geneva, that he worked "Inside a sheep".

I had been on the aircraft a good five minutes before I murmured, through gritted teeth. "There must be a better way." The chief stewardess grunted back. "There is." We weren't discussing the smoothness of the take-off. The fact was that I seemed to have been aboard for ages, and was still in that crouching position, the obeisance required to get through the front door.

The usual had happened. The lady with 88 stuck on her boarding card had shot through to 188 and was now trying to claw her way back for 'ard, humping a hand bag the size of a kitbag, a massive woolly, doll, and enough duty-free booze to stone a flock of crows threatening to burst out of one of those inadequate plastic bags.

The rest of the scenario will be familiar to regular travellers. First she had to wait for 17C, who was folding his raincoat into the overhead rack before attempting a giant stride across 17A and 17B without rendering them unconscious with blows from his briefcase and his booze.

But Niggling Things start long before that, usually at the airport banks. You are flying for the first time to faraway Wogga, whose currency is the Wiggas, which is at par with the pound. On arrival you are going to need a little local currency, so you ask for, say, pound 10-worth of Wiggas. If you're not onto the trick, the cashier will take the easy way out and hand you a Ten-Wiggas note.

What you really must insist on is, say, a Five-Wiggas note, and the other five Wiggas in Woggles (one-tenth of Wiggas) to cope with your first, disorientated contacts with taxi drivers and porters. Otherwise you are likely to find, when your jet-lag has settled, that you tipped the head porter enough Wiggas to buy him a smallholding and two wives. It does not hinge for international aviation.

I am nowhere near the loose maul in the aircraft itself yet, but niggles abound, especially for those among us who feel the need for a tranquillising snort before taking on the wide blue yonder. The bars on the

THESE THINGS ARE SENT TO FLY US

Vincent Mulchrone takes off

Despite the best efforts of stewardesses to steer people to the seats they themselves had chosen from that little plan at the departure door, people were clawing over each other like this was the last plane out of some beleaguered city. Do you realise that, without this sort of carry-on, quite a few planes could actually take off on time?

It will form an important chapter in my file on Niggling Things (FONT), which I propose, one of these days, to present to the board of IATA. They are the people who worry about routes and empty Jumbos, and things generally 50,000 ft above our heads.

I'm sure they're jolly good at the grand strategy, the big picture. They have the jet age literally taped. They know that in 1970, there were 169 million comings and goings across national borders, throughout the world, and the figure predicted for 1980 is about 280 million comings and goings.

My file will concentrate on the comers and goers, their joys and fears, their very human little ambitions—like, how the hell do I get to my seat?

"There is a way," said the veteran chief steward. "The handlers ashore—we call them 'the redcaps'—sometimes call people with Row 20 tabs to the front of the queue, then Row 19, and so on. And it works like a dream. People are in their seats in no time, and we're away." But he could give me no known reason why we couldn't have it that way all the time.

Excerpts from an article in 'Punch'. Reprinted with permission.



Didn't you hear the announcement, father, "Please unfasten your belts and smoke..."

I later realized that he meant to say that he worked on a ship. Later, our 747 out of London was approaching New York's Kennedy airport and an elderly Indian lady in a sari leaned over and asked me where we were landing. When I told her New York she looked puzzled. "Oh," she said, "I thought we made a stop between London and New York. Somewhere in the Atlantic Ocean, no doubt."

So next time you're tired of clogging efficiency in flight, fly unhurried ease with gentle Air-India's first class experience.

Sydney - Bombay

AIR-INDIA BOEING 747

FIRST FLIGHT

10TH MARCH 1976



Mr. N. H. Dastur
Dy. Managing Director
(Commercial)
AIR-INDIA
218, Backbay Reclamation
Nariman Point
Bombay 400 001

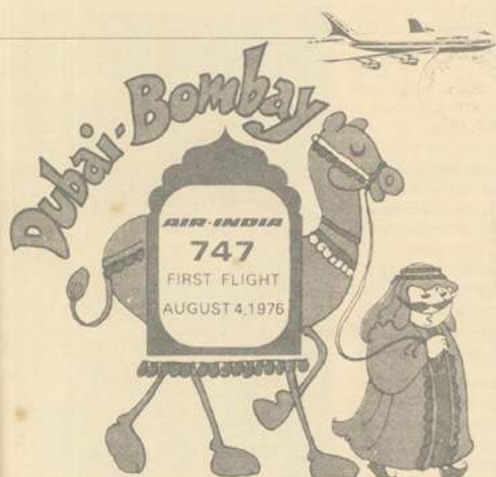


Mr. N. H. Dastur
Dy. Managing Director (Comm.)
AIR-INDIA
Air-India Bldg.
Nariman Point,
Bombay-400 001

Baghdad - Bombay

AIR-INDIA
FIRST FLIGHT COVER
6TH APRIL 1976

AIR-INDIA'S YEAR On Flight Covers



EVERY new destination that Air-India goes to is celebrated by a First Flight Cover. These covers are always very colourful and attractive and project a definite image of the airline and also of the country to which the airline has begun operations. This year our Boeing 747 service to Sydney had our Jumbo and the Sydney Opera House tucked in a arched window design, while the over to Seychelles showed the Maharajah in a swimming costume cooing with a mermaid in the opening of a shell. Our 747 First Flight Cover to Dubai shows an Arab leading a camel, while the Baghdad Flight Cover depicts the Maharajah swapping dates with a veiled woman. A woman in traditional gear appears on the Bombay-Lagos Cover, while the handicrafts of Accra are featured on the Bombay-Accra First Flight Cover. Both these Covers, released last month, are in bright yellow, brown and blue with a good measure of green. All First Flight Covers are designed by the Air-India Art Studio.

Seychelles - Bombay

First flight Cover

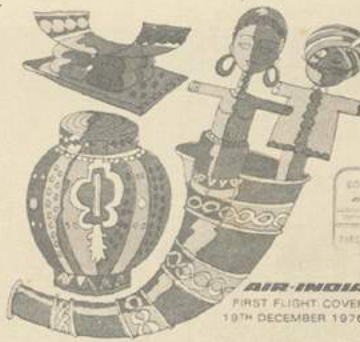
26 TH JUNE 1976



BOMBAY-LAGOS



AIR-INDIA FIRST FLIGHT COVER
19TH DECEMBER 1976



AIR-INDIA
FIRST FLIGHT COVER
19TH DECEMBER 1976



District Sales Manager,
AIR-INDIA
Room 201, Roraima lodge,
Republic House,
Liberty Avenue, P. Box 9071
ACCRA, Ghana.

BOMBAY - ACCRA

THE POSTER

Five simple ways to achieve relaxation.
One of them flies to New York every day.



The Flying Yogi

THE advertisement on the left was placed by our London office in the 'Financial Times' for two weeks running. It was an unusual full-page advertisement to appear in such a format, but it made such a tremendous impact on the reading public that our Public Relations office was flooded with over a thousand replies with requests for the Yoga book itself (photographed right). These requests came from people in different walks of life in the UK, but the ratio of men to women was 3:1. The letters indicated whether they came from individuals or from business companies or professionals. It was heartening to note that a number of letters made favourable comments about the advertisement. Some people wrote saying that they had travelled on our services and others said that they were shortly going to the United States, and that they would, indeed, travel with us. Many asked for information about our flights and we were surprised that several letters came from Europe and places as far away as South America. The book itself, written for Air-India by Anne Saker, gives a fairly interesting account of the various asanas in Yoga. Ms Saker, under the title 'Plough', explains, "From the Shoulder Stand, slowly lower both legs over the head, keeping both knees as straight as possible trying to touch the floor behind your head with your toes. (See illustration.) Again, retain only as long as comfortable, keeping the breathing slow and rhythmic. Return to the Shoulder Stand, and down into the Pose of the Dead, supporting the body the whole time. Relax to restore circulation".

T. T.

THE BOOK

A beginners
guide to
relaxation
from the
people who
invented
relaxation.

A beginners guide to yoga from Air-India.
BY ANNE SAKER.



WHEN you hear Jimmy Hendricks pull his guitar strings or Mick Jagger belting out songs at a high pitch in a discotheque, seldom do you realise that the music has reached a pain level which could be justly considered unpleasant. Obviously, people's reaction to noise has a lot to do with their attitude to where the sound is emanating from. But when it comes to sound generated by jet take-offs and landings, people psychologically thrust their fingers in their ears, squint their eyes, turn up their nose and complain. Fortunately, tests have proved that the noise level in a discotheque can exceed that of a jet aircraft taking off.

AIRCRAFT noise is an inevitable offshoot of aviation, yet no aspect of noise is being overlooked. To-day, most airlines and airport authorities are working intensively to combat noise, and Air-India among those has been the protagonist.

While the wide-bodied jets meet international noise abatement regulations, it is for the first generation of jets that ways and means are found to reduce the community noise level either by operational techniques or by suitable modifications on the engines.

A question uppermost in the minds of most people who see aircraft zoom over their heads is 'what is noise?' Noise in jet engines is caused by hot exhaust gases, striking the surrounding cold and relatively slow moving air at high velocity. Putting it more simply, a jet engine is a cigar-shaped pipe that draws in air from the atmosphere in space, compresses it internally, heats it by combustion with fuel and ejects the resulting gases with high velocity. The greater the speed at which the gases are ejected, the greater the noise.

In the early sixties, attempts were made to reduce the noise level of the jets by fitting muffler type devices called jet noise suppressors. This had some measure of success, but it adversely affected engine performance, and therefore were not used, although at times they are being fitted even today as make-shift measures. The Boeing 747s and the Boeing 707-337B/Cs are powered by engines which are design-

ed at the very outset to produce much less noise without suppressors. In these engines a cold stream of air is blown around the engine by the fan in front and this in turn envelopes the hot exhaust stream. Since the exhaust gases do not directly hit the cold air through which the aircraft is flying, the air-mixing process is less violent, and therefore quieter. Even engine performance is not reduced.

In the by-pass engines, the fans in front made an unpleasant high frequency noise and the manufacturers solved the problem by using finer blades and vanes as well as by increasing the spacing in the blade vanes. This helped in reducing fan noise considerably.

On the Pratt & Whitney JT9D engines of the Boeing 747s, the low velocity of the engine with a higher by-pass ratio ensures lower jet noise levels as compared to preceding lower by-pass ratio turbofan engines. Among the various modifications with an attempt to reduce noise, was the fixing of only one fan stage to produce the required pressure ratio. The second stage, which was a major source of noise in other previous fan engines, has been totally eliminated. The Inlet Guide Vane, the primary source of noise, has also been eliminated. The blade to vane interaction, which generates discrete-tone noise, has been minimised by using substantial axial spacing and proper number of vanes. The fan blade tip speeds during take-off and landing have also been reduced. Additionally, the use of good sound absorbing material in the fan case, contributes to

the reduction in noise levels.

Each day Air-India invests large sums of money in a drive to reduce noise. Our Boeing 747 fleet is powered by Pratt & Whitney JT9D engines. The 747s have fixed lip inlet nacelles and are fully certificated under FAR Part 36 Noise Regulations. Out of our five 747s, the first two airplanes did not have the fixed lip inlet nacelles and as such they did not meet the Noise Regulations.

Consistent with Management policy to conform to international regulations and with a concern to reduce noise, a decision has been taken to instal fixed lip-inlet nacelles on the first two 747 aircraft at a cost of US \$ 500,000.

The Prize

Our sincere endeavour to combat noise was amply proved when early this year Air-India was among the four airlines to be awarded a cash prize for effective noise-abatement at Frankfurt. In order to minimise noise nuisance to residents along the approach path, the Frankfurt Airport Authorities had sponsored a scheme for a period of one year. Air-India won DM 65,801 (Rs. 2.7 lakhs) as prize money.

We got the prize because "we followed the quiet approach procedure of delaying flaps extension and gear down upto outer marker, a procedure we had introduced in 1972". It was recommended by IATA as a part of its noise abatement procedure to be universally followed as a standard and routine technique to alleviate noise.

At Air-India's base at Santa Cruz, Bombay, various measures have been taken to reduce noise. Air-India's three-million-dollar Boeing 747 digital flight Simulator is extensively used for training pilots. Since the entire training is done on the Simulator, besides saving on exorbitant costs for training on the actual aircraft, Air-India helps in reducing the community noise problem. Of course, all essential manoeuvres are performed on an aircraft. Early last month, Air-India signed an agreement with Redifon Electronics Incorporated, USA, for the purchase of a Computer Generated Image Visual System for the Simulator. The system, which will cost approximately Rs.32.0 lakhs, will further cut down costs as well as the existing noise level emanating as a result of training flights.

Describing the working of this new system, Capt D. Bose, Director of Operations, explains, "The Novoview 6000 system uses a computer to generate a night scene in colour including the full range of airport lighting, runway surfaces and markings and other visual features that an Air-India pilot would see during an approach to land at any airport on its network. This visual attachment is also capable of simulating conditions of low visibility. It will enable Air-India to reduce its training on the actual aircraft by almost half, thus saving on fuel and aircraft hours".

Moreover, training flights are carried out between 0600 hours and 23000 hours and the trainee pilots have been instructed to climb straight to 1500 feet as quickly as possible with special care as to make no turns over populated areas. In recent years, Air-India has introduced operational measures recommended to airlines by IATA. These procedures have been incorporated in our training. Special instructions are given for take-off, approach and stabilisation of the aircraft while landing. These steps have helped to reduce noise considerably. To employ low drag techniques and low power during approach

THINK

For less noise
More from
(Air-India)

A quieter future lies ahead for Air-India. Today among modern aircraft the Boeing 747 jet, seen parked at London Airport, fulfils international standards for noise abatement.



NOV

How Air-India

Our sincere endeavour was amply proved when Air-India was awarded a cash prize for effective noise-abatement at Frankfurt. In order to minimise noise nuisance to residents along the approach path, the Frankfurt Airport Authorities had sponsored a scheme for a period of one year. Air-India won DM 65,801 (Rs. 2.7 lakhs) as prize money.

noise -
unity to fan blades
does it with success)

and stabilising the aircraft on the glide path in the vicinity of the outer marker may appear as a minor detail, but it is a major step forward in the fight against noise.

Retrofitting

Regarding noise level problems connected with the first generation jets, Air-India's Engineering Department together with other IATA airline members have studied a number of proposals in keeping with noise limitations imposed by the US Federal Aviation Agency's FAR Part 36 Regulations (Annex 16). There have been proposals to retrofit worldwide the Boeing 707s. The cost of retrofitting the entire industry-wide fleet would amount to \$1.1 billion in 1978. But a feeling persists among most member airlines that this huge financing has to come from both the user and the general public and that the present retrofit does not produce any meaningful reduction in the community noise levels. Most countries have found retrofitting 707s exorbitant.

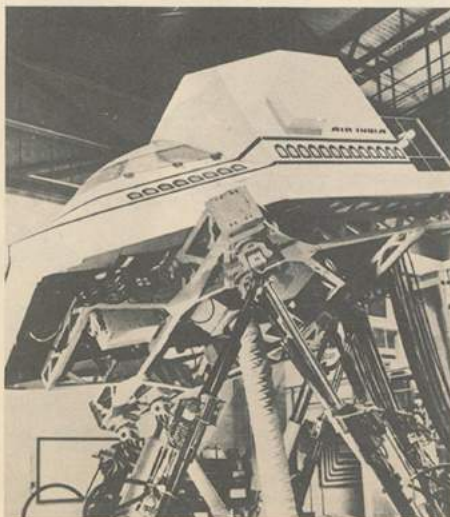
The major steps that Air-India's Engineering Department has taken at Bombay and elsewhere to reduce noise pollution in and around the maintenance areas are: reducing power to carry out tests at lower power setting; reducing testing time on ground; positioning the aircraft towards those areas least affected by noise; making use of physical barriers; and protecting personnel working in close proximity of the aircraft against the effect of noise by insisting on their wearing ear plugs, ear muffs and helmets.

While it is the pilots who carry the main burden in the fight against noise, it is left to our Engineers to change the necessary design features on the engines contributing to noise reduction. When an engine is reassembled, it is moved to the engine test house for a thorough performance check, which lasts for three to four hours. Air-India has two test houses and both of them are fully sound-proof. Additional features for reducing noise have been incorporated in the Test Cell at Santa Cruz to prevent engine testing noise from affecting residential areas. They are: turning vanes at inlet; two rows of staggered acoustic panes made out of weathering steel formed into a framework with pillows of fibreglass crown white; augmentor tube; with noise suppression tubes; exhaust plenum and stack panels.

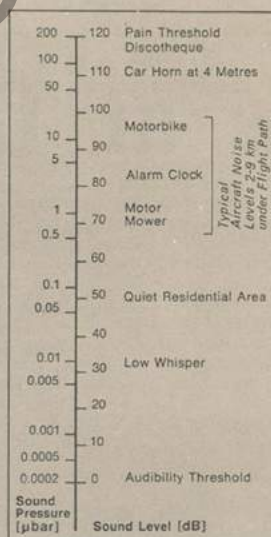
More and more people to-day are beginning to realise that it is not aircraft noise alone which affects people. The noise of cars and motor-cycles and even the noise level in factories and apartment houses are significant irritating factors. To Air-India every decibel counts, and the fight against noise goes on.

Naoshervan Nalavala

Air-India's three-million dollar Boeing 747 digital simulator features a unique six-degree motion system and is the most sophisticated pilot training aid.



Most of our Indian airports are a distance away from residential areas, schools and hospitals. Engines will certainly get quieter in the next few years, and experts predict, there will be noticeable relief as the first generation of jets are phased out of service.



This graph shows the relationship between sound pressure and sound level. A reduction of the sound level by 6 decibels is equivalent to a reduction of the sound pressure by as much as 50 per cent.

The Air-India Boeing 707 simulator photographed here projects realistic flight movement without using the actual aircraft and that adds up to a further abatement of noise.



noise
combats it

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Capital Call-Up

S. P. DUTT dials in



The Managing Director, Mr K.K. Unni, inaugurating the Medical Clinic at Palam Airport, Delhi. He is flanked by Dr Vijai Kumar, Chief Medical Officer (L), and Mr Ajit Singh, Manager-Northern India (R). Major S.G. Srinivasan, Regional Director-India (L) and Mr N.H. Dastur, Deputy Managing Director (Commercial) are behind Dr Vijai Kumar.

Clinic at Delhi

THE Managing Director, Mr K.K. Unni, recently inaugurated a Medical Clinic at Palam Airport, Delhi. Mr N.H. Dastur, Dy Managing Director (Comm), was also present.

Speaking on the occasion, Mr Unni said that the health and welfare of staff was of primary concern to the Air-India Management. "This Clinic at Palam will be a boon to the 900 staff here"

Till recently the Air-India staff at the airport were tended to by Drs Bajjal, S.V. Gandhi and Ved Vrat of Indian Airlines.

Mr Unni thanked Indian Airlines for looking after the Air-India staff for all these years and said that Dr Ranbir Chaudhary, would be the new Medical Officer at the Clinic.

Mr Unni was welcomed by Major S.G. Srinivasan, Regional Director-India, while Dr Vijai Kumar, Chief Medical Officer, conducted the MD round the Clinic.

The initial spade work and setting up of the Clinic was done entirely by Dr B.K. Palit from Bombay, who was complimented by the MD for his initiative and drive.



Our lady receptionists, Ms Renu Kapoor and Ms Tyagi, awaiting guests at the Skal Ball.



The well-known film star, David with Mr Ajit Singh, Manager-Northern India at the Skal Ball.

A Ball for All

THE Skal Ball was held at the Oberoi Intercontinental in Delhi recently. Two of our receptionists, Ms Renu Kapoor and Ms Tyagi, welcomed the guests, while K.K. Save, from Publicity-Bombay, and Ms G. Claire from Sales, Delhi, decorated the auditorium with flowers and earthen lamps. David, the well-known film star, was Master of Ceremonies, while Usha Iyer and Susmit Bose entertained the elite

audience with their happy numbers. Ms Fernandes, wife of Mr Sydney Fernandes, Asst Regional Director-India, won a return trip to Bangkok, while Joe Gomes, Reservations Manager, won a ticket for dinner at Claridges Hotel. Most of the members of the travel trade had assembled at the ball and it ended up with a very enjoyable evening.

Problems Solved

AT MADRAS LRC MEET

"WE should avoid making a distinction between labour and management. We are all one and we should work together. I am even against this separate seating plan, where representatives of labour sit on one side and those on the management on the other," said Mr P.V. Gole, Director of Personnel and Industrial Relations.

He made these remarks during the course of the Labour Relations Committee meeting which was held at the Taj Coromandel in Madras on December 9, 1976.

Before the main agenda was taken up, the Committee discussed the problems of staff in Madras. Among them was finding a suitable place for a separate rest room and toilet facilities for airport staff. It was agreed that the present space occupied by the Cabin and Catering unit should be converted into a rest room as soon as the unit moved to its own building, which is almost ready. The other problem was of the canteen facility for the Cargo staff at the airport. As an immediate solution, it was suggested that the staff could start their own canteen on a co-operative basis with the Management providing the necessary equipment. In any case, the problem would disappear the moment the new Cargo complex starts working within the next few months.

New Members



Nathulal



K. K. Rao

The Communications staff in Madras had complained about the security and safety problem for the telex operator who has to man the telex machine at night in the Indian Overseas Building where our office is located. After some discussion, the Committee decided to request the Communications Department to re-examine the need for having a telex operator at all at night. Mr F.V. Mascarenhas, Manager, Madras, felt that it may be possible to shut down the telex machine at night, but he was of the opinion that an expert assessment of the problem was needed.

Among the items on the main agenda discussed at the meeting were the payment of Saturday overtime for staff working on

a 6-day pattern, promotion channels for stenographers and office assistants, filling up of leave vacancies for clerks with suitably qualified peons and housing loans.

Some staff, particularly in Engineering and Traffic, still observe a 6-day week work pattern and if they ask for leave on Saturdays, they have to apply for a full day's leave, while if they work overtime, they are not paid double the wages as overtime. The subsequent discussion on the point did not throw up a satisfactory solution and the problem was referred to the Chief Personnel Manager for a thorough study before a solution could be recommended to the Management.

As far as the problem of promotion channels for stenographers and office assistants was concerned, Mr Gole said that an entirely new policy, which will be far more equitable than the present one, was being worked out so that the question of supersession of people in either category will not arise.

It was agreed that the peons who are suitably qualified could fill in clerical vacancies on temporary basis when regular staff went on leave, provided they pass a simple test. Mr Gole pointed out that in the past many of the peons holding School Leaving Certificates had failed to pass this test and, therefore, temporary staff were employed to fill in the leave vacancies. Mr Gole said that it should be made clear to the peons that this does not give them an automatic right to promotion as clerks.

As in many previous meetings, housing loans for lower categories of staff came up again for discussion. One suggestion made at the meeting by Mr V.M. Fernandes was to have differential rates of interest based on the salary grades, the lowest interest being four per cent per annum with the maximum limit of seven per cent for higher categories. Mr Mogrelia, Dy Director of Finance, revealed that the housing regulations are being amended and this problem may be solved satisfactorily.

Towards the end of the discussion on the main agenda, Mr P.P. Chodankar, one of the elected members, suggested that retired employees could be provided with a transport from their residence to the office to attend their own farewell parties. The suggestion was accepted by the Committee.

The meeting was concluded with a general vote of thanks to Mr Mascarenhas and Mr Lingam for the excellent arrangements made for the meeting. K. S. M.

APPOINTMENTS



Capt C. R. S. Rao as Dy Director of Operations (Training) and Capt S. F. Peddar as Dy Director of Operations (Flight Operations).



Mr M.P. Kharkar as Dy Director of Engineering (Technical) and Mr N.S. Mistry as Dy Director of Engineering (Production).



Major S.G. Srinivasan as Regional Director - India.



Each One Teach One

A function was held recently at Santa Cruz, Bombay, to distribute certificates to the Worker Trainees who have successfully undergone the training programme under the Workers' Education Scheme for the year 1975-1976.

Mr Om Sawhny, Director of Engineering, presented certificates to 70 recipients and distributed the prizes. Mr D.R. Vaishampayan of COD was adjudged the best Worker Trainee for the year and was given the Chodankar Rolling Trophy.

Mr Om Sawhny, the Chief Guest at the function, said that he was satisfied with the implementation of the Workers' Education Scheme in Air-India. He agreed with Mr V.P. Gupta, Regional Director, Workers' Education Centre, Bombay, who also spoke on the occasion, that healthy trade unionism based on democratic principles would help the employees and the employers.

Mr S.K. Nanda, Chief Personnel Manager, who presided over the function, said

that the Workers' Education Scheme has laudable objectives and it was introduced by the Government in consultation with workers, employers and educational institutions. He said that although the employees realised the usefulness of this Scheme, yet many of them have not realised its effectiveness. He appealed to the Unions to show interest in Air-India's Welfare activities, such as the Blood Donation drive, Family Planning, Small Savings Scheme, etc. Mr Nanda mentioned that Mr K.P. Chodankar, a Worker-Teacher had trained as many as 434 workers. He called Mr Chodankar a real Social Worker who silently contributed to the good of Workers' Education. In recognition of his services, the Rolling Trophy has been named after him, he said.

Earlier, Mr N.R. Kshatriya, Dy Personnel Manager (Welfare) welcomed Mr Om Sawhny and gave a brief account of the Workers' Education Scheme in Air-India. Mr P.G. Sulay, Asst Personnel Officer, proposed a vote of thanks.

MERIT AWARDS 75-76

The following staff have won Merit Awards in 1975-76

HEADQUARTERS : Gr.II, Mr. L.K. Kaley, Teleprinter Operator (1st prize); Mr. D.S. Kasar, Pharmacist (2nd prize).

ENGINEERING DEPT. (MAINT): Gr.I, Mr. V.S. Kallangur, ARME-1 and Mr. S.G. Pednekar, Inspector 'A' (1st prize); Gr.II, Mr. S.K. More, Sr. Painter (1st prize); Mr. A.L.D'Souza, Sr./Tech. (1st prize); Mr. P.Y. Sane, Sr./A/Tech. and Mr. C.Y. Issac, Sr./A/Tech. (2nd prize); Mr. R.K. Roy, Sr./A/Tech. and Mr. Bhika Sukha, Head Cleaner (3rd prize).

ENGINEERING DEPT. (OVERHAUL) : Gr. I, Mr. S.Narayanan, Inspector 'A' and Mr. R.S. Savkur, Foreman (1st prize); Gr.II, Mr. G.M. Puro, Sr./A/Tech. (1st prize), Mr. S. Francis, Sr./A/Tech. (2nd prize); Mr. S. Nambi, Cleaner (3rd prize).

ENGINEERING DEPT. (PLANT & EQUIPMENT DIVN. AND FACILITY PLANNING SECTION): Gr. II, Mr. C.P. Po, Sr. P/Tech. (2nd prize).

ENG. DEPT.(PRODUCTION PLANNING, Q.LTY. CONTROL & TECH. SERVICES AND MATERIAL PLANNING DIVISION) : Gr. I, Mr. K.D. Shenoy, Planning Officer (1st prize), Gr. II Mr. A.R.S. Shaikh, Stenographer (1st prize), Mr. N.A. Hebbar, Sr. Clerk (3rd prize).

GROUND HANDLING DEPARTMENT : Gr. I, Mr.M.V. Wagle, Chargehand (1st prize); Gr. II, Mr. S.D. Kawankar, Sr. Driver (2nd prize); Mr. S.D. Gaikwad, Cleaner (3rd prize).

CIVIL WORKS & PROPERTIES DEPARTMENT : Gr. II, Mrs. Meenabai Rathod, Sweeper (1st prize).

COMMERCIAL DEPARTMENT LOCAL INCLUDING PLANNING : Gr. I, Mr. M.R. Bhide, C.T.A. (1st prize); Gr. II, Mr. M.G. Alave, Clerk (2nd prize); Mr. I.S. Kedari, Peon (3rd prize).

COMMERCIAL DEPARTMENT OUTSTATIONS : Gr. I, Mr. D. Joseph, C.T.A. (1st prize); Gr. II, Mr. M.S. Ramakrishnan, Sr. Stenographer (1st prize); Mr. V. Thukral, Traffic Assistant, (2nd prize).

COMMERCIAL DEPARTMENT CUSTOMER SERVICE : Gr. I, Mr. F.W. Samuels, Flight Purser and Miss Sylvia Lewis, Air Hostess (1st prize); Mr D.E. D'Lima, Asst. Cabin Supervisor (2nd prize); Gr. II, Mr. J.N. Motewalla, Asst. Flt. Purser (1st prize); Miss K.N. Khubchandani, Typist/Clerk (2nd prize).

ACCOUNTS DEPARTMENT : Gr. I, Mrs. D.K. Bhadha, Sr. Cashier (1st prize); Gr. II, Mr. P.S. Ramanathan, Clerk (1st prize); Miss P.S. Durve, Clerk (2nd prize); Mrs. T. Thomas, Clerk, (3rd prize).

PERSONNEL DEPARTMENT : Gr. I, Mr. S.N. Anchan, Office Asst. (1st prize); Gr. II, Mr. G.H. Pandya, Sr. Clerk (3rd prize).

STORES DEPARTMENT : Gr. I, Mr. A.L. Hebbar, Office Asst. (1st prize); Gr. II, Mr. J.P. Pradhan, Storekeeper (1st prize); Mr. C.N. Vasudevan, Typist/Clerk (2nd prize), Mr. R.K. Todankar, Cleaner (3rd prize).

OPERATIONS DEPARTMENT : Gr. I, Mr. S.N. Ramachandran, Office Asst. (1st prize); Gr. II, Mr. P. Vasudevan, Stenographer (1st prize).

FROM THE MAILBAG

POETS

I understand that poetry has no place in 'Magic Carpet'. I am puzzled by this prosaic policy as I consider poetry an effective mode of saying things, just as an article, a play, or a painting.

If Samuel Coleridge were allowed to rise from his grave, he would have said this to the 'Magic Carpet'. "Poetry has been to me an exceedingly great reward; it has soothed my affliction; it has multiplied and refined my enjoyment; it has endeared my solitude; and it has given me the habit of wishing to discover the Good and Beautiful in all that meets and surrounds me".

Jyotin Rindani, Sr. Accounts Officer,
Santa Cruz

In one of our future issues we shall feature poems by all the budding poets. Verse or worse—send them to us. —Ed.

READERS are requested to send their letters to Editor, Magic Carpet, Air-India Building, 218, Backbay Reclamation Bombay 400 021. Please make your letters brief and to the point. Anonymous letters will not be published. —Editor

TRIP ABROAD

I fully concur with Mr K.Vaidyanathan (Magic Carpet, Sept. 1976) that a scheme be evolved whereby staff who are not in a position to avail of free passages abroad every year or not at all, could avail of this facility.

I would suggest that instead of drawing a lot every year, as suggested by Mr. Vaidyanathan, it would be advisable if a Committee or the Welfare Section should deduct one rupee from the staff every month, and a Pool Fund be collected. This fund should be made available in renting Holiday Homes throughout the year in important cities like New York, London, Seychelles, Hong Kong, Singapore, Frankfurt, Tokyo, Geneva and other world capitals where Air-India operates.

Any staff on leave on a foreign tour can avail of this facility without any charge, subject to a maximum stay of 5 days or more if accommodation is vacant. This facility would help all staff who do not have any relatives or finances in foreign countries.

Abdul Rub Amrohi, Commercial Cargo,
Santa Cruz Airport.

A DAILY PRAYER

Fr Abraham Kadanthott, Bhalgalpur,
to The Herald:

"I was a passenger aboard Air-India Flight No.108 from New York to Bombay, and had misplaced my new English Breviary in one of the telephone booths at the Kennedy International Airport and forgot all about it until we were airborne. The Chief Steward was contacted immediately and after our arrival at London he sent a telex message about the lost article which was traced and later flown to Bombay and from there mailed to me at my Bhalgalpur, Bihar address.

The only favour that the concerned staff asked of me was to pray for them. How nice of Air-India to ask for prayers, and for passengers in sequel!"

Fr Kadanthott in a letter to Air-India adds :

"Thanks for the trouble AIR-INDIA took to get my prayer book back. Every time I use it (daily).I remember Air-India and speak about our Indian Emperors in the sky."

HONESTY

I have the honour and the pleasure to inform you that after landing in Bombay from Athens recently on a Sabena flight my wallet fell from my pocket on my seat which I did not notice at that moment.

When we had been cleared by the Customs, the SABENA Station Manager met me and returned it to me. Not a penny was missing from my wallet.

I insisted on giving a reward, but our Station Manager told me that he had proposed to do so and the man who found my wallet refused with dignity, answering that he was already rewarded by having done his duty.

The gentleman who found my wallet belongs to Air-India's Cabin Catering Service and his name is Mr Kamble.

May I ask you to congratulate your employee for his admirable dignity and tell him how much we all appreciate an attitude unfortunately rare the world over.

Jacques Struelens, 15, Dreve de la Meute,
WATERLOO

Congratulations Mr Kamble! We are truly proud of you. —Ed.

AIR-INDIA

QUIZ



1. Can you name the crew line-up in this picture and give their designations at the time this picture was taken?

2. What was the event on which this photograph was taken?

3. What is the gentleman third from right famous for?

ANSWERS TO DECEMBER QUIZ

1. They are (L to R) Avn. Supdt. J. E. Fleming, F/S Akbar Shah, Mr J.R.D. Tata, Driver Mohd. Zaman, Avn. Manager J.R.W. Richmond, F/S Akbar Shah was a Coolie in our Aviation Service in 1932 and assisted in the original fuelling operations.

2. Mr Nevill Vincent.

3. Bellary.



Naosherwan Nalavala

CHAIRBORNE

HINDI FIRST

LAST month we informed our readers of the numerous steps we were taking to encourage Air-Indians to work in Hindi. As part of the Civil Aviation and Tourism Ministry's efforts to promote the use of Hindi, announcements on Air-India flights will henceforth be made first in Hindi and then in English. In fact, baggage tags, boarding cards, identity cards and airport entry tickets will be printed bilingually—in English and in Hindi.

SONG WITHOUT END

AT the Air Cargo Agents Association of India Annual Convention at Goa, Mr John Mahoney, Sr Vice President of the Seaboard World Airlines, remarked, "Let us return to the thought expressed at the beginning of the conference; that in this era of nostalgia for songs and relics of the past, it is time for a revival of that old number—'The World Turned Upside Down'. In fact, this song should be the theme for the international air transport industry." Most members of the ACAAI thought that Mr Mahoney had made an excellent suggestion, and applauded. Little did they realise that he would even begin to sing the song in the same tune as it was sung in 1781. As he sang the words Maurice Chevalier style, stiff business

executives metamorphosed as tired faces lit up into moments of camaraderie. Mr Mahoney sang: "If butter cups buzz'd after the bee, If boats were on land, churches on sea, If ponies rode men, and if grass ate the cows, And cats should be chased into holes by the mouse, If the mamas sold their babies to the gypsies for half a crown, If summer were spring and the other way round, Then all the world would be upside down."



IKEBANA

A 30-member delegation arrived recently in Bombay on our flight from Tokyo to demonstrate Ikebana, Japan's ancient art of floral decoration. The delegation was headed by Ms Lakshmi Gidwani, wife of Mr D.V. Gidwani, Air-India's Manager for South Japan and South Korea, and President of the Ikebana International Kobe Chapter. She was accompanied by Ms Kobai Naruse, Grandmaster of the Chico School. Ms Naruse is also Director of the Japan Ikebana Art Association and Councillor of the Osaka Ikebana Artists Association. The Ikebana

International Bombay Chapter arranged a floral demonstration at the Taj Mahal Hotel the following day. This lecture-demonstration cum exhibition was inaugurated by Ms Zehra Ali Yavar Jung, wife of the late Governor of Maharashtra. Mr Takheshi Muto, Consul General of Japan, presided over the function.

PRAYER TO THE LORD

IN India, prayer forms an integral part of the Hindus' day-to-day existence, whether it is at home or in the office, no place is irreverent to offer prayers to a god or goddess. Whether it is the office of a senior executive or a shop, Air-Indians have images of Ganpati at their place of work and religiously offer prayers at Dassera, Diwali and during all the Hindu festivals. Recently the staff of the Ground Support Division in New Delhi celebrated Vishwakarma Puja, which was attended by a large number of our staff and was generally considered successful. The photograph shows Mr K.K. Sharma offering flowers to a painting of the deity.



GOOD CITIZEN

Mr N. H. Dastur, Deputy Managing Director (Commercial) has been awarded the "Outstanding Citizen of Bombay for 1976" trophy by the North Bombay Jaycees.



INFLIGHT CHIEF

MR K.L. Ramchander, till recently Commercial Manager-Customer Service, has been redesignated as Deputy Director-Inflight Service to head a new department under the nomenclature of 'Inflight Service'. The department has been constituted to deal with all matters relating to provision of inflight service and allied activities on a systemwise basis.



STERLING SLIP

THE role of pound sterling as one of the two basic currencies—the other is the US dollar—for calculating air fares may end next February when the IATA Traffic Conference meets to discuss the problem.

Traditionally, air fares to and from and within the Western hemisphere (consisting of North and South America) are expressed in dollars, while fares in the rest of the world are expressed in sterling. Fares are calculated in one of the base currencies and then converted into local currencies for ticket sales. Since the great currency upheaval and subsequent wild fluctuations in the rates of exchange, airlines have been faced with an enormous problem of calculating fares. IATA has agreed to a formula for applying currency adjustment factors (-ve for Strong currencies and +ve for Weak currencies) depending on the relative values of the various currencies in relationship to the basic currencies, which can at best be described as an interim solution.

The problems were compounded with the drastic fall in the value of the Pound. National Flag carriers are reluctant to apply the full currency surcharge for fear of its effect on the traffic.

For instance, if the full depreciation were to be applied to the fares sold in sterling, they would have gone up something like 70 percent while in actual practice the surcharge permitted varies between 26-42 percent.

IATA is therefore faced with either continuing with the present patchwork solution, with suitable amendments to meet changing currency situations or to switch over to its own unit called the IATA Unit of Value (IUV) derived from the special Drawing Rights (SDR).

TALKING SHOP

WITH
K. S. MHATRE

CH. BORMAN

PLYOD D. HALL, Chairman of the Eastern Airlines, has resigned to become the first Permanent Chairman of the Executive Committee of the International Air Transport Association. IATA has, for sometime, felt the need for an office of the Chairman which would lend continuity to the work of the Committee in its primary task of formulating industry policy.

His successor at Eastern will be Mr Frank Borman, the former astronaut, who has been President of the airlines for the last few years. Eastern, one of the big five domestic airlines in the US, announced a record \$44.9 million in earnings for the first 10 months of this year, in contrast to a \$43 million loss for the same period last year.

NO NOISE PLEASE

THE US Department of Transportation has issued an anti-noise timetable giving the US airlines next four to eight years to replace or muffle, 1,600 jet airliners (more than three quarters of the US fleet) whose noise exceeds legal limits established after they were built. New landing procedures calling for use of low engine power and different operational techniques are also being established in order to lower the noise level. The Depart-

ment of Transportation has issued a policy statement which lays down the guidelines.

Retrofitting the older planes to meet the new noise requirements would cost the airlines between \$750 million to \$1.5 billion while the cost of replacing jet-for-jet programme would cost between \$5 billion and \$8 billion. The latter programme, although more expensive, would bring long term benefits in terms of fuel consumption, domestic manufacture and export sales for the US. (See detailed story on 'Noise' on Pages 4 and 5)

THE FLYING PIG

"CIVIL Aircraft flying into the London area are advised to keep a lookout for a 50ft long pink pig, repeat P-I-G pig, last seen in the Battersea area approaching a height of 5,000 ft approximately. Pilots are advised not to attempt to intercept said pig but report all sightings to control." This message went out to pilots from the West Drayton Air Traffic Control in the UK on December 4.

Another message received by the pilot of a Metropolitan Police traffic helicopter flying over the Thames was "inflatable pig proceeding in an easterly direction over London Bridge. Keep under observation."

Before people start imagining things about this new breed of flying animals, an explanation is due. The fact was that

EKMA Productions Limited had a helium-filled tethered pink pig over the Battersea power station to publicise a pop group called Pink Floyd. Unfortunately, a technical hitch sent the pig adrift into one of the world's busiest air traffic regions, gradually gaining height. It was expected to disintegrate in the air, but descended and landed on a farm near Ashford.

SELF-ABUSE COSTS AIRLINES MILLIONS

VIOLATION of Government approved International airlines tariff for passengers and cargo are costing airlines between \$185 million and \$310 million a year, according to the International Civil Aviation Organization's report issued in December. To recoup these losses airlines tended to raise the level of fares to the detriment of passengers. This in turn led to reduced traffic growth and further incentive to discount tariff.

According to the report, all parties legitimately concerned with the selling and buying of air transport were involved: airlines, travel and cargo agents, tour operators, freight forwarders, passengers and shippers.

MEALS GALORE

DID you know that Air-India served 1,696,826 meals costing \$5,522,729 and 227,984 miniatures costing \$603,843 in 1975? Estimates for 1976 are 1,951,350 meals costing \$6,582,646 and 262,182 miniatures costing \$694,419.

AIR-INDIA

Magic Carpet

VOL.21 NO.2

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AFRICAN WELCOME



ACCRA

Air-India's first flight to West Africa was received with tremendous fanfare and eclat. At Accra thousands gathered at the airport to welcome the new service

Enthusiastic drummers (extreme left) greet 'Dhaulagiri' on arrival at Accra Airport...and young Ghanaian girls (right) go gay. Mr P. V. Desai, the Acting Indian High Commissioner to Ghana, introducing Mr N. H. Dastur, Dy Managing Director (C), to Gen I. K. Acheampong, Head of State and Chairman of the Supreme Military Council of Ghana (above)



LAGOS

At Lagos too the new Air-India service was warmly welcomed as the elite of the capital city got together to give an ovation to the Air-Indian delegation



Mr G. S. Ramchand, Manager-Designate, Lagos, and his wife, welcoming Mr Rellin, Second Secretary to the Indian High Commission, Lagos, and Mrs Rellin (above); Mr N. H. Dastur in conversation with Mr U. N. Reuben, DSM-Nigeria and Lt Anderson of the Nigerian Navy (right); Mrs Katy Dastur slicing a cake as guests applaud (extreme right)

Random Jottings

By Unbalanced Mind

"Darling", said the excited lady flying for the first time, "see how high we are! Those people down there look like ants." "We haven't taken off yet," said her husband, "we're still sitting on the ground, and those aren't people, they're ants."

And why, would the cynical reader query, must you start off your column with this silly story. The answer is that sustaining a column is not all that easy. Especially if you're not in the mood, or the wife is nagging more than usual, or for a hundred other reasons. Or maybe that I'm unbalanced.

So let me proceed to make an ass of myself. Like the lone passenger in a light aircraft high up in the sky, when his pilot started laughing hysterically. Most alarmed, the passenger asked the pilot what the matter was, only to receive the still more alarming reply: "I'm only wondering what they will say down there at the lunatic asylum when they find out that I've escaped."

Escapism is a thing that happens to all of us—, sometimes from the office, sometimes from the wife, sometimes from the ubiquitous insurance agent. (And then there were the Smiths, husband and wife, who asked for a 100% disability on their accident insurance policy since they were both incapacitated by the loss of their thumbs. She, because she could no longer keep her husband under it and he, because he was a professional hitchhiker.)

But we all make asses of ourselves, sometime or another. Like when I was in Hong Kong many years ago and tried to bargain with the shopkeeper for a particularly attractive dressing-gown. "I wantum this gownee," I said, "how much it costee in Melican monee?" And the shopkeeper said: "It would aid me in transacting this sale if you spoke in English. The dressing-gown is seven dollars."

Talking of Hong Kong, an English duchess was entertaining a group of students from the Far East. (That was, of course, before the pound fell.) She handed a student a cup of tea. And he quickly opened his little book at the 'Etiquette' section and said to her: "Thank you, Sir or Madam, as the case may be."

And then there was the industrious American housewife who was cleaning out her balcony and fell over the railing head first right into the garbage-can. Two Chinese gentlemen were walking past. And one said to the other: "Amelicans velly wasteful. That woman good for ten years more."

But to come back to aviation, I recall reading a speech made by Wilbur Wright at a banquet in Paris in honour of the Wright Brothers' first demonstration of a successful airplane flight in France. "I am no public-speaker", he said, "and on this occasion I must content myself with a few words. I have heard the eminent speakers before me. I have heard comparisons made to the eagle, to the swallow, and to the hawk, as typifying skill and mastery of the air. But, listening to these clever men I cannot help thinking of another bird. It is the poorest flier and the best talker. I refer to the parrot."

Reverting to our lady-friend of the ants, at the end of a somewhat bumpy flight, she demanded to see the Commander. When he appeared, she said: Captain, I have to thank you for the two flights you gave me today. And when he appeared somewhat puzzled she said firmly: Yes, I had two flights today - my first and my last.

I shall end these jottings with a word of advice to all those young men at Nariman Point who are all a - dither with forthcoming promotions, postings or the lack thereof:

Don't worry if your job is small
And your rewards are few.
Remember that the mighty oak
Was once a nut like you.



Training Mauritians

TWO Air Mauritius technicians completed a 7-month training course with Air-India in Bombay last December.

They are Mr Jawaheer Lal Bagha, 30, and Mr Eckbal Gujadhur, 20, who received both theoretical and practical training at Air-India's Engineering Training Division on maintenance of Boeing 707 aircraft. They received their certificates from Mr N.S. Mistry, Deputy Director of Engineering. (Photo above) Mr P.G. Gadgil, Manager-Training is seen in the centre.

Air Mauritius at present has no aircraft of its own, except a small turbo-prop, but has arrangements with other international airlines, including Air-India, to provide air link with the island Republic.

Air Mauritius intends to take over first-line servicing of aircraft (which includes fuelling, watering and a systems checks) at Mauritius as a first step towards establishing its own engineering base when the airline acquires its own aircraft.



The Annual Tourist Trade Fair organised by the Tamilnadu Tourism Development Corporation has become a star attraction every January for the many tourists visiting Madras from abroad and visitors from other States coming in for the Pongal Festival. The Air-India stall was simple but elegant. The Hon. Minister for Tourism Mr. K. Raghuramiah visited our stall and evinced keen interest in our posters which were on display. Photograph shows the Minister and Mrs. Raghuramiah in the centre. Second from left is Mr. F. V. Mascarenhas, Manager-Southern India and behind him Mr. Lingam and Miss Chettur.

MADRAS MEDLEY

By Sumangali Chettur

THE winds of change are blowing hard at Madras: G. S. Krishnan, "Guru" to many admirers (he taught for some years at the Staff College) is, I hope, learning to scuba-dive in beautiful Seychelles besides working hard. Attention Mrs. Krishnan! Seychelles is also known as the 'Isles of Love', so pack up those bags and join him post haste! Our man Nath will soon be introducing the elite of Seoul to the delights of dosai and idli (with the able assistance of Mrs. HVN who is a fine cook). The exodus is complete at the moment with "old Madras" hand Ramachandran heading for Calcutta as Accounts Manager (Remember to bring us Rasgoolas when you come on leave, Ram).

The year has started well for Madras with our elegant stall at the 'Feel India' Tourist Trade Fair set up in record time by Artist K. K. Save. With an excellent location, opposite one of the gaily decorated entrances and next to the eye-catching TTDC 'Nandi', nobody can miss us.

We certainly have our admirers: at a recent Air-India function at Hotel Chola-our posters displayed in their main hall were stolen overnight!

The Booking office has had a nice face-lift recently and E.A. Menon keeps everything ticking with military precision.

All the "romantic souls" felt happy when Rama Roy at last got her transfer to Calcutta and joined her husband. A hearty welcome to Mohan Menon, the new addition to the Madras Sales force.

Those of us who were here when Major Srinivasan was Manager-Madras felt a sense of pride when he became the first RD-I. The movie "HATARI" was the rage then and we recall an "early-warning" Reservations Department signal whenever the Boss was sighted through the glass doors, the word all whispered were "HATARI"! "HATARI"! (Hatari is Swahili for Danger) Hey! folks at CHQ, what's your password?!

Balancing the Budget

A training programme 'Balance Sheet for Personnel Executives' was organised by the Personnel Department at Santa Cruz, Bombay, recently for the officers of the Personnel Department.

A balance sheet represents the assets and liabilities of an organisation and reflects the financial position. To emphasise the importance of the balance sheet to an organisation, it was decided to organise a course for officers of the Personnel Department with a view to educate them in the field of finance and

thereby improving their effectiveness on the job.

Mr S.R. Gupta, Asst. Financial Controller and Mr R. Khosla, Sr. Accounts Officer, addressed the participants and explained to them the intricacies involved in the preparation of the balance sheet and also the various aspects relating to the Corporation's budget.

The training programme was inaugurated by Mr S.K. Nanda, Chief Personnel Manager and attended by 20 officers of the Personnel Department.

YE OLDE LONDON

Trevor Turner bangs the gravel



TUNING IN

Senior communications officers from a number of outstations came to London in November last year for a familiarisation visit, under the guidance of P.K. Gavankar, our Systems Controller in London. The idea of the visit was that they should get conversant with the working of the BABS Computerised system and during their stay in London they went to BODICEA to see the computer complex there and also to the SITA Centre at London Airport. Lectures were given by P.K. Gavankar and they spent a considerable amount of time in our Bond Street Office seeing the working of our space control, message editing and reservations sections.

Candidate for Christie!

JOHN MARSH, Accounts Superintendent, London, discusses the Refund Order Register with Alan Hamer (left) and Alice Ali. This book has been in use in the Accounts Department, London, for twenty-five years. It has a total number of 5,764 entries and it is interesting to note that in the first year there were 176 refunds made and in the last financial year 572. A number of people in our Accounts Department, London, who have changed roles and sections over the years have been involved with the use of the book, including Derek Solomon who left us some time ago to join IATA. It is currently the

responsibility of Alice Ali. The book was started by our original Head of Accounts in London 'Le Mesurier' and in those days, Mr Dalal as Manager used to sign the book as an audit. Happily, the methods and procedures and the equipment available to our Accounts, boys and girls today are not all of this vintage, as they have a lot of very up-to-date systems and machinery. However, John Marsh hastens to add that the Refund Order Register itself is not an antiquated system; in fact, if anything, it was probably ahead of its time.

Behind every great Team...

JOAN STOKES from our Tours Department in Bond Street started to make the arrangements as far back as June for the MCC Touring Team's visit to India. She worked in conjunction with the travel agent who always handle their business, and the planning involved all the Indian Airlines bookings, hotel accommodation and other land arrangements. When the time came for their departure, Joan saw them off at London Airport and she is seen here with Tony Greig, the MCC Captain. There was great interest in their departure from London with many crowds of well wishers, although from all reports the welcome they received in India was far greater. Their four-month tour in India includes a visit to Sri Lanka, then the team fly to Australia to play a Centenary Match in Melbourne to celebrate one hundred years of test cricket between England and Australia. In addition to making

these plans, Joan Stokes has been busy arranging for two MCC Supporters Tours from the U.K. which will be leaving in January and it is quite possible that another tour might be arranged for the wives of the players to join their husbands.



ONE DAY IN THE LIFE OF...

M. Chudasama writes (yawn!) wearily

CURIOSITY as a characteristic quality is not restricted to the feline specie, but an equally important trait among homo sapiens. Members of the Air-India menagerie are equally afflicted by it and in our occasional travels, one particular question is asked with regularity - what does an Air-Indian chief do in his Manhattan "wigwam"? The intensity of this particular question increases in direct proportion to the distance from our Park Avenue office. Recently, we had the opportunity to observe the RD, at close range for nearly the entire day, and it certainly slaked some of that curiosity.

It should be emphasised that this is the biography of that one day, and as an exhausted observer, we are certainly not planning a similar report soon.

November 9 was an unusually chilly day for that time of the year, presaging a cold, long winter. It was also a day when several big chiefs were in New York.

India's newly appointed Ambassador to the United States, H.E. Kewal Singh, made his first official inspection visit to Air-India late that morning, to the Park Avenue office and subsequently to the Fifth Avenue Ticket Office.

Half-a-block west of our Ticket Office, the RD hosted a lunch at the Twenty One Club, for the Ambassador and his senior colleagues from the Embassy in Washington, and the Consulate General in New York. Mr P. N. Sen, Principal of the Administrative Staff College in Hyderabad, and his two senior colleagues, who had visited Mr Mahta earlier in the morning, in connection with a tourism research project, joined us for lunch at The Twenty One Club.

Lunch was followed by a two-hour meeting of the Co-ordination Committee of official Indian organisations chaired by Mr Arjan Asrani, the Consul General, at New India House. The Ambassador briefly outlined his views of the general political, economic and cultural relations between India and the U.S., followed by a discussion of the activities and plans of the various organisations represented in New York. With the conclusion of the meeting on a hopeful note, the RD moved on to the St Regis Hotel to play the host again.

The cocktail reception was for Mr N. P. Sen to meet editors and writers in the travel field who had visited India and could give informative advice on the promotion of Indian

tourism. And advice, as one of the Travel fraternity put it, is the one free commodity that are only too happy to provide.

Mr and Mrs Mahta then moved on to host a small dinner for Mr Bhagwan Gidwani, the Civil Aviation chief (Director General of Civil Aviation), who was en route to India after attending an ICAO Conference, in Montreal. An energetic discussion on

wholly civil matters, and mostly about aviation, was occasionally interrupted by food, till brought to a close by subtly dimmed lights and yawning waiters.

We should add that through the long day, the RD was also busy making arrangements for the departure from New York of our chief Chief - the Chairman, Mr J. R. D. Tata.





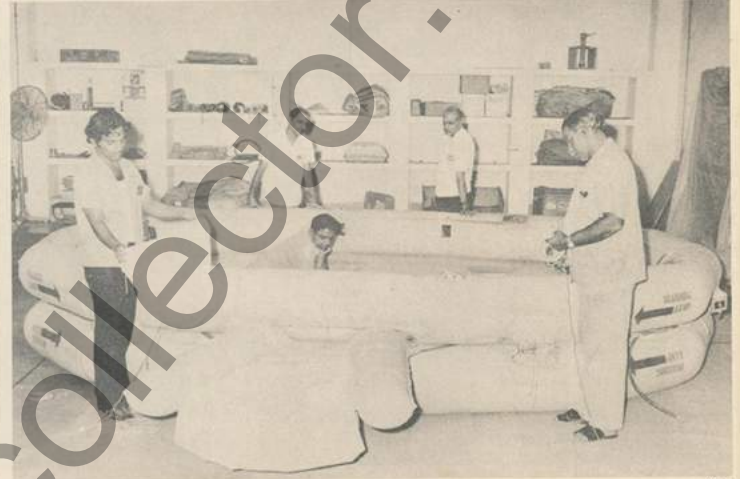
One



Five



Two



Six



Three



Seven



Four



Eight

JUST IN CASE

OVER the years, a great deal of effort, analysis and discussion have been devoted to every aspect of the manufacture, the operation and the economics of air transport. As a result, today commercial air services are now, relatively speaking, safe - and getting safer. To make air transport safer, the manufacturer endeavours to make the aircraft technically safe. Governments too are concerned that their national carriers and airports are safe and regulations are made to ensure safety. For an airline perhaps the best advertisement is the reputation of it being a SAFE airline. Air-India, considered one of the safest airlines of the world, gives tremendous emphasis and importance to self-regulated programmes of training its flying personnel to handle emergencies. An emergency could arise by a fire sparked off by a careless passenger or even an electrical short circuit. To ensure that all the equipment on board the aircraft is serviceable at all times, it is the men behind-the-scenes who work ceaselessly and carry out periodical checks on all equipment. Photo one shows G. V. Deshpande, M. K. Yadav and C. S. S. Rao checking on a Fire Extinguisher which is placed on board at strategic points. International regulations insist on a display of the use of the oxygen mask to all passengers after take-off. Air-India abides by it and in photo two R. N. Shitut of Cabin Maintenance is seen inspecting a fixed oxygen system. While the Air-India flying staff have delivered babies on board, our pursers and hostesses have tended to indisposed patients. When a passenger would need oxygen is never certain. Photo three shows C. A. Damodaran, D.R. Vaishampayan and S.R. Gule checking a portable oxygen bottle. In an emergency when an aircraft lands on water or on land, an escape slide is essential for passengers and crew to slide down in less than two minutes and land on the raft. In photo four S. K. Gorakshakar, K.T. Sabnis, M.H. Nargund, B. Masthan and J.S. Fernandes are seen packing an escape slide. At that rare moment, when an aircraft lands on water, every passenger is given a rubberised nylon life-vest and picture five shows J. Gonsalves, S.K. Mhatre and S.S. Sakpal working on them. The life raft is an inflatable nylon boat which can take in 25 passengers at a time. B. Masthan, J.K. Lilaoonwalla, K.T. Sabnis, J.S. Fernandes and M.H. Nargund are seen inspecting an inflated raft in photo six. It is imperative for the flying crew to know where the safety equipment is located and in photo seven A. Varadarajan tests out trainee hostesses on the location of life rafts on board a Boeing 707. Air-India has two fully-equipped mock-ups to train Pilots, Navigators, Flight Engineers, Pursers and Air Hostesses in the use of Survival Equipment on the 707 and 747 aircraft. It is Grp Capt J. S. Jeyasingh, Asst Superintendent-Flight Safety, who is in charge of the Flight Safety mock-ups. He gives both theoretical and practical training and is seen in photo eight describing an emergency exit to Flight Navigator C.N. Badhe and Capt A. Chatterjee. It may appear fun to come down the escape slide, but then there is a method even to slide down and in photo nine Capt R. Bhatia and Capt D. Dasan demonstrate how to do it. It is very well to place Fire Extinguishers on board, but it is more important that those who use it know how to do so. In the Flight Safety mock-up, the Flight Pursers are trained to hold and operate different kinds of Fire Extinguishers (photo ten). Same is the case with the oxygen cylinders; one must learn its correct usage (eleven) or else the purpose remains unserved. While most passengers can look after themselves in the event of an emergency, it is the babies that need special care and attention and in photo twelve S.K. Gorakshakar unravels the mysteries of the Baby Survival Cot, a small inflatable boat, to a group of trainee hostesses.

Naosherwan Nalavala



Nine



Ten



Eleven



Twelve



PREVENTING PREGNANCY

Dr Jeroo Bhadha advises Air-Indians on Family Planning Techniques

Q. 1. Would you please explain the commonly used practices for prevention of birth? What would you suggest would be the most practical for wives of Air-India staff?

A. a) The commonly used practices for prevention of birth are the Rhythm Method (safe period), Condoms, Diaphragms, Chemical Barriers (Jellies, Creams, Suppositories, Douches, Pills and IUDs and once the family is complete - sterilisation.

b) To couples in Air-India absolutely determined to avoid pregnancy the pill is regarded as today's best single method (except for sterilisation). For those who wish to avoid the pill the use of the IUD (Intra Uterine Device) is advisable.

Q. 2. Many women are under the impression that pregnancy can be prevented by using a douche. How effective is this method?

A. It is true that a douche, used soon after intercourse, has some value in preventing pregnancy. The water does wash away some of the semen and reduces the chances of the sperm entering the egg. But the sperm deposited at the opening of the womb or round about, reaches the womb within a matter of minutes. Once in the womb, the sperm cannot be washed away; thus the douche, no matter how quickly it is used, is often too late to serve any purpose.

The effectiveness of the douche is very low - lower than for any other method commonly in use. Of 100 women who rely on the douche alone for a year, 35 are likely to get pregnant.

Q. 3. One of the newest methods of birth control is the use of intrauterine devices. Most women are reluctant to use it because of excessive bleeding.

A. The IUD (intra uterine device) is inserted into the uterus or womb to help prevent conception. The device comes in several shapes and sizes and are made of different kinds of material. The most commonly used material is plastic or polyethylene.

Immediately after insertion of one of these devices into the womb, there are usually some side-effects - a certain amount of bleeding, sometimes accompanied by backache or by pains similar to menstrual cramps. Ordinarily, these disappear quickly. Generally, four out of five women can use the IUD satisfactorily.

Q. 4. Could you please point out the difference between sterilisation and tubectomy?

A. Sterilisation - or surgery which prevents conception - is a permanent method

Q. 5. Can the operation be reversed?

A. Yes, the operation can be reversed. The second operation, designed to undo the first is called Re-anastomoses of the tubes or Vas Deferens.

Q. 6. Most modern women take to the pill and find it a very convenient method of family planning. What is your advice?

A. The 'Pill' is indeed a very convenient method of family planning. For individual couples who are seeking the most efficient and fault-free method the pill is currently the best possible answer.

conflicting. Meanwhile, as a precaution it is considered wise not to give the pill to any woman who is found to have cancer of the breast. There is also insufficient evidence to show whether or not cancer of the cervix can be caused by oral contraceptives.

Q. 8. If you advise the use of intrauterine devices, commonly known as the 'loop', would you please explain its specific working?

A. There are many theories about the working of an intrauterine device. One of them is that the "loop" sets up muscular movements which force the egg into the womb before it is ready to be implanted there. Or, the contractions of the womb with a "loop" in place, dislodge the implanted egg and prevent it from developing further. Or, the devices change the internal milieu (environment) of the womb in such a way that the egg is not accepted for implantation by the womb. Thus, even if fertilisation has occurred, the egg cannot develop in the womb.

Q. 9. How effective is the rhythm method?

A. The rhythm method is by no means 100% effective. The estimate is that out of every 100 women who have used the rhythm system for a full year, 25 will become pregnant anyway. This figure is quite high and indicates that the method has some built-in inaccuracies.

Q. 10. In several parts of the world chemicals are used to kill the sperm. Do you think that such chemicals are injurious to the health?

A. Various chemical preparations are sold as contraceptives in the market. These kill or immobilise sperm on contact. Some are available as jellies and creams, others as tablets or suppositories. Their action is essentially local and they are not injurious to the health of the individual, unless the woman or man is allergic to that chemical.



of contraception and is a one-time process. It is 100% effective.

There is no difference between sterilisation and tubectomy. Sterilisation performed on a woman is known as "Tubectomy" and on a man is known as "Vasectomy".

Tubectomy consists of cutting the two fallopian tubes through which eggs pass from the ovaries to the womb, and closing off the cut ends of the tubes. After this, the egg can no longer reach the womb.

Vasectomy consists of cutting and tying the passages (Vas Deferens) through which sperm travel from the testicles to the genital passages.

Before starting on the pill, the woman is advised to visit her physician who would give her a thorough physical check-up and choose the brand of pill most suitable for her. This should be followed by physical examinations every year as long as the pill is used.

Q. 7. Do you think that the pill is a contributing factor to cancerous growth in the body?

A. It is not yet known whether hormonal contraceptives are or are not carcinogenic. Under certain conditions these hormones can induce or unmask cancer of the breast in animals, but the evidence is

EXPERTS SAY 'STOP'

AIR-INDIA held a series of talks by eminent experts of Family Planning both at the Air-India Building, Nariman Point, and at its base at Santa Cruz. Dr Rustom Soonawalla (left), the eminent paediatrician and gynaecologist, while addressing Air-Indians, traced the history of Family Planning to 1790 when the distinguished economist, Malthus, first said that the world's population would increase to outstrip the food growth and therefore it was necessary to limit the population. He said, "The real impetus to Family Planning programmes in India was in the post-independence era. The first clinic was opened in 1952 and the Government launched a series of programmes of limiting the population from 1955. It is extremely important for India to take this programme seriously as the net addition to India's population every year is in the range of 12 million people." Dr Soonawalla said that there were two aspects of Family Planning; one was the spacing of children and the other was the total stoppage. Earlier, while introducing the guest speaker, Mr K.G.Appusamy, Deputy Managing Director, said that in Air-India we have 2,000 staff in Bombay who are in the reproductive range and we have set for ourselves a target of 500 sterilisations a year, which means that it will take the next three or four years to cover the 2,000 staff. At Santa Cruz, Dr Purandare (right), another eminent expert in the Family Planning field, spoke to over 350 officers on the importance of limiting the family. He discussed the entire range of methods used for family planning, including contraceptives, both oral and mechanical. The series of talks and slide shows were organised by Dr Vijai Kumar, Chief Medical Officer, who has been constantly advocating Air-India staff, both male and female, to undertake vasectomy and tubectomy respectively, perhaps the safest method for Family Planning.





Mangaonkar

SPORTING SAMS



Narpat Singh

CARGO (Western India) Invitation XI, fought with their backs to the wall when they played an exciting cricket match against the Sports Journalists Association, Bombay, at the Wankhede Stadium.

Francis da Gama tossed the coin in the air, the rival captain G. K.



Four heads are better than one, as rival Captains search for the coin.

Menon of the 'Times of India' called 'tail' and lost. Looking on avidly were the umpires, Inder Sethi and Prabhu Desai.

da Gama, in typical Air-India style, made a fine sporting gesture

Phatarphekar (34) of Loksatia and C.P. Sant (48) of Sportsweek gave a brilliant start - 55 runs. Their stalwarts Waingankar (Sports week) and Milind Wagle (Television Centre) were out quick but skipper Menon (24) and Sunder Rajan (25 n.o.) both of the Times of India batted exceedingly well. E. J. Fernandes and A.T.P. Sarathy, both from Indian Express, acted friends by scoring ducks. A.M. Tilwe (Navshakti) scored 11 n.o., S.D. Kotnis (Sportsweek), S.K. Agashe (Samachar) and S.K. Sham (Free Press) did not bat. They scored 187 for 7 wickets in 40 overs.

Cargo's successful bowlers were Nitin Shirodkar - 3 for 45, Masurekar 1 for 26, Shaikh 1 for 31 with Chhatrapalsinh heading the average with 1 for 14.

Cargo started disastrously, 5 down for 15 which included the scalps of both our Cargo agents R Prabhu and Shyam Kotak the latter having risked playing with his marriage just three days away. Narpat Singh, the veteran cricketer, was also unlucky. It was left to Mangaonkar (10) and Chhatrapalsinh (17) to stop AI from sinking in the quicksand. Some brilliant batting by Shirodkar (92 n.o.) who hit 4 towering sixes helped to come nearer the target. Prithviraj, Narpat Singh's son fielded beautifully for us and acted runner for big man Bhagwat who got 18. Cargo fini-



Test cricketer Sunil Gavaskar (second from left) with Mr Inder Sethi, Chhatrapalsinh and the umpire.

and asked the guests to bat first. shed with 171 for 9, Shirodkar and Narpat Singh and Mangaonkar toiled hard but no wickets fell until Air-India's professional bowler Nitin Shirodkar went into action and captured 3 for 45.

THE TEAMS



TALKING SHOP

With K. S. Mhatre

Jumbo Queue

If all three hundred Boeing 747s so far produced were placed nose to tail, they would form a line 21 kilometres long. In the last six years, since the first one went into service, 747s have flown more than 2,000 miles, clocked four million revenue hours and have carried something like 130 million passengers.

longterm debt. This means no contribution towards self-financing for the future or for any return on equity".

The international airlines will require close to \$ 50 billion for the new aircraft in the next 10 years, said Mr Hammarskjold, and dramatic improvements in earnings are essential.

SST in Trouble

While the Anglo-French Concorde is limping along, with its commercial future still in doubt, its Soviet counterpart, the TU-144 appears to be facing difficulties too, but of a different nature. The aircraft was to have been introduced into passenger service by the end of December 1976. It has not been done. It will be recalled that the TU-144 began mail and cargo flight between Moscow and the Central Asian city Alma Ata in December 1975, four weeks before the Anglo-French Concorde was introduced into commercial service. The Concorde has so far carried 50,000 passengers.

Traffic Looks Up

The world's airlines carried 580 million passengers last year, nearly 10 per cent more than in 1975. The International Civil Aviation Organisation's year-end review reveals that cargo traffic increased by 13 per cent in 1976, while the airmail was up by two per cent. The passenger traffic increase covering both international and domestic traffic on the scheduled airlines of the 195-member countries of ICAO, including the Soviet Union, was the biggest in several years.

Indications are that the Third World generally registered a higher rate of growth than Europe and North America. The 1976 results also show that the airline industry in general has weathered the recession better than expected.

Gloomy Prospect?

While the ICAO analysis brought seasonal cheer, the Director General of IATA warned the industry in his year-end message that the prospects for 1977 were 'far from encouraging'. The general economic expansion has already slackened according to Mr Knut Hammarskjold and there is concern about the pronounced downturn in last 1977. He hoped that the overall 1977 traffic increase will be of the order of nine per cent.

On international scheduled operations, IATA members are expected to show an operating result of US \$ 450 million, "just enough to cover interest charges on present

Laker Flights On

One of the most colourful battles in the air transport history over his Sky Train service across the Atlantic has been waged by Mr Freddie Laker, head of Laker Airways in Britain. Mr Laker wanted to start a cheap no reservation, walk-on, walk-off service to the United States with DC-10s. The British Government banned the service. Mr Laker then took legal action and the court struck down the order. Now Mr Laker says that he is not going to wait while the Government makes up its mind what to do next. If the US Government okays the service, he wants to start this novel service in 30 days. Price £ 59 one way.

QUIZ QUIZ



1. Can you recognise the lady in the centre and the gentleman to her left?
2. The tall gentleman in the centre was closely associated with independent India. How?
3. What type of aircraft is in the background?
4. Can you identify the individuals in the group who are with Air-India?
5. In what year was the picture taken?

ANSWERS TO JANUARY QUIZ

1. (L to R) Kachadourian, Flight Engineer, Vanden Driesen, Navigator, Capt A. C. Gazdar, Commander, Capt H. B. Mistry, Co-Pilot, M. M. D'Souza, Radio Officer.
2. Mrs Vijayalaxmi Pandit was flown to Moscow.
3. Mr S.K. Kooka (third from right), presently Chairman of Air-India Charters Limited, is the creator of the internationally known Air-India mascot, the Maharajah.



CHAIRBORNE

Naosherwan Nalavala

CREATIVITY AWARD



Creative Award

This is to Certify that the Advertiser detailed below was adjudged to have achieved a Standard of Excellence in Creativity.

Category **Complete Campaigns**
Highly Commended

Advertiser **Centaur Hotel**

Agency **Shilpi Advertising Bombay**
on behalf of the Committee of Adjudication

Signed *[Signature]*

TENTH ASIAN ADVERTISING CONGRESS
SYDNEY, AUSTRALIA, NOVEMBER 1-4, 1976

At the Tenth Asian Advertising Congress held in Sydney, Australia, late last year, Centaur Hotel won an award in the 'Complete Campaigns' category for having "achieved a Standard of Excellence in Creativity". A number of international organisations sent in their entries and Centaur Hotel scored over colour campaign presentations made by organisations like Sony, Datsun, Toyota and others. The Hotel campaign was launched by Shilpi Advertising, Bombay, under the baton of Art Director Sunil Sen.

TIE-UP

Air-India and the Hooke Club of Japan are to collaborate in setting up special facilities at selected places in India for the benefit of Japanese tourists. The Club is a cultural and semi-religious organisation interested in tourism. Its main concern is to sponsor visits by Buddhist priests to Buddhist pilgrimage centres in India. Japan has an estimated 1.25 lakh priests and it is reckoned that nearly five-lakh tourists can be induced to visit India on the assumption that each priest is accompanied by three or four persons. The Hooke Club is also interested in promoting golf, mountaineering and skiing tours to India.

PIN-STRIPE MEN



In December last year, Air-India and Brenard Press Limited celebrated a 20-year association which was presumed as one of the longest and most successful working relationships at Heathrow Airport, London. For the past 20 years all major developments in the airline have been promoted in London by the Brenard Press. A special issue of SKYPORT, published by the Press, carries a number of pictures narrating the achievements of Air-India, including photographs of famous faces that fly the airline. A photograph reminiscent of old ties on page one of the magazine (reproduced here) has a caption "Mike Richardson, Managing Director of

Brenard Press Limited (left), and Trevor Turner, Publicity Manager, Air-India (London), obviously think along the same lines. One reason, no doubt, why the working relationship has lasted so long and successfully. They are shown here at a press function at LHR. (Sartorial note: one wore a blue chalk stripe the other a grey)."

KUDOS

The MAGIC CARPET received a pat on the back when the Seychellois newspaper 'Nation' carried a special feature highlighting the reactions of the Indian press to Seychelles and its bounties. In the feature, the paper quotes Mr Eric Tarapore, the Manager, "This Air-India service brings Seychelles into close proximity with the Gulf countries, Africa and even the Far East, for it offers to passengers convenient connections. Hailed by both businessmen and holidaymakers, the service hopes to generate considerable traffic from Bombay to Mahe." The feature also contains large extracts from articles which appeared in the Onlooker magazine and The Illustrated Weekly of India.

SILENT CLOWN



The other day Charles Senack walked into the Public Relations Office just to tell us how happy he was to fly Air-India. Charles is a silent clown who has given innumerable public performances and can do a variety of acts, including pantomime, magic, juggling, dancing, acrobatics with total audience involvement. In fact, whatever the show, the emphasis is on clowning around. And this is exactly what he did on board our aircraft and our girls were tickled pink. He is visiting India on pilgrimage to pay homage to Avatar Meher Baba at Ahmednagar, and says, "Through my silent acting, I am able to convey much more than through words. Meher Baba gave his message to the world in silence for 44 years. I am beginning to appreciate how important it is to talk less and express oneself through silence." A happy man, Charles spills happiness all around.

AFTERWORD

Our Delhi correspondent, S. P. Dutt, sends us a rejoinder to his story on the "Medical Clinic" which appeared in the January issue. He tells us that while Dr B. K. Palit, Deputy Chief Medical Officer, looked after the setting up of the Clinic, it was Dr Satish Puri, Deputy Chief Medical Officer, and Mr K. V. N. Kurade, Medical Administrative Officer, who were in charge of recruitment of the para-medical staff. The Delhi Clinic was set up under the overall supervision of Dr Vijay Kumar, Chief Medical Officer. Mr Dutt adds, "All the Delhi staff are grateful to Dr Kumar for having taken the initiative in setting up the Clinic and providing it with several facilities."



MEN AT PLAY



The Air-India Football team were winners in the recently concluded Eighth Joint Air-India Football tournament held at Bombay. The most notable performances came from the Vice Captain of the Air-India team, Dilip Bhatar and Joseph Jadresin from our Paris Office. Jadresin excelled in dexterous ball control and it was interesting to watch his excellent footwork. The tournament was inaugurated by Mr P.V. Gole, Director, Personnel and Industrial Relations and the prizes were distributed by Brig M.P. Joseph, Controller, Civil Works & Properties Department. Photographs show Mr Gole being introduced to the Air team; Vice Captain Dilip Bhatar seen in action while Mayekar eyes the ball anxiously; Derek Rodrigues scooping the ball; and finally Derek also receiving the trophy from Brig Joseph. At Calcutta the Air-India Volley ball team played a series of matches against Indian Airlines, Calcutta, Madras, Bombay and Delhi. The team won three matches out of four. The victorious Air-India team photographed with Mr Vijay Manjrekar, Officer-in-charge, Sports (3rd from right), and the team captain V.M. Thakur (4th from right)

AIR-INDIA

Magic Carpet

VOL. 21 NO.3

MARCH 1977



Left, Lunchtime performance by Bhangra dancers at Martin's Place, Sydney. Above, Vani Ganapathy discusses the Indian motif in the background with Mr Malcolm Barretto, Regional Manager-Australasia at the Tea Centre in Sydney. Below, Asha Parekh and Vani Ganapathy flanked by (from l) Capt M.S. Kohli and Ms R. Singh, wife of the Consul General of India, Sydney, while Mr V.P. Singh, Consul General of India is seen at extreme right. Bottom, left, Asha Parekh performing in a Rajasthani costume, while at bottom right, Vani Ganapathy giving a performance at Sydney's Opera House.



A GROUP of 35 artistes visited Sydney early this year as part of Air-India's Twentyfifth Anniversary Celebrations in Australia. The group, which included Indian film stars Asha Parekh and Vani Ganapathy, gave dance performances in the presence of over 3,000 people at Her Majesty's Theatre Sydney and nearly 20,000 citizens witnessed the open air performance given by different members of the cast. The highlight of the visit of the group was the great ovation it received during the parade through the streets of Sydney on the closing day of the festival. More than five million people are estimated to have seen the performance on television.

The festival sponsored by Air-India was in collaboration with the Government of India Tourist Office in Sydney. It served as a climax to a three-month long Exhibition on India organised by the Sydney Museum which included Air-India's 'Sringar' Exhibition. The other surprise item of the festival was the participation by four distinguished Indian polo players at the Royal Agricultural Show in Melbourne and the visit of Everesters Sir Edmund Hillary and Tenzing Norgay.

While a group of 21 dancers and musicians was led by Yogendra Desai of Bombay, the seven-member Bhangra group was led by Parminder Singh.

The entire festival was a runaway success and it created awareness of India and Air-India among the Australians.



Random Jottings

By Insensible Mind

Top marks to Air-India for producing what must surely be one of the funniest in-flight books, packed with common sense about what to do in that airline's wonderful country. This is what the Travel Trade Gazette of London has to say in its review of "This Makes No Sense". This screamingly amusing 48-page publication written by Mr Bobby Kooka, former Commercial Director of Air-India and now Chairman of A.I.C.L., "contains a lot of good hard facts for the air traveller in between the leg-pulling (here I quote the Times of London) and makes a change from the boring and often pompous in-flight reading material which most airlines cart around." Similar encomiums have been forthcoming from different sources, and SKK's latest effort bids fair to outdo its highly successful precursor of two decades ago: "Foolishly Yours".



The author specialises in his unique form of having a dig -- at our night-life (Bombay's cages are world-famous. If you seek more sophisticated fare, try our banana seller: you will see her at strategic corners, she has not sold a banana for years but do not let that stop you. Our police insist on a profession.) -- at our policy of renaming roads (if Bombay's postmen keep stopping you to ask the way, help out.) -- at our telephone system (if our telephone system is not the best in the world, no patriot will deny its the worst. The new improved system is called cross-bar. If ever a country was double-crossed, this is it.) -- at our transportation system (...being short of railway bogies, fifty per cent of those inside hang on the outside. Every tunnel takes its toll. In open country they die of old age.) -- at our hotels, where no tipping is permitted (when the time for sayanora comes...take no chances. Leave the precincts of your grand mahal an hour or two before the dawn when all is silent and the lonely corridors are fast asleep) -- at our operating crew (every now and then you will hear "This is your captain speaking from the flight deck." He has to say this to reassure you that he is not speaking from the toilet.) -- at IATA (IATA represents one hundred and thirteen carriers, all adult and mature. But get them around that Traffic Conference table and they exhibit the sagacity of a rhesus in prime.)

One of the cleverest sections is that dealing with mishandled baggage, and a fairy's wand has touched the lost suitcase when a claim is being preferred. The shoes you have worn since leaving college assume the form of handmade English calf, that old warrior of a suit sprouts a Savile Row label, and you have carelessly left behind amidst your clothes your gold-lined, pigskin Asprey's wallet. We scan your claim with rapt attention and respectfully draw yours to the conditions of carriage on your ticket. If you possess a fair sized magnifying glass it will help to read what is written. The Warsaw Convention, oddly held at Warsaw, tells us what to pay per pound of baggage lost. If you talked us into looking the other way when we weighed it--and we lose it, we are quits.



"This Makes No Sense" may contain some good hard facts, it may teach the air-traveller a lot, it may make a change from boring in-flight material. But, above all, it teaches us to laugh at ourselves--and the man who laughs, lasts.

Food Festival King

By Beverley Howells

FOR Farid Ahmad it was, so to speak, only a short hop from the airline business to the hotel business - but the trip back looks as if it may prove to be considerably delayed.

Because Mr Ahmad, Marketing and Sales Manager for the Centaur Hotel in Bombay, is enjoying his current situation so thoroughly, it seems that Air-India may just have lost one of its most experienced senior managers.

In effect, however, the move has not been too drastic, because the Centaur Hotel, set right up against Bombay airport, is owned and operated by the airline - and Mr Ahmad was seconded to the marketing-sales job in the course of the setting-up of the establishment.

In Hong Kong to coordinate the recent successful Indian Festival (story above) held in the Hilton Hotel, Mr Ahmad described the hotel venture, the first of its kind for the airline, as a highly successful exercise.

"With a never-ending supply of transit passengers and an increasing number of people, who on their return to Bombay want to extend their stay, we are enjoying an occupancy of about 105 per cent", he said, touching wood in the age-old gesture to ensure that this situation should continue.



An unexpected and welcome visitor to the exhibition was our Deputy Managing Director (Commercial), Mr N.H. Dastur, who is photographed (centre) with 1st our Manager HK Michael Mascarenhas, Shernaz Daruwalla, Radha Dillon, former Deputy Chief Hostess and now working in the HK office and the Regional Director East Asia, Mr Balendu Shah.

CHINESE ASK FOR TANDOORI

By Soonoo Ragi



1977 started with a bang for our Hong Kong office, with a very successful week-long Indian Food Festival sponsored at the Eagle's Nest, Hilton Hotel. The Festival was held in conjunction with an Indian Trade Exhibition, organized by the Indian Commission and inaugurated by Mr Mohammad Yunus, Special envoy to Mrs Indira Gandhi.

Two of our hostesses, Deputy Chief Shernaz Daruwalla and Senior Hostess Mahrugh Chikliwala (above left), charmed the visitors while manning our counter at the exhibition, and greeting guests who flocked to the Eagle's Nest, both for lunch and dinner, to try the large variety of Indian specialties prepared by Chef Ramola from Hotel Centaur, ably assisted by Messrs Obrai and Panar (above right).

The chefs did a fine job under the supervision of Centaur's Marketing and Sales Manager, Farid Ahmad, and the fact that the dishes containing the tandoori fish and chicken had to

be replenished over and over again during the buffet luncheons, proved how popular these items were. Obviously Farid's decision to fly out two portable 'Tandoors', each weighing around 100 kgs., to ensure the authentic tandoor flavour, was a wise one.

The entertainment in the evenings was a resounding success. Two of India's leading 'pop' singers, Usha Uthup (Iyer) and Ajit Singh, proved that music knows no boundaries. Singing in both English and Hindi, they had their audiences clapping their hands, stamping their feet and shouting for more. Usha, especially, impressed all who heard her with her versatility, personality and vivacity.

Thanks to the hard work and co-operation from all departments, the promotion was a success, and now it seems that the Centaur is contemplating a similar Chinese Food Festival later in the year, with the Hilton Chefs managing the culinary side.

and now a Chinese Food Festival

The Centaur is a beautiful hotel, he said.

About 100 yards away from the airport proper, it is a circular structure built round a central courtyard containing a magnificent swimming pool.

"Sited where it is, the hotel's first and most important feature had to be soundproofing", he added.

Mr Ahmad is Delhi-born of an Indian father and an English mother, obviously the source of his bright blue eyes.

"My parents met and married while my father was at university in England. They came to Delhi immediately after his qualifying as a barrister and stayed there for the rest of their lives. My mother loved India".

Hopes that the young Farid would follow his father into law faded when he elected to cut short his English schooling and enter Government service. That this was an interesting choice was evident in Mr Ahmad's colourful recollections of service in the East, and especially of a tour in Saigon just about the time the area was undergoing a change of ownership.

The chance to join Air-India tempted him away from the secure and

traditional civil service career so prized by so many in India, and Mr Ahmad was soon seeing a great deal more of the world than he had ever thought possible.

Now, 20 years later, with the airline following the pattern of many other such bodies into tourism on a broader scale, he is engrossed in the hotel industry.

As Sales and Marketing man he continues to "get out and about", organising group bookings, special promotions and co-ordinating tours, but the other aspects of hotel life are beginning to turn his attention away from selling.

"I am undertaking a course in food and beverage at the moment so that I can more fully appreciate the details involved in setting up a festival such as this one", Mr Ahmad said.

This one, in fact, has taken a considerable amount of organising including the "importing" of a team of four Indian chefs from the Centaur to see to the special dishes created for the season.

In Mr Ahmad's opinion, there should be at least one Indian restaurant in every first-class hotel throughout the East and may be throughout the world.

Courtesy: South China Morning Post



SALES SPIN With Trevor Turner



Bonus Trip

A party of 137 top salesmen (above) from the Singer organisation from most of the countries of Europe and the U.K., with representatives from Cyprus and Greece, travelled with us from the U.K. to India. They were on this tour as a result of their

hard work for their Company, and the ten-day visit to India included visits to Bombay, Delhi, Agra and Kathmandu. Phyllis Bocarro from our London Sales Office accompanied the group to Delhi.



Bearding the Windies

Philip Kenny again organised some 'away' fixtures for the Air-India U.K. Hockey Team (above) and this time they flew off from London on BWIA to Barbados where they had a three-day stay as guests of the local association. They drew two matches

and won the other. However, they won the series and parts of their game were televised on Sports View and Air-India received good publicity. There were also a number of headlines in the local newspapers.



Koi Hai!

IN 1976 Air-India in conjunction with the Association of Indian Army Officers in the U.K. organised three very successful tours to India, to enable ex Indian Army Officers and their wives to return to India to visit some of the places in which they served.

These were so successful that this year several more of these tours have taken place, and the first one left in January and they were seen here before they

departed from London.

Each tour is led by an Officer from the Regiment who served in the places revisited and the tours are divided so that each one goes to a different area of India. There is tremendous interest in this potential traffic and on the day of their departure the U.K. press also expressed their interest. We predict that these tours will probably be an annual event for several years to come.

SPIRIT OF '76

Party-fly M. Chudasama does the (hic!) rounds while lenswoman Lauraine Schallop snaps the merry-makers.

Christmas and New Year holidays are traditional party-time periods for all of us, but this year, our celebrations had a touch of special gaiety. A profitable year is at least as good an ingredient as that other unmentionable stuff that fuels a good party. The combination of the two was a heady brew.

There was, of course, our annual staff party, and as a reflection of our relative affluence, had moved from our thirty-second floor office location down to the subterranean depths of our New York

Manager; not to be outdone, the R.D., himself, sanctioned a new tree for the Fifth Avenue ticket office! Ms Rhoda Kavarana, added a touch of creative whimsy and dressed our Maharajah as Santa Claus, adding to the great Claus controversy. This year, the Hare-Krishna devotees decided to join the ranks of the Salvation Army, perhaps to raise Claus consciousness, and funds.

Never to be outdone, Mr C.V.R. Rao and the Accounts section had their own party, and like all good celebrations it

The Winners



Left to right: Ms Carmen Henry, Secretary, Accounts; Ms Frances Scala, Secretary, Sales; Ms Marie Di Cocco, Secretary, Passenger Service; Ms Anne Lo Castro, Secretary, Sales; Ms Elizabeth Siemerling, Secretary, Reservations.



Left to right: Ms Greta, Secretary, Engineering; Ms Bess Cohen, Secretary, Operations; Ms Champa Fischer, Reservations Agent; Mr Soli Gharda, Cargo Agent; left background, Mr A. Demond, Sales Administrative Officer.

head office building. Heaven to hell is a short elevator ride! In conformity with the "spirit" of such a celebration, our Agency & Interline department, that is Malcolm Whilde and Esther Marcario, added their special ingredient to the brew — free transportation to all parts of the world donated by the Santa Clauses of our interline friends. True to life, there are those who win and those who don't.

went on and on . . . with Duleep Dulai and his band of suspicious supervisors producing the necessary spirits from the sanctuary of the office safe. And all these years, we thought it housed only cash! Last seen, Telmo Magalhaes, who is also the union steward in the Accounts section, was attempting to dry-clean Mr Rao's clothes with a generous amount of Scotch spirits!

Kavarana Claus



The spirit was so infectious, Messrs Pais and Kadam of the Reservations section had a champagne party; there were unconfirmed rumours of similar happenings at Cargo and Passenger Service sections at Kennedy; in a rare burst of generosity, our Sales Manager, Mr Frank Martin, permitted a small Christmas tree to be erected in his Sales section; the good Doctor K.S. Venkateswaran matched him by authorising the purchase of a new, artificial tree for our Receptionist, Ms Noreen Caraher to look at, decorated under the supervision of Ms Pallavi Shah of Public Relations, and debited to Norman Joost, our generous Sales Promotion

To record the "spiritual" happenings, Ms Lauraine Schallop focussed her award-winning camera eye on the unsuspecting participants.

THE TOP THREE

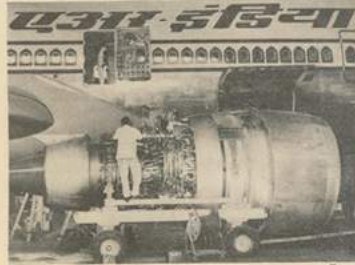
Top three revenue-rankings from April to December 1976 are:

Middle East & Gulf	28.5%
India	22.5%
East Asia	14.2%

(The above figures reflect Progressive Surplus over Target.)



One



Five



Two



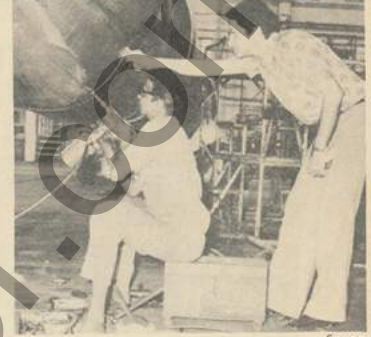
Three



Four



Six



Seven

Behind the scenes ...

A DAY IN THE LIFE OF A

WHEN an aircraft engineer tells you that the plane he is working on "has a high structural integrity and a demanding fatigue spectrum", he only means that the aircraft is "strong". It is because of this hi-falutin jargon and the masses of technical detail that go to service and maintain an aircraft, that the layman squirms to even 'know' what goes on to make his flight a pleasant, safe and comfortable one.

It was two in the afternoon when we reached Air-India's Aircraft Maintenance facilities at Santa Cruz, Bombay. A Boeing 707 stood proud in the hangar, its red-and-silver streaks glistening in the mid-day sun.

We broke up two individuals poring over a sheet of paper discussing details. Shift-in-charge S. V. Vaishampayan, was handing over charge from the previous shift to Raj Hasija, 51, the protagonist of our story (photo one). A quick look at the piece of paper told us that it was the Handover Sheet, which gave a detailed record of aircraft arrivals and departures and a run-down on the necessary manpower allocated for servicing the aircraft.

But it is Technical Services who issue a Maintenance Schedule to ensure airworthiness of the aircraft. It indicates in detail work required on each aircraft, the checks that must be made after certain hours of utilisation, with special attention to the 'life' of each component according to

its reliability in service, as well as a review of steps that should be taken when an unexpected snag is reported.

In one simple sentence Mr Om Sawhny, Director of Engineering, encapsulates the entire purpose of maintenance: "The prime aim of Air-India's Maintenance Group is to ensure reliability, safety and maximum passenger comfort". Emphasis is placed on these aspects in order to keep the fleet flying at revenue-earning times at high utilisation. And the objective of having an Engineering complex of its own is to achieve the highest safety standards at the minimum cost.

After having taken over a shift, the Time Clerk, S. Naik, discusses with Raj the telexes that have been received (photo two). It gives the shift-in-charge a total picture of the status and serviceability of all aircraft throughout the system, as well as the workload involved. Immediately, Raj swings into action. Whatever the snags, they are rectified immediately, if there is likely to be a delay due to maintenance, the aircraft may have to be changed. Perhaps the most important factor is time. The in-charge has to be a chronic clock-watcher. He gets in touch with Production Planning Section, and if it is a late hour may have to call up the Director of Engineering himself for instructions. Movement Control is informed and so are the Cabin-Catering Department, the Refuelling agents and of course

Traffic, who advise inquiring passengers accordingly.

At the same time Raj has a quick look at the Flight Report (photo three). It details the serviceability record of an aircraft. All defects are entered by the flying crew after each flight. If the flight is racing against time, Raj guns his jeep and rushes to the aircraft on the tarmac, reads through the report, discusses with the Commander and sets his men on the job.

Having skimmed over the Flight Report, Raj instructs engineers and technicians in the field on a walkie-talkie and receives regular feedback (photo four). While Raj is busy with maintenance on the 707, the hangar alongside has a 747 which has come in for a thorough inspection, including checks on the hydraulic and electrical systems, landing gear, wheel wells, as well as an engine change (photo five).

Air-India has always emphasised passenger comfort and cleanliness of the aircraft. After a thorough check of the systems, Raj concentrates on Cabin Maintenance, one of his most important jobs. He has to ensure that the seats and upholstery are undamaged. If there is even a small hole in the carpet, the entire strip is removed. In fact, all carpets are changed every two months.

If the Report indicates a malfunction, Raj instructs technicians to replace the unit. When the change is made the Shift-in-charge makes a spot-check to ensure that his instruc-



"We have achieved reliability. Truly, a reputation of high rate of fleet utilisation industry."

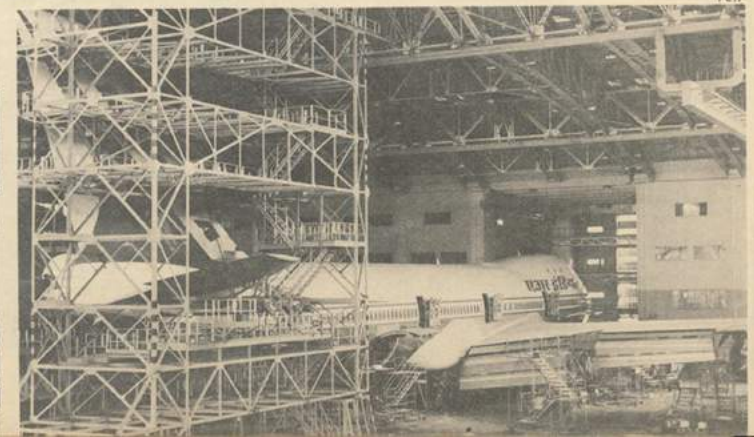
... work goes on



Eight



Nine



Ten



Eleven



Twelve



Thirteen



Fourteen



Fifteen



Sixteen

AN AIR-INDIA ENGINEER

tions have been carried out (photo six). In this case Raj checks the oil pressure warning unit which has been replaced on a 747 engine.

When there are limits on his time, Raj has to be omnipresent. He knows that his Department has achieved and maintained a 98 per cent despatch reliability, and therefore he must keep the pace. He checks the repairs on the aft-thrust reverser of a 707 (photo seven) and goes on to inspect the auxiliary hydraulic pump change, while S.C. Nag, J.M. Kothiala and K.P. Salian work at a feverish pitch (photo eight).

The 707 has moved out and the 747 has rolled in. Raj rushes up the step-ladder for a check on cabin maintenance and the cockpit (photo nine). He has already given out instructions and it is exciting to see an army of engineers and technicians swoop on the aircraft as soon as it is towed in. When the aircraft comes in for a periodic or heavy maintenance, it is Deputy Engineering Manager, A. S. Karnik who attends to it. The aircraft, a 747 (photo ten) is put in the dock and the entire overhauling and all necessary component changes are made over a period of days. All modifications are also carried out during this period. When there is a replacement of a component, Raj has to check the list of items in the Stores (photo eleven). When Stores confirm that a certain part is not available, Raj consults Deputy Engineering Manager in-charge of

Line Maintenance, P.A. Thomas, for advice in possible changes in machine movement, which would involve a change in schedules as well (photo twelve).

Whatever the instructions, Raj carries them out with alacrity. He instructs Chargehand K.H. Dastoor with respect to increase in manpower or whatever the need of the moment is (photo thirteen).

But it is Engineering Manager, J.D. Billimoria, Boss of the entire Maintenance Group, who takes the final decision on every aspect of maintenance. Very often he is on the field doing a "walk-around" ensuring that the aircraft under maintenance is dispatched on time.

One aircraft moves out of the hangar and another rolls in (photo fourteen). Raj has a quick look for fuel leaks and damage, especially to cargo doors, engines and undercarriage, a few hatches are opened and servicing points are looked into, the cabin and galleys are refreshed and any "no-go" snags are cleared.

Air-India's Maintenance Group looks after over 100 flights a week; 61 Air-India flights including freighter services and nearly 49 foreign operators. Saturday night is particularly hectic for Raj. He takes care of nearly eight movements and as one aircraft rolls in there is another one on the tarmac (photo fifteen). If a snag is reported in the cockpit, Raj checks out the functioning of an item that may have been replaced and personally flips panel

switches and other instruments to see the accuracy of the readings. (photo sixteen). While the aircraft is being readied in the hangar, Raj races off to the 707 aircraft near the Terminal Building for a discussion with the crew who are about to take-off on a training flight (photo seventeen).

Raj returns to base in his jeep (photo eighteen). His day is coming to a close. The next shift-in-charge collects the relevant data and gets on the job.

It has been a hard day. His wife Kanta, daughter Neelu and son Rohit, welcome father as he relaxes with his first love - music (photo nineteen). Kanta is a fine cook and while she lays the table, Neelu (proficient in French) tells her father of the events of the day, as Rohit pipes in occasionally.

At times an aircraft roars above and Raj Hasija thinks of the time when he entered the College of Aeronautical Engineering in England and later got his licences from Air Service Training, Hamble, where he did his training. Raj has served Air-India for 23 years. He looks back with joy and pride and looks forward to another day of hard, satisfying work at his "second home" - the Air-India Maintenance Facilities, where his "family" works as a Team - a slogan that towers over the engineers on the job.

Naosherwan Nalavala

and 98% despatch
Air-India has the
highest
utilisation in the

WWW



Seventeen



Eighteen



Nineteen



Tribute to Service

After 39 years, Hillary D'Souza, Air-India's longest service employee and foreman of the Power Plant Overhaul Division, retires from the Corporation.

At a small get-together in the Technical Headquarters, Mr Om Sawhny, Director of Engineering, said "At the start of Makar Sankranti, Air-India bids farewell to a good worker." The conversation centred round a portly figure in a dark suit — Hillary D'Souza. Referring to Air-India as "his second house" and in view of his close association with the airline, he expressed how difficult it was for him to leave.

Born in Zanzibar and educated at Bangalore and Bombay, Hillary joined Tata Sons in 1938 as a mechanic. He was 18 years old at that time. Looking back at the organisation, which was then in its infancy, Hillary comments: "Tata Sons Aviation Department was a big attraction in those days. Besides it was my first offer of a stable job." He has worked in various departments, Stores, Medical, Maintenance and CFA but his special love has been the Engine Shop. He has been there since its inception in 1963, and is by now, part of its history. In recognition of his service he was given the Merit Award for the year 1961-62.

For Hillary, the most enjoyable period of his career was spread between the years 1938 to 1946. This early phase was marked by a deep sense of dedication among the pioneers. He went on to describe his colleagues as "able-bodied and active men" and recalled an incident when they

were forced to build a make-shift runway to enable a Viking with 28 passengers to belly-land successfully.

"We had hardly any time to complete this operation and so we started on the job at once. Some of us dug up the earth, while others made the soil soft. We had just about finished when the machine landed successfully and the relieved passengers rushed out to thank us for our selflessness and generous help."

Another incident he recalled was the bombing of Chittagong in 1943 that he witnessed from the plane a few minutes after they had left the airport. He said, "We were all packed into a small aircraft and ordered to leave the city at once. Hardly were we airborne for a few minutes when the city was bombed and the aerial view I saw was something that will stay with me for ever."

Hillary is known as "a strict disciplinarian," but is nevertheless popular among his subordinates. He has great affection for the 'boys' in the jet shop and hopes that they will carry on the good work. "Air-India has never compromised its standards of quality or workmanship. There is no other organisation in the country to match it."

To all those who have had the opportunity to work with him, he will remain that popular amiable figure in shorts, never to be forgotten. As far as he is concerned, "Air-India will always be a part of me."

Leila Karunakaran

A Language for All

Air-India joined hands with Indian Airlines to launch off 'Prabodh' and 'Praveen' classes under the Hindi Teaching Scheme of the Home Ministry in January this year.

The classes are being conducted by a trained and experienced teacher for a duration of 6 months from Monday through Friday. The prescribed books and notebooks are provided to the trainees and examinations are to be held at the end of the session.

While inaugurating the in-service training in Hindi at the Indian Airlines Training Centre, Santa Cruz, Capt D.B. Braganza, Regional Director, Indian Airlines, emphasised the need for a common language. He wished success to the Scheme and advised the trainees to make use of Hindi in their

work as well. Mr S.K. Nanda, Air-India's Chief Personnel Manager, who presided over the inaugural function, stressed the growing importance of Hindi in Public Sector Undertakings, in the context of the Official Languages Act, 1963, and the Rules recently made under the Act. Mr H. L. Hans, Manager Personnel Services, I.A., felt the need for a single language which could be understood at all levels in India and said that Hindi was the only language which could link people of different communities. Miss Pramila Bhatnagar, the teacher, gave a brief outline of the examinations to be conducted under the Hindi Teaching Scheme. Earlier, Mr Murari Mohan, Asst Training Manager, I.A., welcomed the Chief Guest and Mr N.R. Kshatriya, Dy Personnel Manager, proposed a vote of thanks.

Winners

Sometime back Rs.21,000 was donated to the Air-India Staff Welfare Fund by the Air-India Sports Control Committee. The main purpose was to encourage sports activities among the children of employees. Since then 12 children have been found eligible by the Advisory Committee of the Fund for Sports Grants — seven in the year ending June 1975 and five in the year ending June 1976.

The recipients in 1976 were Miss Christabelle Fernandes, daughter of Mr. A.H. Fernandes (Inflight Service Department) and Mr Ravi Mehrotra, son of Mr U. Mehrotra (Operations Department) who have been awarded Rs.200 to develop

their skill in tennis. Mr Ashok Devasthalee, son of Mr D.L. Devasthalee (Tariffs & Planning Department), received Rs.150 for swimming while Miss Anjali D'Silva, daughter of Mrs A. D'Silva (Commercial Dept., Bangalore) received Rs.100 for athletics as did Master Brian Aguiar, son of Mr N. Aguiar (Engineering Dept.).

This donation was made possible by the collection made from advertisements published in a souvenir on the occasion of the 6th Joint Air-India/Indian Airlines Meet.

The Sports Grants are admissible only to Air-India staff in the country and are given to those children of employees who have attained a certain standard in sports.



Production Planners Meet

Our Engineering Department hosted the 18th IATA Production Planning working group meeting this year-end at the Engineering Conference Room, Santa Cruz, Bombay. Nine airlines participated in the proceedings of this meeting conducted under the Chairmanship of Mr I. Gautier of TAP. Air-India was represented by Mr B.P. Baliga, Asst Engineering Manager, Production Planning Division along with officers from Production Planning & Industrial Engineering Divisions of the Engineering Department.

Mr Om Sawhny, Director of Engineering and Mr N.S. Mistry, Dy Director of Engineering (Production) met the delegates and welcomed them on the opening day of the meeting. They were later taken round the Engineering Establishment.

At the end of the group meetings a dinner was hosted by the Engineering Department at the Executive Club, Juhu. Photograph above shows Mr Om Sawhny, DE, flanked by members of the working group. Mr I. Gautier is third from right.

Medical Scheme

The Medical Scheme for families has been entrusted to the Oriental Fire and General Insurance Co Ltd for the year 1977 as a result of a recommendation made by the Standing Medical Committee. A reversed rate of premium with certain additional benefits is offered under this scheme. As the Management has decided to bear the extra premium, the monthly contribution of employees will remain Rs.4.40 per employee for a total monthly emolument below Rs.500 upto Rs.13.20

for a total monthly emolument of Rs.2,000/- and above.

Mr Y.K. Khale, Personnel Officer (Welfare), will liaise with the Insurance Company officials in respect of delayed and disputed claims and any other types of complaints connected with the administration of the scheme. Mr S.M. Puri will be in charge of Delhi and Mr N.N. Nambiar for Madras regions. Mr B.N. Das and Mr M. Chakraborty will liaise for Calcutta.

YOGA MUDRA

Yogacharya Hansraj Yadav conducts Yoga classes for Air-India staff both at Santa Cruz and at Nariman Point. We present here the first of a series of Yoga exercises:



The method:

Sit down on mat or carpet. Bring both hands back. Hold the wrist of the right hand with the palm of the left. Inhaling,

pull the shoulder back and throw the chest forward. Ensure that spine, neck, and head are in a straight line. Relax the shoulders and exhaling, try to bend head down and touch the right knee with the tip of the nose. Inhaling, return to straight position. Now, try to touch the left knee, similarly.

The correct breathing rhythm for Yoga Mudra is: 3 inhalation, 3 exhalation, 6 suspension and again 3 inhalation while resuming straight position. Practice to be repeated 4 to 6 times, alternately with right and left knees.

Benefits:

Intero-abdominal compression. Relief from constipation. Spine suppleness due to posterior stretching; improved blood circulation in the head. Relief from cold; reduces belly protuberance and fat.



Mr K. Raghuramaiah talking to Departmental Heads in the Conference Room of the Air-India Building at Nariman Point, Bombay. Mr K. G. Appusamy is to his left.



Mr K. L. Ramchander, Dy Director-Inflight Service, briefs the Minister on the finer points of Air-India's inflight service.

OUR MINISTER VISITS AIR-INDIA

Mr K. Raghuramaiah, Minister of Tourism and Civil Aviation and Mr Virbhadra Singh, Dy Minister of Tourism and Civil Aviation came to Bombay on January 14, 1977 to visit Air-India's facilities at Nariman Point and at Santa Cruz base.

During his visit the Minister and the Dy Minister were met by Mr K. G. Appusamy, Dy Managing Director,

Mr N.H. Dastur, Dy Managing Director (C) and several Air-India executives in the Board Room. After the meeting they were shown around Air-India's Art Studio, Bombay District Office and the Shopping Arcade. At Santa Cruz, they went on a special Simulator Flight with Capt D. Bose, our Director of Operations, and they were also shown around our entire complex.



Mr N.H. Dastur pointing out an object of art to Mr K. Raghuramaiah, while Mr Virbhadra Singh, second from right, looks on appreciatively.



Mr Om Sawhny, Director of Engineering, escorts the Minister around the Maintenance Hangar. Mr A. S. Karnik, Dy Engineering Manager - Periodic Maintenance Division, accompanied the group.



The Minister sits in the Commander's seat of the 747 Flight Simulator.

FROM THE MAILBAG

TRANSPORT

The corporation has provided transport from Kurla and Santa Cruz Railway stations to the Old Airport. Unfortunately hundreds of staff working at the New Terminal Building are deprived of transport facility. All staff working at the NTB who reside at Colaba or Virar, alight at Vile Parle Railway station and take the BEST routes to reach the NTB. The BEST buses ply on long routes such as BANDRA - GHATKOPAR, ANDHERI - SION and HANUMAN ROAD - VIDYA VIHAR and as such are always overcrowded. One has to wait in a long queue at all times. It is common experience that one spends nearly 20 to 25 minutes at Vile Parle to catch a bus to the Airport.

Recently the Corporation introduced a shuttle service between the Old Airport and the NTB. It will be most convenient for staff working at the NTB if the same service is extended upto Vile Parle station, with little adjustment in timings.

Will the authorities look into this matter and help us keep punctual?

Allwin R. Pereira
Commercial, Santa Cruz

ELECTED

From time to time I have seen names of Air-India staff appearing in the Magic Carpet who have additional qualifications. I would like to inform your readers that the Council of the Royal Aeronautical Society, London at a meeting held on September 3, 1976, have elected me as an Associate Member of the Royal Aeronautical Society, London, and as such I am now an Associate Member of the Royal Aeronautical Society, London. I am also an Associate Member of the Aeronautical Society of India, New Delhi.

Harish K. Jain
Flight Engineer

ONE-UP

In the December issue of MAGIC CARPET you have described Ms Shakti Tewari's ART SHOW as a ONE-MAN

SHOW. At a time when Women's Lib is gaining momentum and when we use Ms instead of Miss or Mrs, it would have been more befitting to have said ONE-WOMAN SHOW.

S. Narendran
Traffic Assistant
Cochin

DELIVERY ON CREDIT

I read an interesting news item in December Magic Carpet (Chairborne). It says that 40 tonnes of contraceptives were exported to U.S.S.R. on our flight.

Perhaps you may like to advise Commercial Manager—Cargo, that such shipments should never be sent on "C.O.D." basis. Since C.O.D. means Charges on "Delivery", I cannot imagine Delivery connected with contraceptives, it will be disastrous!

Ashok Gupte
Manager, Muscat

Editor replies:

Sitting as you are in Muscat with all those dates, I cannot conceive your sudden interest in contraceptives. However, since you write me an official letter, I am expected to deliver the goods—at least in the form of a reply.

I have consulted Commercial Manager—Cargo, who says "Does Gupte expect DELIVERY ON CREDIT?" to which I may add: "How do you know that Gupte is expecting at all!"

Since we are on this subject of C.O.D., you may like to hear the story of the young expectant mother who ordered a maternity dress from a mail-order house C.O.D. When it finally arrived, she returned it with a cryptic note "Thank you, but my delivery was faster than yours".

As you know, we are trying to move our cargo fast. Of course, we can never be as fast as the highwayman of yore who held up stagecoaches with the order: "Stand and deliver!"

QUIZ QUIZ



1. Why is this photograph significant?
2. What is the name of the lady and the child?
3. Where did this event take place?

ANSWERS TO FEBRUARY QUIZ

1. Lady and Lord Mountbatten.
2. Lord Mountbatten was the last British Viceroy of India and the first Governor General of independent India.
3. DC-3 aircraft.
4. Capt R. A. Rufus (extreme left) and Grp Capt Jeysingh, second from left.
5. 1955, when Lord and Lady Mountbatten visited India as State guests.



Naosherwan Nalavala

CHAIRBORNE



TENNIS ACE

Ace tennis player Sashi Menon, 24, has joined Air-India's Sales force in Bombay. He has been playing for several tournaments and simultaneously doing a familiarisation course in ticketing with Nelly Khan (above) showing him how to make a reservation. Sashi started playing tennis in his early teens with his father as coach, but his real professional training started in the United States under the baton of George Tolley in the University of Southern California. During the 1970-74 period he did Business Management, won the California Inter-collegiate championship and was backed-up on the All-American. It was during those frenetic years that he played Stan Smith, Bob Lutz and Alex Olmedo. Sashi turned pro in 1974, beat Charles Pasarell in the Chicago National Tournament, out-classed Ray Ruffels of Australia and Brian Farlie of New Zealand and brought down the unbeatable Arthur Ashe with a surprise win.

PRESENT FOR CAPTAIN



At the end of a social whirl held to felicitate both the Indian and the M.C.C. Cricket teams at Bangalore, B.R. Satyanarayana Rao, our Sales Manager, presented a Maharajah seated on an elephant model to Indian Captain Bishen Singh Bedi. Other similar gifts were given to members of both the teams and the evening was declared a success.

ON THE PITCH



Our Area Sales Manager-East Africa, Mr. C. G. Ramani welcomed Mr. Zahir Devji and Mr. K. Dawood, Captain and Manager respectively of the Aga Khan Cricket Team in Nairobi recently. The team played a number of matches in Kenya and are billed to play against the Air-India Cricket Team this month. In Nairobi the Aga Khan Team scored over the Kenya Cricket League and are scheduled to play Mahindra & Mahindra, Times of India and Friends Cricket Club in Bombay. The team is likely to visit Pakistan as well. Air-Indians can look

WATER BABIES



Once a week the Heathrow Hotel in London opens its indoor pool to physically and mentally handicapped children and recently Ivanka Kuliskova, when off-duty from traffic at London Airport could not resist taking a plunge and joining the children and the helpers. Ivanka's reign as Miss London Airports comes to an end this month, when the Competition takes place again, and our entry this year will be Dale Evans from Traffic at LHR.

forward to an exciting series against the Aga Khan Team.

MUSIC PRIZE

SINGER OF SORTS



When R.V. Gadgil from Stores, Bombay, bumped into Jerry Inglis, Asst Director, Delinquency Prevention Services of Los Angeles, and his wife, at Bombay Airport, little did he realise that he was in for a surprise. Mr. Inglis was most fascinated by the outfit that Mr. Gadgil was wearing and asked him a number of questions. Mr. Gadgil narrated that he was a singer of religious songs and the large number of Hindus both in the Air-India's Singapore office as well as the community there had invited him to participate. They had a discussion on matters pertaining to spiritual subjects, at the end of which Mr. Inglis invited Mr. Gadgil to come over to the United States where he would introduce his rare talent to the Americans.

The 85-piece Swiss Police Band of Geneva played two concerts in Bombay recently. Dressed in traditional uniforms and playing on shining brass instruments, the performance was a smash hit, as a mammoth audience heard them play the music of nine countries. The programme covered a wide musical area — ranging from the Dutch March through folklore, regimental exercises, stage musicals, to snatches from famous classics and opera. Among the many prizes that were distributed at the function the lucky ticket winner was Mr. M.A. Bhanji, who was given two free Air-India tickets to Amsterdam and back. Photograph below shows Mr. F.E. da Gama, Manager—Western India; Mr. M.A. Bhanji, Mr. E.J. Etter, the Consul General of Switzerland and Mr. Adi Sagar, Hon. Secretary of Bombay Madrigal Singers Organisation.



HERZIG THE CYCLIST

the top of his own personal mountain by sheer grit and determination — whose enthusiasm for life today as a proud grandfather is as unbounded as it was 29 years ago when he was an ardent suitor of the charming Elizabeth, and when he, incidentally joined Air-India.

Herzig strode into my office, tall upright and handsome, the 'oldest' foreign recruit serving outside India; and as one of the newest entrants in this vast organisation I could safely talk to him freely without being accused of ignorance.

Freddie has two sons. The elder one is a dentist, married with a daughter, the younger one is with the Air Traffic Control at Geneva Airport. Born in 1923 under the sign of Leo, his father was a member of the Swiss Police. He schooled in Basle and at the age of 21 underwent compulsory military duty for 11 months. With periodic bouts of refresher training, which in Switzerland ceases at the age of 50, he has completed 800 days of training. I learned some interesting military facts from him. The courts of France, Italy and England at one time all sported Swiss guards, as indeed the Vatican does today. The Swiss, says Freddie, were exporting soldiers before they were exporting watches.

But notwithstanding his 800 days in military uniform, Freddie's forte was commercial aviation with a penchant for selectivity. Swissair for 6 months, TWA for 1½ years and then on April 15, 1948, he joined what he calls the 'best airline in

the world' — and on whom he has lavished as much love as he has upon his family — Air-India. Over the intervening years, starting from Station Superintendent, he has become Airport Manager, Geneva; Airport Manager, Switzerland; Manager, Ground Handling, Europe and finally Manager, Traffic Services, Europe; two years ago he was given the additional responsibility of all purchasing in France, Italy, Switzerland and other countries in Continental Europe. He speaks fluent English, French and German, with a smattering of Italian.

Have you, in your purchasing missions been required to select wines, I asked. Natürlich, he answered. And I may be mixing my languages, but Freddie is a — take a deep breath — a Confrerie des chevaliers du Tastevin which, literally translated, means he is a member of the brotherhood of the Chevaliers of Wine Connoisseurs. And you can roll that round your tongue and spit it out into the sawdust as any winetaster of any standing would ever do.

But that is not the end of Freddie's extra-curricular activities. In 1963, he was elected Lord Mayor of the Geneva Airport Area, a post he held for 12 long years. Did you have a coach-and-four, I asked. No, he smiled wryly, but I had a red-and-yellow sash and a wax seal stamp, I was the Chief of Police and Justice of the Peace. And in this capacity, he was authorised to perform civil marriages. The

most interesting of such marriages, he admitted, when his secretary married his Assistant Airport Manager. After performing this unusual ceremony (AI bride, AI groom, AI celebrant), he asked the bridal couple: "Which of you is going to resign? I am running an airline, not a matrimonial agency!"

Your most interesting episodes, I asked? He had several. Like the time King Farouk of Egypt recalled Queen Nariman who had been exiled in Geneva. Complete secrecy was required. A closed car at the service entrance of the hotel. A quick whiskaway to Air-India's Geneva — Cairo — Bombay Super Connie. Everything under wraps. And then one engine refused to start, and all passengers had to be off-loaded. And the cat was out of the bag and the Press moved in! Or the time Mr. Nehru was transiting Geneva and a super tea had been laid out for him at the airport restaurant with all the local hierarchy present. And the headwaiter, overcome with the importance of the occasion, suffered a heart attack. And he was unceremoniously wheeled out on the trolley from one door as Mr. Nehru was ceremoniously escorted in through the other!

Frederic Herzog is replete with stories, filled with nostalgia. He has known and served under Mr. Nari Dastur for almost 26 years. Many crowned heads have passed through his hands. But he remains as modest and unassuming as ever. And that is the hallmark of a true gentleman. He started off in Swiss uniform and over the last 30 years has been truly a loyal Swiss Guard — he has guarded the interests of Air-India in Switzerland well. J. R. M.

AIR-INDIA

Magic Carpet



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TEN PERFECT WOMEN

TAKE the lightness of the leaf and the glance of the fawn,

The gaiety of the sun's rays and the tears of the mist,

The inconstancy of the wind and the timidity of the hare,

The vanity of the peacock, and the softness of the down in the throat of the swallow,

Then add the hardness of the diamond and the sweet flavour of honey,

The cruelty of the tiger, the warmth of fire,

The chill of snow, the chattering of the monkey, and

The soft billing and cooing of the turtle-dove,

Melt down all these ingredients And mix them well.

The result is

THE PERFECT WOMAN.

(See Story On Page Two)



RANDOM JOTTINGS

By Romantic Mind

A herd of elephants. A flock of sheep. A pride of lions. A fleet of ships. A gaggle of geese. A cackle of women, and so on. To which list this writer would add a new one — an armful of hostesses. For it was his and Ram Ramchander's dubious privilege of having on their hands, figuratively speaking, no less than 10 hostesses on the first of March (no offence meant, ladies, but *really* you were a bit too much!).

This was the month of the Grand Hostess Exchange Programme between Air-India and United Airlines. The ancient Romans called it the Ides of March, but I would prefer to term it the Brides of March, for from all accounts, both the Air-India and the United girls have received so many proposals of marriage from the passengers they charmed that, I understand, a sifting out is taking place. This process is being carried out by their friend, philosopher, guide and mentor, Jeroo Dastur of Air-India, for the United Airlines hostesses, and Sarah Kopay of United for our own. In my enthusiasm, I also sent in my proposal, but my wife (whom I call Battleaxe) used a rolling-pin to such telling effect that my rapidly-balding cranium now looks like a series of sand hills on a wind-swept beach.

Frivolity apart, though, the programme between United and Air-India has undoubtedly been a thundering success. Basically consisting of an exchange of five hostesses from each of the two airlines, it was a unique experiment in building up goodwill between the two countries and promoting the two airlines.

March 1, 1977. We ascend to the 47th floor of the PanAm Building in downtown New York and take off in a 30-seater American Airlines Sikorsky helicopter. The aircraft banks sharply to the right and below you is the finest skyline in the world with the Empire State Building and the new World Trade Centre way down below, the deep grand canyons of the streets of New York forming symmetrical patterns of squares. Soon we are over the East River and then touch down briefly at La Guardia. Ten minutes later we land at J. F. Kennedy Airport. The Air-India girls are excited but nervous as they talk to Press, radio and TV. But they are reassured by their five American counterparts. The first to take off is Cheryl O'Connor. Anita Sethi then follows, her Rajasthani costume attracting a great deal of attention as she *namastes* Hawaii-bound passengers at the entrance of a United 747. Mahrukh Chikliwala, Jyoti Aney and Roshan Ollia take off on subsequent flights. During their three-week stay they will fly to Los Angeles, San Francisco, Seattle, Chicago, Denver, Portland and Salt Lake City, and will also be given an opportunity to have a fling at Las Vegas. Each hostess carries with her promotional literature on India to emphasise the attractions of our country as a tourist destination. By the same token, the UAL girls carry literature which informs passengers what a fine airline they have.

The United Airlines is today possibly the biggest in the western world. It has 365 aircraft which operate entirely domestically within the United States to 113 cities. The airline's cost on fuel alone is \$1,000 a minute, 24 hours a day, 365 days in the year. Its history goes back to 1932 when it ordered a fleet of 59 new Boeing -247 aircraft. United has just under 51,000 employees with a total of 7,500 flight attendants.

Let's have a look at the girls themselves. In the top panel at right is Chicago-born and based Jo Anne McErlean who started off life as a cashier with a stock exchange, but still has sociology and flying as her first loves. With her is Anita Sethi who, though she has hindom in her blood, has done a fair amount of modelling.

Below them are Mahrukh Chikliwala from Ahmedabad, who is spiritually and mystically inclined but makes up for it by dancing off the blues to jazz music whenever she gets a chance; also Sandy Schafer, who was born in Syracuse, New York, and is based at Miami. A dedicated ice-skater, Sandy majored in Psychology and is also interested in amateur dramatics.

The third panel has Eva Perdaris of Arkansas City who operates from Denver. A born raconteur, Eva's favourite story is of the 747 which had to make an emergency landing on water; the captain ordered the passengers to be reseated with all swimmers on the starboard side and non-swimmers on the port side. Just before hitting the water he announced: As soon as we touch down, those on the right hand side swim like hell for shore; as for those on the left hand side, I thank you for flying with us. Alongside Eva is Jyoti Aney of Jabalpur who, before she joined Air-India, was interested in social work among poor children of small villages. Then we have Mary Ann Wold of Kent, Washington, who is based in Seattle. She is proud of the fact that her family is closely involved with the airline industry, her father being a Crew chief for the Boccings, her brother an Air Force Captain and her sister in the Air Force Reserve. Keenly interested in ballet, she has made many public appearances. Cheryl O'Connor, the baby of the entire team of 10, who loves Americans because they are spontaneous, has done some modelling and is fond of cooking Indian dishes.

In the last panel we have redhaired Beckie Binkley of Dayton, Ohio, who is based at JFK, is a dedicated vegetarian, loves pottering around junk shops and, as an artist, held a one-woman exhibition a few years ago. Alongside her is Roshan Ollia, who graduated from Marshall University, West Virginia, and has a variety of interests — commercial art, research in politics, social studies, classical western music and ballet.

As Mr J.R.D. Tata, Chairman, said in a scroll he presented to each United girl a few days ago: "You have brought sunshine to our airline and to our skies during your brief sojourn with us. On behalf of our Maharajah I thank you for your companionship — and your great airline for sending us such a lovely ambassador. I hope you have enjoyed your stay with us and may our paths cross again. Jai UNITED, Jai AIR-INDIA."

And so say all of us!

Gallery of Ten



Jo Anne McErlean



Anita Sethi



Sandy Schafer



Mahrukh Chikliwala



Eva Perdaris



Jyoti Aney



Mary Ann Wold



Cheryl O'Connor



Beckie Binkley



Roshan Ollia



Agreement for the Seventh Jumbo Signed

Air-India signed a purchase agreement with the Boeing Company for the seventh Boeing 747 in Bombay on February 14, 1977.

The aircraft, which will be powered by Pratt & Whitney engines, is being purchased for Rs 38.3 crores and will be delivered in May 1978.

The agreement was signed on behalf of Air-India by Mr K.G. Appusamy, Deputy Managing Director, and for the Boeing Company, by Mr V.M.R. Fitzgerald, Director of Sales, South-East Asia.

The purchase agreement for the sixth Boeing 747 was signed in Bombay on December 15, 1976, with the delivery scheduled for December 1977.

The two new jumbos will be named "Emperor Chandragupta" and "Emperor Kanishka".

From LONDON Trevor Turner



Balancing Act

PAT CONWAY our Passenger Sales Manager in the U.K. and his London Sales Staff gathered all their resources together into one concerted effort at the end of February, with the idea of ensuring that the U.K. reached its overall target for the financial year 1976/77. They were assisted by the achievements of their hard working colleagues in the Cargo Sales and Ethnic Sales Departments.

Blindman's Buff

THE Architectural Association School of Architecture, London, asked us if we could loan to them some of our eye masks, because they wished to conduct an experiment with some of their first year students. The students were escorted into a room duly blindfolded and by feeling and searching, had to find out the layout of the room, its furnishings and fittings. Later they had to make a plan and sketch of the room as they imagined it to be.



The Aircraft



The Cabin Crew



The Pilot

LANDING AT CALCUTTA

WITH Capt. D. Bose, Director of operations, and Capt. Z.K. Lalkaka (photographed above) on the flightdeck, the Boeing 747 Rajendra Chola, landed at Calcutta on February 24, 1977. A large crowd gathered at the airport to witness the first-ever 747 Emperor descend upon the major city of the East.

The 747 brought in from the United States a group of 320 Krishna Consciousness followers who were bound for a Krishna festival at Mayapur in Nabadwip. It was interesting to see this large contingent of Americans,

dressed up as rural Indians, singing, dancing and chanting mantras as they walked down the step-ladder. Some of them carried large decorated poles, statuettes and other artefacts to perform a play on the life of Krishna, reminiscent of the Ram Leela and Dussera festivals. Followers of Chaitanya Mahaprabhu, these foreigners despite simplicity of apparel, carried sophisticated electronic equipment to record the proceedings of the festival.

Addressing the press in the Maharajah Lounge of the aircraft, Capt. Bose said that Calcutta airport

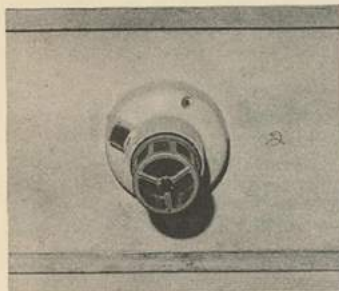
was technically very well equipped for regular operation of wide-bodied aircraft. Answering questions, he said that the Jumbo jet after take off from Bombay flew at an altitude of 33,000 ft at a speed of 580 nautical miles.

Earlier Mr H.D. Bilimoria, Manager-Eastern India, addressed a press conference at the Airport Hotel where he said that Air-India was trying to draw more tourists to Eastern India and special efforts were being made in that direction. Mr Bilimoria added that it was possible to bring this Boeing 747 to Calcutta only with

the assistance of West Bengal's Minister for Tourism and the Air-India Management.

Calcutta Television featured the landing of the aircraft, loading of cargo, with emphasis on the interior of the aircraft both on their news bulletins as well as a special feature on the event. The entire English and regional press gave excellent coverage to this event calling it an "honour to Calcutta". On its return flight cargo weighing 32.7 tons consisting of opium, finished leather and garments was put on board.

MEET THE SMOKE DETECTORS



IF you happen to glance up at the ceiling as you walk down the corridors of the Air-India Building at Nariman Point, Bombay, you will notice small inverted lighthouse type fittings staring back at you. Don't pass them off as extra large bulb-holders, or some crazy artists' idea of a decorative piece and walk by with a shrug, for seemingly useless as they appear these insignificant little objects are really smoke detectors. They are responsible for the protection of 2500 lives in the Air-India Building against hazard of fire or the making of another 'towering inferno'.

Human error in detecting fire at an early stage, as also absence of assistance owing to lack of timely warning are some of the primary causes of big fires today. Most of these start in a small way from an electric short circuit and open fire sources like live cigarette butts. Explaining the fire-alarm system, Mr. B.K. Sawant, Air-India's Chief Fire Officer (see photo) said, "How one acts during the first 30 seconds is of tremendous importance, for it is at this crucial stage that most fires can be controlled with the simplest equipment." To ensure maximum protection of both life and property from fire hazard, a highly sophisticated smoke detection system has been installed as a further improvement on the buildings' reliable stock of fire equipment. The entire system is made up of about 700 individual detectors, all connected to the control panel in the fire control room which is housed on the ground floor. These are located on the ceiling and are distributed throughout the twenty-four floors of the building.

Sensitive Device

Each smoke detector is a highly sensitive electronic device and covers an effective area of about 700 square feet. It is white in colour, circular in shape and projects downwards. It works round the clock on electric supply and is specially useful during off-duty hours when no one may be around to detect a fire. It will detect any abnormal rise in temperature or the presence of visible or invisible smoke in the atmosphere in varying degrees of density to give an audible and visual alarm pinpointing the exact location of the danger zone. The sensitivity of detection can be adjusted manually depending on the situation involved and after taking into consideration factors like ceiling construction and height, room volume, space sub-divisions, normal room temperature due to heat or smoke producing appliances as in boiler

It is said that nothing is so dear to a man as his life and he will do all he can to safeguard it against danger. Despite all precautions taken to safeguard human lives from fire hazards in multi-storeyed buildings continue. But have no fear friends, the new 'Smoke Detectors' are at your service!

rooms and board rooms, and finally draft conditions which may affect the normal functioning of this clever little device.

When there is an unusual amount of smoke in the room it results in partial obscuring of a photo electric beam in the instrument which causes a reduction in the flow of current.

situation, the electrical system is checked to avoid short circuits and other failures and the fire fighting and protection devices are periodically checked to ensure excellent results. The myth that exists today that high-rise buildings can never cope with fires is dispelled when we take a close look at the fire fighting equipment

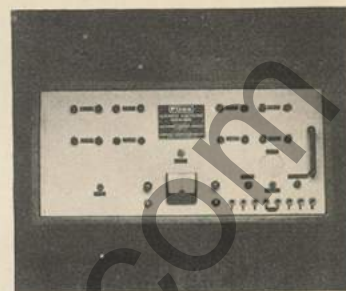


When the observation reaches a critical point it automatically trips off an alarm which is relayed to the control panel within seconds. A tiny red light attached to the detector begins to flicker and a panel in the lift lobby indicates the exact location of the trouble. With this indication the whole situation can be brought under control with the least amount of damage or none at all.

These smoke detectors have been specially imported from a company in Zurich, Switzerland, who will send their own experts to give the final okay before the system is commissioned next month. The Air-India Building has had a fine safety record, credit for which goes to the fire fighting and security department. They take nothing for granted and see that everything is kept in top functioning order to meet an emergency, any time. Regular fire drills are carried out to keep the occupants ready for such a

installed in the Air-India Building. No chances are taken and the Security staff are always alert to face the possibility of a fire big or a small one at any time. The equipment is such that it can deal with all kinds of fire situations and they are regularly serviced to remain in top functioning condition. Nothing is taken for granted and all arrangements are made in to supply water, fix an electricity failure, render medical first aid and even for safe evacuation.

Every place is provided with an alarm, which in case of fire, relays the danger signal to the control room within a split second. The direct hot line between Air-India and the Bombay Fire Brigade enables professional help to arrive on the scene within minutes. Meanwhile persons on the affected floor tackle fire with first aid portable fire extinguishers and the two rubber hose reels each 75 feet in length and connected to water mains. Besides



these, there are two fire hydrants, accessible only to professional fire fighting staff and also connected to the buildings water mains. There is a reserve of 100,000 gallons always in readiness in case of an emergency. This is stored in the concrete water tank in the basement and is pumped into the building through a wet-riser system with the help of a special fire pump. As soon as the hydrants are turned on, the fire pumps swing into action automatically. In case this source runs dry there is an additional connection outside the building which enables water from external sources to enter the tank directly. In case of fire the basement area is provided with a sprinkler system that begins to work automatically when the heat reaches a certain point.

The buildings' airconditioning system is turned off and all the six lifts are brought down to the ground floor. Only two of these which are fire lifts are made available to fire fighting staff. In case of electric failure there is a diesel generator in reserve which quickly supplements the necessary power.

On Duty

The Security staff are on duty 24 hours of the day and drop their work immediately in case of an emergency to deal with the situation. An important part of the fire fighting plan is the evacuation of the occupants on the affected floor. Panic, which is bound to result, is perhaps a greater killer than the actual fire itself. In case of fire one must remember that though every instinct screams out for flight, it is necessary to keep one's head and abide by the given plan of action. Considering the floor area of each floor—10,000 sq. ft. and the number of persons expected to evacuate at any time, two independent exits leading to staircases on each floor are provided for safe evacuation. These staircases are wide enough to accommodate a large number of escapees and are fire-proof. The doors leading onto the staircases are fire resistant and have an automatic closing device. Once in the staircase, people are safe and can leave the building without much trouble, provided there is no panic and confusion. To see that everything goes as smooth as possible, certain responsible persons on every floor are appointed to supervise the evacuation and fire fighting operations. Here's hoping they continue to remain responsible should the need ever arise!

Cheryl Mathias
Public Relations Trainee



Airport Managers Meet

What is important is not what you do, but how you do it:

N. H. Dastur

The Banquet Room at the Centaur Hotel was packed to capacity in a huge rectangular-shaped conference table. 44 Managers and Deputy Managers representing 35 Airports all over the world were meeting after a lapse of five years to discuss mutual problems.

Mr S.K. Verma, Commercial Manager—Headquarters, was the moving spirit behind the meeting which was inaugurated by Mr N.H. Dastur, Dy Managing Director (Commercial); also attending were departmental heads and senior executives who were for the first time meeting airport managers *en masse* and were able to establish rapport by explaining departmental development and problems to the visitors.

In his welcome address, Mr Verma highlighted the progress made over the last few years, for instance setting up of the new Ground Handling Department, under Mr D.P. Nimkar, which was now geared to take up all ramp-handling functions at the four Indian airports and at London. He spoke of the Standing Committee for Handling Agreements and Charges set up by the Management, reactivation of the Senior Committee for the study of Delays and setting-up of station punctuality committees. He also made a strong plea for strengthening of the Ground Services set-up by inducting staff of a high calibre so that we could effectively cope with the tremendous increase of traffic and cargo in recent years.

Inaugurating the conference, Mr Dastur was his usual pragmatic self. Bombay was our busiest airport, he said; all the airport managers would be well advised to spend that very night at the airport to see for themselves the stresses, strains and difficulties that Santa Cruz experienced. He emphasised the importance of on-time departures, of politeness, courtesy and efficient service. While overbooking was a necessary phenomenon, he said, we should not pass the buck onto other stations when things went wrong.

Mr Dastur welcomed the suggestion of separate organised teams to handle flights as worth examining, since this would develop a feeling of team-spirit and competitiveness. He concluded that "what is important

Airport Managers: F. R. Herzig-Geneva, Ray Hutchison-London, Derek Kyte-London, K. P. Datta-JFK, S. L. Oberoi-Delhi.



Airport Managers: S. K. Suri-Delhi, S. Mukherji-Madras, K. K. Chawla-Santa Cruz, K. J. Machado-Santa Cruz, Ravi Misra-Santa Cruz.

is not *what* you do, but *how* you do it." He particularly stressed the necessity of cabin crew associating themselves, as 'men-on-the-spot' with delays or diversions. Total involvement by each and every single individual was important.

After presentation of prototype uniforms for male airport staff, and points which individual airport managers wished to raise with Dy MD(C), the meeting got down to its business session. The draft Airport Handling Manual, prepared by V.J. Casshyap of Bombay and Ray Hutchinson of London, was discussed, together with an agenda of 54 items dealing with passengers, baggage, mishandled baggage, cargo and mail, seating and documentation, delays, security, inflight service and other miscellaneous items.

All professed themselves thoroughly satisfied. It may not always be easy to find an immediate solution to a problem, but you can always discuss the problem threadbare and, in the process, let off steam!



Above Airport Managers: Pat Rodricks-Calcutta, M. Raverdy-Geneva, Ken Pudwell-Perth, Mathew Tang-Singapore. Below Airport Managers: B. S. Phool-Calcutta, K. S. Sundaresan-Muscat, K. Sivaraman-Abu Dhabi, T. K. Pall-Moscow, J. S. Nawalkar-Bahrain, B. A. Rao-Sr Tech Officer, Engg, Bombay.



THE 4th Labour Relations Committee meeting was held at Santa Cruz in February this year under the Chairmanship of Mr P.V. Gole, DPIR, with Mr W. Santos as Secretary. A number of subjects relating to housing and travel concessions were discussed. The Committee reviewed proposals put up at the 3rd LRC and the subsequent decisions taken.

Mr R.N. Dhople reiterated his earlier proposal of partial opening of the

WORKERS' PARTICIPATION —a good start

Mauritius sector or extension of passage facilities beyond March, 1977, since the sector has been closed for staff. Mr Gole felt that the suggestion was not practicable since there was heavy traffic on this sector.

Mr Gole announced that discussions

had already been held on the scheme of workers' participation in management and representatives from the Inflight Service Department and from the four major airports would be selected shortly. He said that the DE was presently having discussions with the respective unions for representation of their members in this scheme. The Chairman reassured members that after observing the working of the initial programme the Management would extend the scheme to other Departments as well.

Mr M.H. Hegiste took up the cause of the Colony staff and recommended a gymnasium. He said that a gym would help to keep employees healthy and congratulated the Management for having introduced yoga classes both at Santa Cruz and at Nariman Point. Mr Gole said that the construction of a games complex at Santa Cruz was already under active discussion and as a first step a sports ground had been inaugurated in the Colony (see story on page 7). Taking up the cue, Mr Nathu Lal canvassed for similar facilities in Delhi and was happy to be told that in recent months a recreation room had been provided for the Delhi staff. The Chairman suggested to Brig. Joseph that a volleyball court may also

be constructed for staff at Delhi.

Mr Hegiste claimed that a large number of employees suffered from bad eyesight, hearing, neck and hip trouble. He said that the initial expenses for acquiring physical aids such as reading glasses, hearing aid, blind man's stick and cervical collar should be borne by the Corporation. While all members agreed that expenditure on reading glasses would be an unreasonable demand, Mr Gole said that this matter would be referred to the Standing Medical Committee.

Mr K.P. Chodankar was of the opinion that overtime hours should be printed on the pay slip of every employee for them to examine the correctness of the overtime allowance paid. The Chairman felt that the Time Office was already doing this job of giving out information and the entire exercise would be repetitive and not worthwhile.

Among the other subjects discussed and agreed upon was Mr Nathu Lal's suggestion that the Staff Colony at Delhi be white washed. Brigadier M.P. Joseph, Controller of Civil Works & Properties, said that he had already issued instructions and the work would be carried out shortly. Mr Hegiste reiterated that another Holiday Home should be constructed at Lonavla for those staff whose basic was below Rs. 1,000. The Committee agreed to review this in the next meeting once additional information was available.

I. D. Sethi Appointed CD

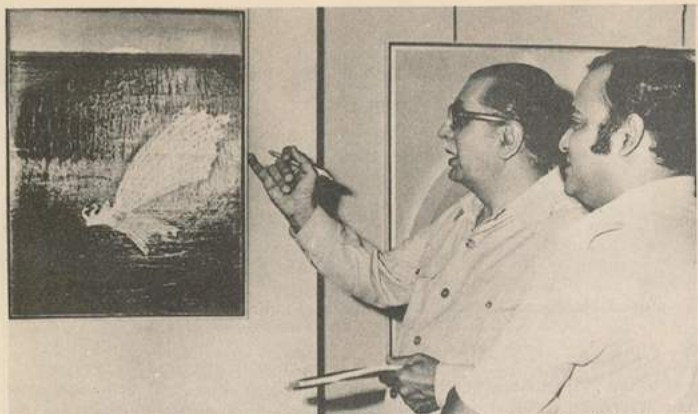
MR I.D. Sethi has been appointed Commercial Director with effect from April 1, 1977.

Born in Rawalpindi in 1935, Mr Sethi has had varied experience in the airline business since he joined Air-India 20 years ago. He was Tariffs Manager in July 1965; Commercial Manager—Planning in December 1968; and Commercial Manager—Marketing & Sales in November 1972. He was appointed Dy Commercial Director (Marketing & Sales) on July 1, 1974; and Dy Commercial Director in May 6, 1976.

A keen golfer, Mr Sethi is well-known for his amiable nature and his invariably helpful attitude. He is a member of various international committees, specifically the IATA Traffic Committee and the Executive Committee of the PATA India



Chapter. He is also the Allied Chairman of the ASTA India Chapter. He is married and has two sons.



Mr J.B. Cowasji, Commercial Manager-Publicity, discussing a painting with Chandrashekhar Kamkar at the Taj Art Gallery.

Settings for the Sun

AIR-INDIA'S Asst Chief Artist, Chandrashekhar Kamkar, recently held an exhibition of paintings that drew art buffs to the Taj Gallery in Bombay.

Kamkar's landscapes, which dominated the show, are treated graphically and depict the sun and the sea in its various moods and facets. He uses dark colours, blue and green and brown and red. In a departure from his sun-settings, Kamkar's Ganapati and Radha-Krishna are in traditional style, while the two peacocks in green, silver and gold have an aura of gaiety around them. Most of Kamkar's paintings have the feeling of solitude; a setting sun wrapped up in craggy rocks, a large shell half-buried in sand gurgling surf and foam. This is Kamkar, looking beyond the horizon, looking beyond Nature, looking beyond the facade of what the romanticists term as beauty.

A cynosure of all eyes at the exhibition was the 'Om' poster which has won him the National Award as

well as the Commercial Artists Guild Award. However, from among the exhibition entries the Bombay Art Society gave him a prize of Rs 500 for his Blue Moon landscape.

Kamkar has a tradition of good art work. After completing his formal training at the J.J. School of Art in 1965, he illustrated books for children for four years and produced two prize-winning books 'Tribes of India' and 'Faiths and Followers'. However, his big break came when he joined Air-India in 1970 and was chosen to design the ceiling, bulkhead and galley for Air-India's Boeing 747, "Emperor Akbar", as well as the translucent mural in the Maharajah Lounge of the aircraft. Last year he won encomiums for his calendar based on the life and teachings of Gautam Buddha.

Each day Kamkar continues to design with the same verve and vivacity as his earlier creations which have brought pride to Kamkar and honour to Air-India.



Kudos to Kemwal

A pat on the back is due to Mr D.P. Kemwal, Flight Purser, who has successfully completed a one-year diploma course in Management Studies at the Anglian Regional Management Centre, U.K. Mr Kemwal joined Air-India as an Assistant Flight Purser in 1971.

Twenty seven-year-old Kemwal took a year's study leave to undergo the course during which he tackled the following subjects; Studies in Management, Management Accounting Techniques, Financial Planning and Decision Making, Personnel and Staff Administration, Industrial Relations, Marketing, Production and Management Information Systems.

In addition, Mr Kemwal was required to undertake a special project as part of the course. The project he selected pertained to a particular aspect of running an airline. In the

words of his Project Tutor, "he launched into his task with enthusiasm and covered many miles and many interviews in extracting information. At some junctions he met with barriers to his progress, but his persistence enabled him to overcome these and the data he collected allowed him to make some informed recommendations."

As part of his project Mr Kemwal interviewed a number of international airline passengers and questioned them on the problem of cancellation by passengers on one hand and, as a counteractive measure, overbookings by airlines on the other. It is interesting to note that while some passengers felt that taxing a passenger for cancellation of his departure by his scheduled flight was not feasible since the cancellation was quite often beyond the control of the passenger, others held the opposite view; in fact one passenger felt that if one booked a seat on a train or for a cinema show and did not show up, no refund would be forthcoming. This passenger did not see why an airline should be run any different.

A few months ago, he embarked on yet another project by taking unto himself a wife, Gwen D'Costa, daughter of Mr C.D'Costa, who was with Air-India's Personnel Department and died in harness in July 1974. He met the charming Gwen in London soon after she had completed her degree in Nursing there.

Magic Carpet wishes the young couple all success.



MANAGER OF THE STATION

By A Harried Wife

I play it calm,
I play it cool,
I am the soul of discretion
And do you know why?
I'm wed to that guy
The Manager of the Station.

A life of thrills?
A life of frills?
Well yes - with a great deal of luck
But, a 3 a.m. phone
Be courteous, don't moan,
To whom do you pass on the buck?

You think you'll relax
In a long hot soak
The thought alone - sheer delight!
But you put on your spurs
When the bl - - y phone jeers
"I'm bringing six guests home to-night".

The table is set -
You've worked like mad
O'er a meal of which you're so proud;
The phone rings again,
You sigh "Amen",
A vegetarian in the crowd!

Or "this Sunday" you plan
"I'll take car, kids and Him
And into the country we'll head",
But wouldn't you know
The 'phone steals your show'.
Roll over - - why get out of bed?

You're ready and packed
All rarin' to go
For this trip you've waited so long
But the 'phone you can't beat
"We ain't got a seat" -
What d'you do? Well, just sing a song.

While shopping you buy
A cute negligee
Ooh la la - those marital joys,
You don't it - and wait
The 'phone tells you straight
"He's out on the town with the boys".

For those of you 'out',
Who'll one day be 'in',
Be sure of this situation
You're married? Like hell -
You're wed to that bed

THAT'S - the Manager of the Station.

Close-up



Capt M.C. Dasgupta, till recently Dy Operations Manager (TD), promoted as Operations Manager (Training Division).

APPOINTMENTS

Mr N.L. Mital, till recently Regional Manager-Africa, promoted as Regional Director-Africa.



AT the Ninth meeting of the Airport Handling Committee in Montreal held in October last year, it was agreed that "the appointment of the Airport Handling Committee Chairman was personal to the particular representatives and not the airline". It is therefore an honour to Air-India and a matter of credit to Mr S. K. Verma, our Commercial Manager, HQs., who has been re-elected as the Chairman of IATA's Airport Handling Committee. Mr Verma, who joined Air-India in 1955, was elected Vice-Chairman of the Airport Handling Committee in 1963 and was the first Indian to hold the post of Chairman in 1974. Within a duration of three years he has been elected Chairman of the Committee for the second time and is the first Asian to be so honoured.

Dunlop Silver for Air-India



Commanders, Sharma and Gupta (L to R) flanking Ms Ooma Bose.

NOT really meaning to prove that the duty-time limitations of Air-India Flying crew were generous, diminutive 707 Commander C.L. 'Chotu' Gupta (-12) brought in the 208 from Nairobi at 05.00 hrs., spent sleepless 6 hours and later reported at the first tee of the Bombay Presidency Golf Club and returned a net 71 in the first round of the prestigious Dunlop Cup (2 medal rounds with full handicap). Carding a net 70 the next day, he pivoted the Air-India team to a decisive 428 net score win, which was 14 shots better than the runner-up. Participating in the com-

petition were a total of 28 teams. For reasons other than flying, teamster 707 Commander, silver haired R. 'Pop' Sharma (-16) also experienced a near sleepless, pleasurable night, yet carded a 75 and 73 in the next two days as his personal contribution.

In normal course, directing operations at her suburban Pali Hill residence, Air Indian (50%) housewife, petite Ooma Bose (-33), wife of Air-India's Director of Operations, chipped in with a precious net 71 on the second day.

In the absence of star golfers Dhruba Bose, Sethu Rao and Narpat Singh, unexpected help came from the clear 'blue skies' in the comely shape of guest star Asha Mohta (-25), who returned a first round net 73 to help lay the victory foundation.

Dunlop India Limited have since refuted all rumours that they had in fact specially manufactured a Flat Tyre for the Air-India team of Inder Sethi, Saroj Datta, Madan Lal and Ravi Misra, who smartly enough never entered the competition.

Ram Talcherkar



THE Air-India Staff Colony Association organised a Sports meet for the first time at Santa Cruz recently. The sports meet was initiated by the Maharashtra Labour Welfare Board and the function was presided over by Mr S.G. Mangaonkar, Welfare Commissioner of the Government of Maharashtra. Mr V.N. Herekar, our Controller of Stores & Purchases, was the Chief Guest, who also distributed the prizes. The residents of both the colonies participated in the various events of the meet, this being the first joint meet for both the colonies. Some of the items like tug of war, thread and needle race for husband and wife and musical chairs, whipped up tremendous enthusiasm.

Mr V. N. Herekar, Controller of Stores and Purchases, making a token presentation on behalf of the residents of the Colony to Mr S. G. Mangaonkar, Welfare Commissioner, Governor of Maharashtra.



At finger tips

AN Inter-Departmental Carrom tournament (1976-77) was held early this year at the Sports Recreation Centre, Santa Cruz. There were nearly 128 entries for the Men's Singles and Doubles and as many as 28 entries from the ladies staff. The finalists in the Men's Singles were G.P. Kadam and A.D. Worlikar of Engineering. In the Doubles, however, D.R. Suryawanshi of Engineering and B.M. Kamble of Commercial won the finals defeating V.B. Revankar and C.F. Fernandes of Personnel. The Ladies' Singles was won by Ms Tara Malkani of Personnel who defeated Ms N.V. Gandhi of Finance and Accounts Department. The losing finalists were Ms R.S. Ranade of Stores and Ms N.R. Barve of Finance and Accounts.

Gold for Christabelle

CHRISTABELLE, daughter of Conrad DeMello of Reservations, Bombay, was the recipient of three gold medals, 100 metres sprint, 200 metres sprint and the relay for girls under 16, at the Inter-State Athletic Meet held recently at Madras. Last year Christabelle was captain of St. Anne's Convent and was declared the best athlete at the recently held Cadbury Fry Inter-School Athletic Meet. The photograph shows Christabelle DeMello receiving a trophy for the team championship for girls under 16 from Mr Mohanlal Sukhadia, Governor of Tamil Nadu, at the XV National Inter-State Athletic Meet at Madras.



New Colony Ground

MR K.G. Appusamy, Deputy Managing Director, recently inaugurated the Air-India Colony sports ground at Santa Cruz. The ground, measuring 450 ft x 229 ft, is ideal for outdoor sports and a number of sports activities have been planned in the future under the direction of the Sports Control Board and

the stewardship of Mr V.M. Bhagwat, Asst Personnel Officer.

After the players were introduced to Mr Appusamy, an exhibition match was played between Air-India, led by Ted Patterson and Indian Airlines, captained by Joe Fernandes. The match ended in a draw.

HASTAPADASANA

LAST month we published the 'Yoga Mudra'. This month Yogacharya Yadav's chief woman disciple shows another exercise in the series:

The Method:

Stand upright on the mat. Keep the legs close together, straight and erect at the knee. Do not allow the knees to bend under any circumstance. Keep the hands on the respective thighs. Inhale. Exhaling, bend down forward. Hold the ankles with the palms of hands. Keep the head on the knees. Suspending breath, maintain this position for some few seconds. Inhaling, return to upright position at 2. Repeat 6 to 8 times. Exhalation for 2 seconds at 5, suspension at 8 for 4 seconds and inhalation for 2 seconds at 9.

Benefits:

Makes the waist line and hips symmetrical, reduces fat from various parts of the body and relieves back pain. It also regulates elimination of waste and prevents auto-intoxication.

AIR-INDIA QUIZ



1. Can you name the three gentlemen in the picture?
2. What is special about the aircraft in the background?
3. The gentleman in the felt hat is a distinguished ... ?
4. Where was this photograph taken?

ANSWERS TO MARCH QUIZ

1. This lady in the picture gave birth to a child on board our Boeing 707 'Annapoorna' on December 24, 1967.
2. Mrs. Selinge Purev and baby Annapoorna.
3. When the aircraft was 3 hrs. out of Delhi enroute to Moscow.



The Editor announces a prize for all-correct answers. So put on your memory-caps and send us your answers right away.



CHAIRBORNE



CROWNING GLORY

AT a glittering (literally) function Ms Janet D'Souza of Godfrey Phillips was crowned "Miss Secretary 1977" by Mr S.K. Nanda, Chief Personnel Manager. Among the prizes to the winners were two Air-India Bombay/Delhi tickets as well as a two-day stay at the Lake Palace Hotel, Udaipur. (courtesy Taj). The crown was contested by 30 participants on a selection basis of educational background, ability to answer an on-the-spot intelligence test and a display of poise, grace and charm.

TENNIS CHAMP

Christabelle Fernandes, daughter of Inflight Supervisor Austin Fernandes, was ranked first in the Juniors and third in the Ladies tournaments held by the Maharashtra State Tennis Championships in Bombay last year. In the rating, Christabelle was placed third.

In 1976 she had a field day; she won the Suburban Tennis Championship as well as the Nirlon Invitation Cup, got invited for the All India Coaching Camp at Patiala and won the Junior Doubles in the Nationals in Bombay. But her finest moment came when she visited Perth and played a game with Wimbledon champ Margaret Court.



OH! CALCUTTA

A RECENT book on 'Calcutta' prepared for Air-India, says that the best possible thing to do in this metropolis is to walk around aimlessly and watch life around you. Taking a dig at the oddities of Calcutta, the book comments, "if such walking around is too rich for your blood, try sitting on a streetcar, sit on the side nearest the sidewalk and ride as

far as it goes. Sooner or later it will get hopelessly stuck in traffic, but meanwhile, you will get a superlative close-up view of the streets". For the toiling rickshaw-puller, the book advises tourists to try sitting in one "if your conscience can stand this example of imperialistic expedition, for it is marvellous for an even closer viewing". From cheating taxi-drivers to the celluloid art of Satyajit Ray, the book covers a wide gamut of subjects and no-nonsense view of Calcutta.

REVIVAL

THE Lucknow Festival held recently aimed at a cultural revival of ancient Avadh. The Festival, besides performances by distinguished Indian classical musicians, had set up a "Meena Bazaar" symbolising Moghul culture and delicacy. Air-India contributed special prizes for the best stall at the Bazaar, the best participant in the International Fancy Dress competition as also for the best kite-flier. On the occasion, Air-India announced a running trophy "to the most well-informed lady driver about the car she is driving in the Vintage Car Rally".

SIMPLE ART

EARLY this year the Art Gallery at Centaur Hotel exhibited 24 paintings by B. Prabha. A thorough professional, Prabha, along with her sculptor-husband, B. Vithal, presented a fine show. Her women, though thin and emaciated, have a softness about them. For the current show, however, she has reverted to simple folk themes and we see



statuesque females in a natural environment or identified as fisherfolk expressing a colourful way of life. Her world is a world of simple beauty, painted with child-like interest. For some years now, she has been increasingly doing work for Air-India, including making designs for the interior of "Emperor Akbar". Prabha is sensitive and a romantic at heart and her work amply shows it. She is photographed here (third from right) flanked by (from extreme left) Ms R. Singh, Centaur Sales Executive; Mr Eric Pereira, Managing Director, Centaur Hotel; Prabha's husband Vithal; and Dr (Mrs) Anjanabai Magar, Sheriff of Bombay.

PRESENTATION

MR I.D. SETHI, Deputy Commercial Director, Air-India, made a 40-minute multi-media presentation at the Annual Convention of the Travel Agents Association of India held at Agra last month. Air-India has, over the years at its Staff College at Santa Cruz, Bombay, trained a number of personnel from travel agencies all over the world catering to both passenger and cargo business. This multi-media presentation by Air-India highlighted the need for introducing professionalism in the personnel working for Travel Agencies. The Air-India delegation was led by Mr N.H. Dastur, Deputy Managing Director (Commercial).

THE SAFE AIRLINE

There is little doubt that commercial aviation is today far safer than it ever was, thanks to constant efforts being made by the airlines themselves, by manufacturers and government authorities. Flying in an airliner is safer than travelling in a family car.

Yet great many misconceptions about air transport safety remain, giving rise to big, black headlines every time there is an accident.

Not many people are really aware of the extent of care and attention that goes into servicing the planes or training the crew who fly them. The standards are strict and enforcement rigid. The International Civil Aviation Organisation, the International Air Transport Association not to mention such government regulatory authorities, as the Federal Aviation Administration of the United States, the British Civil Aviation Authority and our own Director General of Civil Aviation do considerable work in furthering air safety.

For the first time a book—The Safe Airline—is now available which

reveals this behind-the-scenes activity in great detail. Written by J.M. Ramsden, Editor of Flight International, the book is a mine of information on all aspects of air safety.

Regular reader of 'Flight' would be familiar with many of the chapters since they appeared as a series of articles on safety and aroused considerable interest. What began as a journey of exploration turned into a campaign for promotion of greater air safety, which won Mr Ramsden both the Flight Safety Publications award and the Society of Licensed Aircraft Engineer's Spicer Safety award.

"The convenience, speed and comfort of air transport could not have been sold without safety. Safety is air transport's priority, because the price of carelessness or neglect in the air is so much greater than it is on the surface", writes Mr Ramsden.

One of the most important air safety rules is incident-reporting, ac-

cording to the author. There is never an accident without a series of incidents which either went unreported or was ignored. Mr Ramsden, therefore, advocates an 'open' system, which should get professionals sharing their experience with other professionals in the interests of air safety.

Where does safety begin? With well trained pilots and engineers? With aircraft designers? With govern-

ment regulators? According to Mr C.O. Miller, former Director of Aviation Safety, U.S. National Safety Board; 'safety begins with the design of an overall system to encompass an overall requirement'. The problem arises in persuading pilots and engineers in reporting incidents. The fear of legal or disciplinary consequences can seriously inhibit such reporting.

DO YOU SAY WHAT YOU MEAN... or Mean what you say!

Mr S. Khanna, DSM, Budapest writes: "It is possible that newcomers to the airline world are not aware of the meaning behind the widespread formal phrases that are used daily in correspondence. These innocents will welcome this vocabulary as an aid to reading between the lines."

WHAT IS SAID

Under consideration
Being dealt with...
Pending...
For action as necessary...
For action as indicated...
Please clarify...
Please expedite...
Expedite and explain delay...
Copy to head office...
Your attention is drawn to...
You will remember...
Copy attached for easy reference
Your reference blank, undated
Not fully conversant...
It had been reported...
Through the normal channels...
Passed to higher authority...
In the very near future
Awaiting your instructions...
Confirming our telephone conversation
You will be advised in due course

A survey is being made...

WHAT IS MEANT

Will have a shot at finding file...
Have found the file...
Either lost or stuck in wrong file
Do you know what to do with it? I don't
Do as you are told, don't ask questions
Are you nuts or am I?
For heaven's sake, try!
It had better be a good story
Serves you right
Don't you read anything?
You have forgotten or never knew
Expect you've lost the previous one
What, No filing system?
Completely clueless
It is rumoured on the shop floor
Round and round the mulberry bush
Laid to rest in a more sumptuous room
Pujas perhaps?
Make up your mind
That puts me in the clear
We'll let you know after we've worked it out for ourselves
We're busy thinking up an answer

Magic Carpet

VOL. 21 No. 5

MAY 1977

Air-India Profits Treble

AIR-INDIA has made a net profit of over Rs. 17 crores (US \$19 million) for the fiscal year ending March 31, 1977. This is an all-time record during the 24 years of Air-India's history since the air transport industry was nationalised in 1953. The announcement of this record profit was made by the Managing Director, Mr. K. K. Unni, when speaking to members of the Aviation Journalists Association of Bombay early last month.

Mr. Unni said the previous highest profit had been Rs. 6.35 crores (US \$7 million) in 1975-76. The net profit for the year that had just concluded had been achieved after providing for depreciation and payment of interest on loans to the extent of Rs. 21.65 crores (US \$24.22 million).

According to provisional figures, Air-India carried 914,880 passengers, representing a growth of 31.4 per cent over the previous year. The total revenue tonne kilometres performed (685.567 million) represented a 21.1 per cent increase over the last year, while the increase in passenger revenue was 40 per cent, in cargo revenue 30 per cent, and in the total revenue 37 per cent.

Competitive Market

Air-India has been operating in a highly competitive international market. Today there are 30 foreign carriers operating to and through India and we have made every effort to meet the challenges by flexibility, aggressive marketing and sales efforts to improve load factors and market shares and service to the customer.

"We have made a constant endeavour to arrive at an optimum mix of high yield and low yield traffic, and to achieve judicious deployment of our fleet on the various routes on our network."

Mr. Unni went on to say that significant structural changes had been in-

corporated in our new summer timetable so as to ensure maximum utilisation of our fleet. Air-India would now operate 21 flights a week to the Gulf averaging three flights a day, offering a total number of 3,368 seats per week in each direction.

Mr. Unni also highlighted the five new online stations that had been opened in the last year: Baghdad on April 1, 1976, Seychelles on June 25, 1976, Lagos and Accra on December 19, 1976 and Jeddah on April 13, 1977.

State of the Industry

In a brief resume of the state of the air transport industry in recent years, Mr. Unni said that the unprecedented increase in fuel prices since 1973 and the economic recession and inflationary pressures that had followed had depressed traffic growth and had seriously affected the industry as a whole. The resurgence in 1976 in passenger traffic and cargo uplift was to a large extent due to the economic recovery by industrially developed countries. In turn, this economic recovery had greatly stimulated air travel, specifically in export-generated business travel and holiday travel. He quoted the example of the North Atlantic route which had returned from a negative growth in passenger traffic in 1974-75 in the industry to a healthy growth of 14 per cent in 1976-77. Even higher increases were evident in other regions. As a result of the resurgence



in traffic and consequent increases in load factors, there was a marked improvement in the financial health of the industry as a whole in 1976. He forecast that this improvement would show an upward trend in the immediate future.

Air-India's Managing Director informed the Aviation Journalists Association that the airlines' systemwide passenger load factor had gone up from 59.3 per cent in April 1975-January 1976 to 63.5 per cent in the following corresponding period, while the overall load factor had increased from 59.6 per cent to 61.8 per cent. Combined aircraft utilisation of our 707 and 747 aircraft had risen from 9.57 hours per day per aircraft last year to 9.62 hours for the year ending March 31, 1977; staff productivity had gone up by 10.4 per cent (106,900 Available Tonne Kilometres per employee).

Capital

The government capital investment in the Corporation as on March 31, 1977 is Rs. 66.82 crores (US \$74.74 million), half of which is treated as Equity capital and the balance as loan capital on which interest charges are paid. The net profit of Rs. 17 crores (US \$19 million) thus represents a return of over 25 per cent on government investment. The total amount ploughed back into the business from internal resources since nationalisation in 1953 is over Rs. 125 crores (US \$139.82 million).

Mr. Unni concluded by paying a warm tribute to the entire staff of Air-India who, he said, had been responsible for the remarkable performance by India's flag carrier for the year that had just ended (see box).

Well Done...MD

I congratulate each and every employee of Air-India for your dedication, efficiency and loyal service to the organisation and our customers. We are operating in a ferociously competitive industry. We have proved to the world that, small an airline as we are, we have been able to boldly face the uncertainties and imponderables inherent in an industry that is constantly beset by vicissitudes and changing technological challenges. I am grateful to the staff of Air-India at all levels whether you are serving in India or abroad, on the ground or in the air for your unstinted support. We have truly been a great team.



Air-India on Aussie TV

Over a million Australians are estimated to have seen Air-India's Commercial Manager-Publicity, Mr J.B. Cowasji, and Public Relations Manager, Capt James R. Martin, speak on Air-India, when they appeared last month for a 15-minute programme on the famous Maggie Eckardt Show. Compered by the well-known raconteur Beverley Heath, the programme covered the entire gamut of the airline's history, beginning from the Puss Moth in the 'thirties to the modern day 747s. The Maharajah came in for much discussion as did Air-India's extensive art collection. The programme was interspersed with pictures of Air-India's objects d'arts, engineering and operational facilities, and vintage photographs.



GARDEN OF ADEN

Down memory lane
with WILFRED D'LIMA

ADEN was recently in the lime-light, when Air-India carried the Holy Fire of the Zoroastrians to Bombay. This event revived old memories of Aden and as I look back, a medley of events crowd my mind.

A wag once quipped, "The only trees that grow in Aden are family trees!" Never was a truer comment made in jest. Aden is otherwise barren, but it has its charm and sidelights and I got it in full measure when I arrived there in 1953. Eric Pereira, through his pioneering abilities, had put Air-India on the map of South Yemen and when it was decided to open an office as part of Air-India's expansion plans, T.K. Vasudevan and I were the first two staff from India to be posted to Aden.

We moved into our shining new office on Esplanade Road, Crater in 1954. We were a small unit of India-based and local staff, and appeared large when we took over the airport handling from Aden Airways.

The most colourful character amongst our local staff was Ali, the office boy. He was pint-sized and Chaplinesque in appearance. Like Jeeves (any call for him would elicit an instant response), we were later to discover his culinary talent, which would be the envy of Robert Carrier! His dishes were a gourmet's delight. But Ali had a weakness for the strong "stuff" and on occasion was the despair of the hostess.

Two incidents stand out clearly in my memory. On one occasion Ali, having imbibed rather generously, was caught pouring beer on the salad in lieu of the dressing! Timely action by the hostess averted a near disaster.

At another dinner party, he was forewarned to keep away from the bottle till the fare was prepared and laid out. For once, this advice was taken in the right spirit! However, after dinner he was on his way home late that night generously loaded by the host with bottles of beer and clothes. A policeman, on his beat, promptly booked him on suspicion and put him in the 'clink'. When Eric Pereira was contacted that night to check on Ali's bonafides (a night's solitary confinement was strongly recommended for suspected drunkenness), Ali was found to be as sober as a judge!

Ali was loved by all of us and when he died a few years later our office was the poorer without him.



Eric Pereira astride

When we initially took over the airport handling, we experienced real traumas! There was tremendous tension in an attempt to get the aircraft off the ground on time. Preparation of the Load and Trim Sheet was a two-man job—one working on the Load and Eric working on the Trim trying his best to squeeze the MAC within the C-of-G! One of our loaders lived with the mortal fear of being run over by the aircraft. He would pull the chocks off and run for shelter till the aircraft taxied out of sight!

Eric is passionately fond of animals. On one occasion he was so intrigued with a dog that had arrived on our aircraft that in attempting to fondle the dog, it got loose and ran off. What could be more hilarious than to see a Manager and his staff dashing all over the airport in an attempt to get the dog back into the kennel!

Eric Pereira is a very versatile person. Most of us know him as an angler of no mean ability, but how many know that he was also a gentleman jockey in Aden. The first Saturday of the month was a red-letter day for the office. The entire office turned out at the course to cheer Eric. One race meeting stands out very vividly. There was Eric in the saddle looking very smart in his colours all set to win. All of a sudden and without any provocation his horse galloped down the course even before the actual start of the race. Nothing could stop the horse and the crowd cheered Eric, the lone rider, from start to finish. We had backed our shirts on Eric but the odds were against us!

I have it from the horse's mouth that Eric has given up the saddle for the fishing-rod! If Eric casts his line far enough, who knows he might hook the Loch Ness monster! Here's wishing him a whale of a time!

AIR-INDIA TRAINS FOREIGN ENGINEERS



THREE Zambia Airways engineers completed six months training with Air-India and left for home on conclusion of their training programme last month.

Talking to newsmen at Bombay Airport, Mr Om Sawhny, Air-India's Director of Engineering said that when the Managing Director of Zambia Airways approached Air-India, "we were happy to help. In the past we have provided training facilities to staff of British Airways, Air France and Air Mauritius".

Special arrangements were made both at Air-India's Engineering Training Centre and in the workshops for the three engineers to learn every aspect of airline operation including maintenance, material and production planning, technical services and aircraft evaluation.

Mr Munalula Mukubesa, who already holds Aircraft Maintenance Engineer's licences, was allowed to appear for a qualifying examination on the Boeing 707 by the Director General of Civil Aviation at the end of his training in Bombay. He said, "We were particularly impressed with Air-India's training facilities. Before coming to Bombay we had no idea of the extent of facilities Air-India had. Air-India cannot be regarded as a third world airline."

Mr Mukubesa and his two colleagues Mr Enos A. Nsamba and Mr Victor M. Kalaluka, who have had opportunities of training with two other international carriers, expressed particular satisfaction that they were allowed to study everything of airline operation.

AIR-INDIA AT TAAI CONVENTION



Mr Inder Sethi, Commercial Director, with Mrs S.N. Gadboke (extreme left), Vice President, ITC Ltd, Hotels Division, is at left.



A buggy ride for the guests to visit the Taj Mahal. Photograph shows Air-India delegates to the TAAI Convention all set for the ride.



A dinner was hosted by A.N. Haksar, Chairman, ITC Ltd, for the TAAI delegates. Photograph shows Mr H.S. Gill, Sales Manager, AI, New Delhi, and Mrs Gill, with Mr C.S. Pant, General Manager of Hotel Mughal (extreme left).

AIR-INDIA was an active participant at the annual convention of the Travel Agents Association of India held at Agra in March this year. The Air-India delegation was led by Mr N.H. Dastur, Dy. Managing Director (Commercial). A 40-minute multi-media presentation was made by Mr I.D. Sethi, Commercial Director. Mr Dastur spoke on the need and the ability for 'Facilitation'. On Air-India's efforts at tourism promotion, Mr Dastur emphasised that Air-India has been and will always be willing, able and eager to work with any party in developing tourism to India and more than willing to take advice and be guided in this connection.

Mr Dastur stated at the outset that while the individual efforts of the agents, I.T.D.C., Indian Airlines, the railways, hoteliers, and foreign carriers are highly commendable, there is need for more initiative, from many more sources. He said that more agents, hoteliers, State tourism departments, foreign carriers, railways, etc. should play an increasingly active and creative role.

Mr Dastur called for greater cohesion and coordination of efforts

for the promotion of India abroad, research, formulation of development plans, examination of special fares, enhancing the intrinsic value of agents' education tours, new product development, etc.

Commenting on facilitation, Mr Dastur said that it is easy to wreck the enthusiasm of a foreign tourist within his first sixty minutes in our country through the ordeal he is put through on arrival at our airports. Facilitation, Mr Dastur stated, meant the adoption of all practicable measures... to facilitate navigation by aircraft between the territories of contracting states, and to prevent unnecessary delays to aircraft crews, passengers, and cargo, specially in the administration of the laws relating to Immigration, Quarantine and Customs clearance. Progress to date, he said, is disappointingly slow and government regulations remain a major bottleneck.

Before making the Audio Visual presentation Mr Sethi spoke on the subject of "Staff training in travel agencies". Training, Mr Sethi stated, is the vital input for professionalism in any industry. He stated that the subject of the presentation was, therefore, of direct relevance to the theme

of the Convention. The potential of training for contributing to a high level of performance is even greater in this era of rapid changes, and yet, he said, training gets more lip service than solid on-going support. Most organisations have at some time been guilty of treating it as a stepchild. Mr Sethi said, and added, "I include the majority of us present here today."

Mr Sethi stated that Air-India is intimately involved in Agency Staff Training. For Indian agents alone, he said, the figure increased from four two-week programmes for 49 staff members from 28 passenger agencies during 1975, to eight two-week programmes for 118 staff members from 42 agencies during 1976. Air-India agency training programmes in India account for about 55 per cent of their total programmes system-wise.

"To achieve professionalism, the training programme should have unequivocal support of top management, be carefully conceived and well organised, and be fully attuned to customer needs. It should therefore be flexible, continuously cover all levels of responsibility, and achieve a progressively higher level of competence all round. It should lead to pride in the performance of the staff and a high

level of customers service. Collectively, such a programme is mutually beneficial to the customers, principals and agencies." Mr Sethi, then presented Dr. Ramachandran, Principal, Air-India Staff College, who initiated the audio-visual programme.

The presentation emphasised that each client has a specific personality and needs individual attention. It showed the case of an agent who had taken for granted a passenger's familiarity with travel terminology. Most passengers are not familiar, it was emphasised. The need for concern, for time and minimizing frills in conversation was stressed. The presentation showed how the ability to use the ABC Travel Guide would save a client from a difficult situation. That is what professional training should emphasise. A helpful attitude by the staff could gain for the company a permanent client. On the importance of product knowledge it is emphasised that personnel should be able to make sense out of the welter of available fares. They should be able to find the right fare for every passenger. The presentation was backed by excellent stills and movies to emphasise these points.



Ms Grace Coutinho and Ms Aika Jayakar showing Mrs Deshmukh round the stall at the flower show.



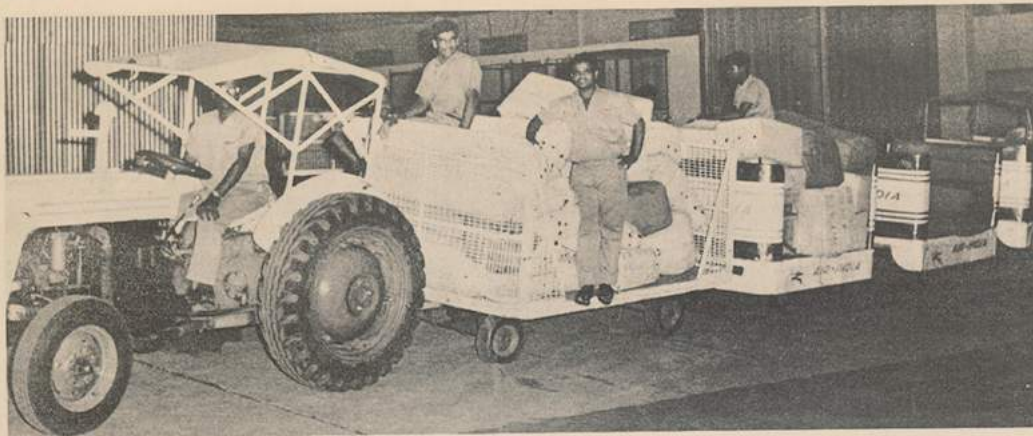
A visitor at the Air-India stall admires tulips while the Maharajah at left bows courteously.

Flower Trophy for Air-India

AIR-INDIA won a rolling trophy at the Eighteenth Annual Friends of the Trees flower show held recently at the Veermata Jijabai Udyan, popularly known as Victoria Gardens, in Bombay. Over the years Air-India has been a consistent participant in this show which has had considerable social relevance among plant lovers. The airline flew in flowers from different stations on its network. Singapore and Bangkok sent orchids, from Amsterdam came tulips and hyacinths, roses and carnations from London and Rome, gladioli, iris and Easter lilies from Hong Kong, chrysanthemums, peach blossoms and pussy willows from Osaka and Tokyo and anthuriums from Mauritius.

The flowers were very delicately arranged by our receptionist, Ms Grace Coutinho and widely appreciated by those who attended the show which was inaugurated by Mr B.G. Deshmukh, Municipal Commissioner of Bombay. Mr J.J. Bhabha, Hon. President of the Friends of the Trees, escorted the Commissioner and the visitors round the stalls. The Air-India stall proved to be a tremendous crowd puller and the floral decorations were much admired. The show was featured on television and widely reported by the national newspapers.

A. Jayakar



WEST-SIDE STORY

C. D. JEBA SINGH

ON the west-side of Bombay Airport parallel to the western runway and adjacent to the jet apron, where wide-bodied aircraft are parked, is situated a rather unimpressive warehouse-like structure bordered by step ladders, containers, pallets, tractors, trollies, dollies and other such equipment arrayed in a set pattern. There are other structures covered with corrugated asbestos sheets and in one of them is located the Cargo Warehouse, the cargo flight handling unit and the cargo admin. offices. With the expansion of Air-India's cargo operations with a full freighter service, extra cargo sections, outright charters and sub charters, this section of the airport is progressively receiving a face lift. At present, the lay-out of the area is being modified to make it more functional.

There is always something unique about commercial aviation. This uniqueness permeates through every unit of its operations, and cargo operation is no exception. All types of cargo like live animals, tropical fish, birds, radio active material, newspapers and magazines, perishables like meat and vegetables, precious stones and metals, caskets, rare drugs, heart pacemakers, ice-cream, electronic machines, watches, musical instruments, radios, mail and many other articles are received from airlines and shippers, documented according to clearly laid down procedures and are despatched to various destinations. In addition to the cargo received by Air-India, cargo of other

airlines for whom Air-India are Handling Agents or General Sales Agents are also handled by our system at Bombay airport.

Airline business is a people-oriented business. And the people behind cargo operations are the loading staff and their supervisors, the Cargo Assistants, the Chief Cargo Assistants, and their supervisors, the officers who handle shifts and officers and staff of Cargo Administration. They are doing a finishing job started by economists and industrialists who export goods to maintain balance of trade by earning valuable foreign exchange. Despite the very important role they play in the nation's foreign trade, by and large they remain happily oblivious of their importance.

It is this human organisation, behind the scenes, that forms the theme of this west-side story.

The loading staff with their supervisors are the 'muscle-men' of the cargo system. What the muscular system is to the body, they are to the cargo system. One is reminded of the age-old folk song: "O! man River..." immortalised by the golden voice of Paul Robeson, when you see them lifting and moving cargo packets especially on a Tuesday or a Saturday night and filling the pallets and containers and also the bellies of the 707s, 747s, DC10s and other types of aircraft that cover almost all the bays on the jet apron. The loading supervisors are specialists in their domain of work and they are con-

scious of the fact that carelessness, incapacity or neglect can cause damage to the aircraft. Hence with the many years of experience to back them up, they are alert to procedures of the new types of aircraft they handle.

The job of the cargo assistant is varied. Essentially he is a specialist in handling of cargo according to IATA regulations. He keeps himself abreast with the constantly changing rules and regulations, characteristic of a dynamic industry. Once he is allocated to do a particular flight he assumes full responsibility for the proper manifestation keeping the weight/volume allocations, checking of cargo and despatching them on time for loading. His skills in human relations are revealed in his dealing with shippers, agents, interline staff and the eagle-eyed customs personnel. He turns a disciplinarian in enforcing the 'shut-off' time for the receipt of cargo for a particular flight. At the same time, he is fully aware that most goods that are to travel by air are by their nature urgent and hence must be despatched without consideration of the time of day or night. Some of them may qualify for top SPCA jobs for they are specialists in handling live-animals and birds. When he handles diplomatic mail, he may not be aware that he is handling correspondence that could change the tide of history. He is likely to become a philosopher when he handles a heart pace maker or a life saving drug. His spiritual faculties are

awakened when he handles the casket of a passenger whose unaccompanied baggage he booked the other day to Dubai.

The pivot around which all these operations revolve is the Cargo-Shift-Incharge. He is a man-on-the spot!. As the spokesman of the management to the staff and of the staff to the management, he plays a dual but integrating role. But this may earn him both bouquets and brickbats. As he takes over a shift with his team of workers, he assumes the position of a skipper of a Cricket team allocating intelligently the right man for the right job; and each according to his ability and capacity. In directing and co-ordinating the work of the members of his team, he brings forth his powers of discretion-operative skill, administrative skill, problem-solving skill and social skill. His success as a leader of men depends on this. As the preparation for the flight progresses, he communicates with the other units like the load control unit and the passenger handling unit. Simultaneously, the management team at the helm of affairs and the staff in the administrative sections uphold the efforts of the cargo team.

The west-side story will never come to an end. The story will continue to develop, for by 1980 air cargo traffic will equal the passenger traffic.

Undoubtedly, Air-India is girding up its loins to meet the challenge.

MR Purshottam Lal Kaushik was appointed Minister of Tourism & Civil Aviation on March 26, 1977.

A veteran of many struggles championing the cause of Adivasis and agricultural workers in Madhya Pradesh, Mr Kaushik was born in 1930 at Mahasamund. He was educated at Raipur and he obtained his Law degree from Nagpur University.

He joined the Socialist Party in 1952, organised the Chhatisgarh Adivasis and launched a number of movements to secure justice against exploitation. In these, he identified himself with the tribal population and inspired them to work for their own welfare.

Mr Kaushik brought together the peasants of the Chhatisgarh region into a strong Khetihar Sangh and led them against the realisation of

unjust levies.

An acknowledged Youth Leader of the Chhatisgarh area, Mr Kaushik fought the Assembly elections from Mahasamund constituency in 1972 and defeated Mr Nemichand Jain.

He was elected member of the Executive of the Madhya Pradesh Unit of the Socialist Party and was twice Secretary of the state Socialist Party. He was also Secretary of the Central Parliamentary Board of the Socialist Party. At the Katni Conference of the Madhya Pradesh Socialist Party in 1975 he was elected as Chairman of the State Unit of the Party.

He contested the Lok Sabha election from Raipur constituency as a Janata Party nominee and defeated Mr Vidya Charan Shukla, former Information & Broadcasting Minister, by more than 83,500 votes.

Our New Minister





The Air-India Team at Madras.



The Air-India Football Team with the Coach and Manager.



John Marsh in action.

Field Day for Air-India

AIR-INDIA won the runners-up trophy at the Joint Air-India/Indian Airlines athletic meet held at Madras recently. John Marsh from London swept the field by winning both the 400 and 800-metres sprint clocking the distance in 55 seconds and 2.4 minutes respectively. Derek Rodrigues of Commercial was the highest scorer in the High Jump event while Ted Patterson of Traffic-NTB finished third in the Pole Vault event. Trudi-Anne Fernandes won the Long Jump event while Sherina Kurup from Inflight Services was placed second in the Shot Put and Hurdles. Larry Simoes of Personnel took second place in the 100 metres sprint and was ranked second in the High Jump event.

The Air-India cricket team, which

has been a consistent winner in the Jt. AI/IA Tournament, lost to third place this year. While they lost to IA-Bombay and Delhi in the tournament, Air-India equalled up by scoring over IA-Calcutta and Madras by 7 and 8 wickets, respectively.

Air-India won the Third Division Football League finals scoring points over 46 teams. They met Bombay Customs in the finals and won by a score of 1-0. The timely goal was scored by G. Franco. C.D. Shetty of Transport, R. Abreo of Commercial and L. Simoes of Personnel were the protagonists on the field. Mr Nagarkar, Dy. Collector of Customs presided over the play while Mrs. Nagarkar gave away the prizes.

V.M. Bhagwat



Larry Simoes breasts the tape.



Savant Sculpts for Air-India

ONCE more, Ramchandra Savant, one of Bombay's leading artists has been commissioned to paint a large mural on aluminium foil for Air-India's sixth Jumbo, "Emperor Chandragupta". This mural, conceived in five parts will be fitted in the Maharajah Lounge. The earlier mural, designed for the Maharajah Lounge of "Emperor Akbar" was based on the figural tradition in Indian sculpture. The mural in aluminium foil shows celestial apsaras (fairies), maidens and musicians reproduced from ancient Indian sculptures.

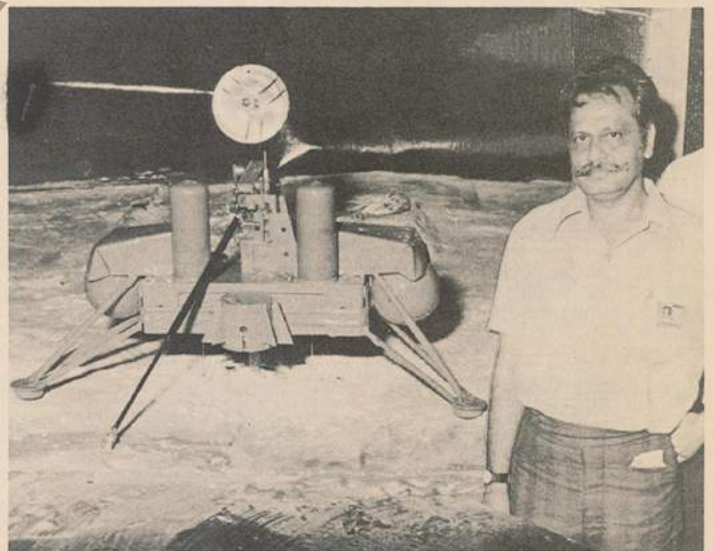
The theme for the interior decor of "Emperor Chandragupta" is Indian sky-life — birds that wing through the opalescent air of the Indian countryside. They are shown in repose, seated among the decorative foliage and fruit-laden branches of a large tree, nostalgically evocative of trees to whose shady shelters birds come to escape the mid-day heat and to rest at night. The birds portrayed here are khandyas, cooing pigeons and singing bulbuls, flashy parakeets and a gorgeous

peacock. By exploring the numerous shades and nuances of various colours and then combining them, the artist has enlivened a limited palette. The treatment of the motif is a convincing blend of naturalistic and stylistic elements. The basic idea for the design of this painting was conceived by Air-India's Art Studio.

Savant's paintings on aluminium foil, particularly his rendering of the elephant headed Indian God Ganesh, have been widely appreciated, and have found their way to various collections the world over. The Air-India collection has a large number of his paintings and they are on display in different offices on the airline's network.

Simple and straightforward in his approach, Savant is essentially an Indian at heart with traditional ethical values. He has won many awards in his career, not only in the field of artistic achievement but also in the field of sports; in 1953 he won the Maharashtra State Championship for Weight-lifting. □

Workshop Model of Spacecraft



A few years back Air-India's Engineering Department made a number of aircraft models under the baton of Mr P.D. Baliwala, the then Dy. Director of Eng. Mr Baliwala may have retired from the services of the Corporation, but the inspiration he sparked among his men continues till this day. It was not surprising, therefore, that a Senior Aircraft Technician in the Ancillary Overhaul Division, R.D. Pradhan, should make an exact replica of Viking II out of metallic, cardboard and plastic scrap, generally discarded as waste. Pradhan took two days to complete the model in between his rest periods and that too with the help of photographs he had seen in magazines and those he had obtained from the United States Information Service in Bombay. The

most imaginative aspect of the model is that it moves its arms and can go up and come down through a process of compressed air blast. The sound effects are synchronised with a tape recorder and the lights are externally controlled. At the same time, the arm of the module extends itself and scoops up earth in imitation of the original Viking II which landed on Mars last year. The Mars surface on which the model is placed is made of cardboard and plaster of paris and is able to hold the weight of the module since it weighs only 600 grams. The Viking II model was displayed in the Workshop during Dassera last year and it drew encomiums for Pradhan not only from his colleagues, but also from his seniors in the Department. □

TRAVELS

WITH THE

ALBATROSS



WALT Disney waving his magic wand, created a 'Tomorrowland' into which he packed fantasies and phantom-ships journeying into the unknown. But the 'M.S. Lindblad Explorer' is no phantom-ship although most of her journeys are all into difficult terrain. A brainchild of Lars-Eric Lindblad, this small but sturdy 2500 tonner, sails across the Amazon, down the Nile, up to the Arctic, down the Antarctic and beyond one's ken.

On her recent cruise to the Seventh Continent, I was among the 85 tourists on a month-long trip into the Polar waters. International celebrities Roger Tory Peterson, the ornithologist, Keith Shackleton, the artist and Franz Lazi, the photographer, along with other guest-lecturers, joined in. This voyage will surely be recorded as an unforgettable episode in my life since I was the first Indian woman to set foot on Antarctica.

Sailing out of Cape Town on December 20, we rounded the Cape of Good Hope and ran straight into a patch of rough weather, even before we could find our sea legs. Ploughing our way through the swelling waves of the South Atlantic, we spotted the volcanic island of Tristan Da Cunha on Christmas morning. Not having seen land for five long days, I felt like Noah when his Ark rested on Ararat, and it was amazing to realize how unsteady our gait had become as we walked ashore.

Lying in complete isolation, 1,553 miles away from South Africa, the Tristan Da Cunha group of islands are five in number and is a part of Great Britain. St. Helena, where

Napoleon spent his last days in exile, is their nearest neighbour. Discovered by a Portuguese Admiral in the 16th century these islands witnessed many shipwrecks and it was only around 1815 that the land became inhabited. The main occupation of the islanders alternates between potato planting and cray fish packing. In 1961, a severe volcanic eruption led to the total evacuation of this island, but so strong was the attachment of the locals to their land, that within 18 months of exile in England, they voluntarily returned to these isolated, remote and inaccessible shores. Many of us were invited to lunch with selected families and were later given a guided walking tour of the area.

In the evening we set sail for Nightingale and Inaccessible islands, but Boxing Day blew in such furious weather, that all landings had to be abandoned and we headed for South Georgia.

This island is a dependency of the Falkland Isles. South Georgia entered the annals of fame, when Sir Ernest Shackleton, in the face of tremendous hazards, landed there to organise a rescue operation for his stranded crew at Elephant Island.

Taking advantage of the calm seas surrounding us, we spent five days touring around the island, anchoring for hours whenever possible, at sheltered harbours, which housed the ghostly remains of one time booming whaling stations. Alighting midstream into our rubber inflatable Zodiacs, we were taken to hidden coves which were the retreat of gigantic elephant seals, who lived in well defined harems. More aggressive were the smaller fur seals, which lunged at us viciously. Most of our tramping was done in thick marshy tussock-grass and in fact many of us suffered the indignities of a neck-high mud bath.

Our greatest delight were the visits we paid to the penguin rookeries. It was simply hilarious to see them waddling and hopping around. With their distinctive black and white colouring, they looked like waiters at a convention. We spotted several varieties of them, the Macaroni, Rockhoppers, Chinstrap, Adelie, Gentoo and the elegant looking King. We caught them in moments of courtship, or sitting on their eggs bickering and pecking at their neighbours, feeding and raising their young, or leaping into the water from large

ice-floes and happily ducking in.

Wandering Albatrosses were our constant companions. Night and day they would hover round our ship, but unlike Coleridge's 'Ancient Mariner', they were welcome guests. We went to their nesting grounds on craggy hills and saw their pre-nuptial displays. Other Pelagic birds predominantly seen in the Antarctic are the comorant, blue-eyed shags, petrels, prions, terns and the raptorial skua, which preys upon the weaker birds and attacks even penguins.

We were privileged enough to have Whales trailing our course and happy hours were spent on deck, watching their antics and capers, as they steered alongside our ship. It is astonishing, that in spite of their immense size, they subsist primarily on a sedate diet of 'krill', which is a tiny, red, shrimp-like crustacean.

As we approached the Antarctic Peninsula, a surge of excitement rippled through us-but the weather did not keep in tempo with our mood and blasted us with blizzards. In the face of strong winds and biting cold, we stepped out onto the Antarctic Continent at Esperanza (Hope Bay). The base commander invited us to an inspection of his station and had even arranged a Huskie-dog sled demonstration. I presented Capt. Fernandez in the presence of Francisco Erize, our expedition Leader, the Indian National Flag and the Air-India Maharajah statuette in gratitude, (see pic).

The South Shetland Islands are remarkably picturesque, scattered as they are within the shadow of the mainland. Almost right round the year, they are beset with packed ice conditions, which make navigation impossible, but ice-breakers made us steer our way through. The highlight of our trip was when we entered this volcanic ring through an almost indiscernable entrance called Neptune's Bellows. We viewed in awe, piled ranges of snow-clad hills, and as a complete contrast, bubbling and gurgling hot water springs, craters filled with strange green liquid and artistic formations of clouds.

Heading further South, angry grey skies frowned on us, the waves began their war-dance and heavy snowfall was predicted. Unperturbed by these murky tantrums of nature, Capt. Kjell Smittberg confidently plough-



ed on; and amidst tremendous cheers, crossed the Antarctic Circle. A traditional Swedish Glogg Party was held to celebrate this feat and certificates were handed out. The challenge of this remote, barren 'Polar Sahara' had been accepted and we were yet another fresh batch of curious trespassers who had invaded her privacy. Like our predecessors, we succumbed to her spell and reached the ends of the earth, to find that it was only the beginning of a new chapter.

Homeward bound, the notorious Drake Passage was strangely calm and we arrived at Cape Horn as seasoned sailors. Rounding the island, we glided into the smooth waters of the Beagle Channel and sailed into Ushuaia, the southern most inhabited city in the world. As we re-packed our bags, we knew that we had also packed in, a host of unforgettable memories.

Meher Heroyce Moos

Photographs by Richard Harrington © 1976 Alaska Northwest Publishing Company.





Awards for Disabled

THE World Day of the Disabled was celebrated recently in Bombay by presenting rotating shields to those individuals who were handicapped and yet had distinguished themselves. On the occasion Mr P. Venkateshwar Rao and Mr N.M. Ambre (Arbikar) were given a cash award of Rs. 100 each for being outstanding disabled employees for the year 1976-77. Venkateshwar Rao, who lost his vision a few years back is employed in Air-India as Traffic Assistant in the Booking Office since 1973. As part of his duty he takes down messages for the sales Officers while they are out in the field and very often himself visits different airlines in Bombay to procure endorsements on Air-India. At the same time he is able to assist people with reservations and ticketing. Early last month he



left for the United States to train on the Optacon, a reading device for the blind.

Mr Ambre is presently working in the Components Overhaul Division of the Engineering Department at Santa Cruz, Bombay. In the tailoring section his work includes making upholstery for the aircraft and he has been with this department for the past six years despite the fact that he is disabled by polio.

The then Mayor of Bombay, Mr Manohar Joshi presided over the function and distributed awards to the handicapped employees and employers who recruited the maximum number of disabled persons in their establishment. The organisation promoting this social welfare activity is the National Society for Equal Opportunities for the Handicapped.

On The Move... Up

The following staff have been promoted:

Commercial Department:

Ms M. Pinto, Ms S.H. Vaney, Ms S. Patel, Messrs G.D. Vyas, Y.D. Mathur, K.S. Sundaresan, M.M. Narvekar, D.L. Devasthalee, S. Ranganathan as Station Superintendents.

Planning Department:

Mr R. R. Desai and Ms B. J. Cordeiro as Station Superintendents.

Inflight Service Department:

Ms S. Ranikhetwala, Ms N. Parkash and Ms H. Menzies as Deputy Chief Air Hostesses.

Engineering Department:

Mr M. S. Balasubramaniam as Engineering Manager (C, IE & PP); Mr M. D. Kolhatkar, as EM Ancillary Overhaul Group; Mr S. V. Karandikar, EM (Qty. Control & Tech. Services); Mr T. P. Narayan Nair as Dy EM (Qty. Control & Tech. Services); Mr K. N. M. Yelahanka, as Dy. EM (Tech. Services); Mr T. S. Srinivasan, as Dy. EM (Power Plant Overhaul) and Mr B. K. Shitut, as Dy. EM (Inst. Overhaul Divn.). Mr S. K. Mukerji as Asst. Supdt.; Mr S. A. Datar as Sr. Engineer; Mr S. G. Kulkarni, Mr G. Raman, Mr A. M. D'Souza and Mr P. L. Sharma as Engineers Gr. I; Messrs S. Krishnaswamy, B. R. Krishnamurthy and H. S. Bathla as Sr. Technical Officers; Messrs S. A. Thanawalla, J. K. Lilaonwala, S. R. Balakrishnan and K. Bhaskaran as A.M.E. Gr. I; Messrs P.S.R. Sastry H. V. Joglekar, P. Sachidanandan, R. A. Fernandes, S. S. Henry, K. P. Raman, P. Y. Sane, P. Govindarajulu, and V. M. Nadkar as AME Gr. II; Mr A. B. Anajpure as Inspector, and Mr T. P. Ojha as AME Gr. III.

Ground Handling Department:

Mr G. G. Mhatre as Sr. Tech. Officer; Mr P. M. Shreyakar as Tech. Officer; Mr S. Chakravarty (New Delhi) as Tech. Officer.

Personnel Department:

Mr V. L. Gosalia as Dy. Personnel Manager; Mr M.R.K. Menon as Asst. Personnel Officer and Mr G. R. Bapat as Asst. Personnel Officer.

Accounts Department:

Mr S. G. Gurjar, Mr H. J. Padhye and Mr H. S. Desai as Accounts Officers; Messrs C. P. Bhaskaran, R. P. Pandit, P. V. Nagpurkar, M. L. Bhatia, B. K. Mehta, N. D. Vashishta, S. S. Nerurkar, P. S. Ramaswamy, H. M. Kolah, G. C. Joshi, V. S. Rangnekar, S. R. R. Chavali, S. K. Chaubal, K. N. Desai, K. G. Pai, R. D. Samant, N. M. Dave, S. D. Sambhari, M. D. Londhe, N. A. Krishnamoorthy, K. N. Babaria, and K. S. Giroh as Accountants.

Stores & Purchase Department:

Messrs H. N. Kamath and S. M. Telang as Asst. Superintendents, Stores.

The following staff have been posted:

Commercial Department:

Mr G. S. Ramchand as Manager-Lagos; Mr G. S. Krishna Iyer as Re./Sales Mgr. Seychelles; Mr H. V. Nath as ASM-Seoul and Mr B. S. Phool as Asst. Mgr. Lagos. Mr P. P. Lumba as Sales Manager, Milan; Mr S. S. Sattar as Sales Manager, Poona; Mr A. G. Gupte as Manager, Muscat; Mr T. R. Arora as ASM, Singapore; Mr M. C. Menon as Cargo Manager-Admin & Services, New York; Mr Y. Ebrahim as Manager, Dacca and Mr V.V.S. Mani to CHQ, Bombay.

OBITUARY

We regret to record the death of the following staff:

S. T. Raj, 53, Sr. Aircraft Technician, Joined: April 26, 1955.

X. Cardoz, 55, Sr. Aircraft Technician, Joined: March 19, 1948.

R. V. Salvi, 56, Peon, Joined: September 23, 1958.

A. C. Aranha, 56, Foreman; Joined: August 13, 1946.

S. N. Nayak, 53, Dy. Stores Manager; Joined: October 9, 1945.

Ms M. V. Sanzgiri, 45, Personal Assistant; Joined: July 17, 1961.

Ms N. E. Kalapesi, 42, Personal Assistant; Joined: August 25, 1958.

Mr G. M. Ramchandran, 54, Sr. Aircraft Technician; Joined: July 3, 1956.

Mr B. R. Khedekar, 44, Driver; Joined: September 5, 1967.

AIR-INDIA QUIZ



Questions to MAY Quiz

1. Can readers name the lady sitting in the helicopter?
2. What was the nature of her mission?
3. Would you remember how long she took to complete her mission? (Please state in hours, minutes and seconds).
4. Where was this photograph taken?

Answers to APRIL Quiz

1. Capt Phiroz Byramji, Dy Operations Manager (Training and Licensing), Mr Tex Johnson, Boeing Chief Test Pilot (Centre) and Mr N.V. Subramaniam, Chief Flight Dispatcher, left.
2. The aircraft in the background is Air-India's first Boeing 707.
3. The gentleman in the felt hat is a distinguished Chief Test Pilot of Boeing Company.
4. The photograph was taken at Seattle, USA.



Mr P. G. Raman, Senior Programmer in Management Services Department at Santa Cruz, wins the prize for all correct answers. The Magic Carpet awards a prize for all correct answers. So put on your memory caps and send us your answers right away.)



Farewell to C.V.R. Rao

In a simple ceremony held in Air-India's Board Room recently, the departmental heads bid farewell to Mr C.V.R. Rao, Regional Accounts Manager, USA & Canada, who was proceeding on retirement.

Mr Unni paid a tribute to Mr Rao, who had been Financial Controller for seven years earlier, for his fully commercial outlook without deviation

from financial constraints. He held various posts in Accounts Department with distinction and had always been an effective member of the team. Mr C.L. Sharma, Director of Finance, who also spoke on the occasion, said that he had personally learnt a great deal professionally from his association with Mr Rao. □

CHAIRBORNE



Champ at 18

LAST month we featured Chris-tabelle Fernandes as a teenage prodigy. This month we were told that 18-year-old Pratima Rao, daughter of Capt. C.R.S. Rao, Dy. Director of Operations (Trg.), who recently won the Inter-Collegiate Tennis Tournament, is also a champion in the same genre. Presently graduating from Sophia College, Bombay, Pratima attended grammar school in London and later did her schooling at St. Joseph's, Bandra. She has been playing tennis for three years but has nevertheless distinguished herself in the field of sport. She won with distinction in the Western India Junior Tennis Championships as well as in the Khar Gymkhana Junior Championships. An ace flier in his own right, Capt. Rao was himself a first class cricketer and a fine tennis player. Presently he excels in golf.



President's Welcome

Air-India spread a red carpet for Seychellois President, James Mancham, when he flew in to Bombay on Air-India. At Bombay Airport he was warmly welcomed by Ms Jasmin Tarapore, wife of Mr. E. Tarapore, our Manager, Seychelles. The President was on his way to Cairo to attend the Afro-Arab Co-operation Summit meet. Earlier, before boarding the aircraft at Seychelles Airport, President Mancham was introduced to the crew of the Boeing 707 Trishul by the Manager. President Mancham took a general salute and inspected a guard of honour.

Gold Medal

Some time back Air-India's film, 'To Serve is to Love' won an award at the Second International Festival of Aeronautic Documentary films on flight in Milan. The prized gold medal

depicts the symbol of a snake which is also the emblem of the City of Milan and goes back to the 13th century when Milan was the seat of the Sforza and Visconti families. The flip side of the medal has the words 'Ente Provinciale Turismo Milano'. The medal was photographed by Sorab Modi, who presently serves the Ufficio Nazionale Del Turismo Indiano. The film also won the Government of India National Film festival Award in 1975 and won the Silver Wheel at the First Airline and Travel Film World Festival in Argentina in 1976.



Deal of Success

Anwar Abbas, our District Sales Manager in Libya, Tripoli, has been on an active sales spin. When recently Mr. V. Krishnamoorthy, Chairman of Bharat Heavy Electricals, visited Libya, Anwar hosted a dinner in his honour and congratulated him on behalf of Air-India for signing a contract to build a power station. This is Libya's largest collaboration with India and we understand that Air-India will commercially benefit as a result of this link-up. Photograph shows Anwar (extreme left), Mr. Krishnamoorthy in the centre and Fuad Fellagh, the Libyan agent of BHEL, making a happy threesome.



Appointment

In recent months we have had a number of Air-India executives heading IATA panels. Some time back H.T. Godha, Cargo Agency & Interline Coordinator, was unanimously elected Chairman of the TC3 IATA Cargo Registration and Review Board. Mr. Godha is Air-India's nominee at most of the IATA panels that deal with cargo agency matters. He has also represented Air-India on the Agency Compliance Board and has been appointed by IATA as and when the Board was constituted. Air-India has a permanent seat on the Cargo Investigation Panel for India which Mr. Godha consistently attends as representative.



Farewell

Ms Chobi Chellaram, our Manager, Western and South Australia, writes to us that a cocktail party was given to Mr. Laurie Elliott, Area Sales Manager-WA, who has left us to join a travel agency. The staff in the Perth Office gave a warm send off to Laurie, who is nick named 'The Champ'. Laurie is brother of the famous

track star Herb Elliot and is himself a track champ. Photograph shows Laurie, tallest in the group in the last row, flanked by Alison and Joan from Reservations. On the extreme right standing, is John Francis, District Reservations Manager, while sitting in the middle is Ken Pudwell, Airport Manager. Sue, Laurie's wife is on his left. Ms. Chellaram is seated on the floor with Mr. K. Malik, till recently Asst. Manager, WA & SA.

On IATA

The International Air Transport Association is a favourite whipping horse of many outside the industry. Every conceivable ill of the industry is laid at the door of the association. Doctrinaire theses are written on IATA's role as a cartel in fixing fares and preventing consumers from enjoying lower fares.

What is the truth? Mr J.W.S. Brancker, a former IATA Traffic Director, has now set the record straight in a book called "IATA and what it does".

In an introduction to the book, Mr Brancker writes: "Most people who do not have direct contact with these organisations (IATA, ICAO, WHO, etc.) have only vague ideas of their objectives and functions and there is a tendency for only a limited picture of their activities to appear in the news media. The International Air Transport Association, or IATA, as it is generally known, is subject to the same treatment, and because over the years, its activities have become both more complex and more widespread, there are a number of people quite closely connected with aviation in general and with air transport in particular, who do not fully appreciate the number of problems which it is called upon to solve, or the manner in which these matters are handled."

The international air transport owes a great deal to IATA. Contrary to popular impression, IATA's primary activities cover both technical and commercial fields. People tend to exaggerate its role in fixing international fares out of all proportion to the valuable work it does in every other field, including airport development and navigational aids. As Mr Knut Hammarskjöld, the Director General of IATA, says in the foreword, "The Association has come in for more than its fair share of criticism. When the Traffic Conferences are successful and reach binding agreements there is the usual accusation that the organisation is a cartel, which operates against the public interests—quite oblivious of the fact that all agreements are subject to government approval. When the Conferences fail to reach agreement quite possibly because one or

IATA and what it does.

BY J.W.S. BRANCKER



more Member airlines are under direct or indirect pressure by their own authorities to introduce fares which are not acceptable to other Members, then the Association is criticised for failure, and there is talk of it being dissolved."

IATA's origins go back to August 1919, the year in which commercial air transport came into being. It was founded by a meeting of six airlines and was called the International Air Traffic Association 'with a view to co-operate to mutual advantages, in preparing and organising international aerial traffic.' By 1929 the association had 23 members, or virtually all the airlines operating in Europe. In the succeeding decade, the membership continued to increase and had risen to 39, including carriers from North and South America, Asia and Africa. "It is easy to forget these days that at that time air transport was virtually the only form of transport which required standardisation on a general international basis, so that it was breaking very new ground in attempting it," says Mr Brancker.

When the War came in 1939, civil air transport as we know it today more or less came to an end and the old IATA central office in the Hague was put in cold storage. The Association was revived in Hebrona in April 1945 at which a final version of the Articles of Association was agreed upon and the first Annual General Meeting of IATA took place in Montreal in October 1945.

K.S. Mhatre

AIR-INDIA

Magic Carpet

MAGIC CARPET
is
20
see inside

VOL.21 NO.6

JUNE 1977



THE Minister for Tourism & Civil Aviation Mr P.L. Kaushik last month visited the Air-India's Engineering Facilities at Santa Cruz. He was taken around the base by Air-India's Managing Director Mr K.K. Unni and Dy. Managing Director Mr K.G. Appusamy. On his arrival at the base, Mr Om Sawhny, Director of Engineering, welcomed the Minister and explained Air-India's Maintenance Facilities.

Earlier, the International Cargo Complex at Bombay Airport was inaugurated by the Union Commerce Minister Mr Mohan Dharia at Bombay Airport. Mr P.L. Kaushik presided over the function.

Mr Dharia said the volume of air freight is increasing the world over. More

than 16% of the total value of the country's exports are at present moving by air and the potential for further development of air-borne trade was large.

The Minister lauded Air-India for its significant role in developing exports and was confident that the national airline would meet the increasing space requirements through augmentation of cargo lifting capacity in scheduled services and by also increasing freighter service operations.

Mr Kaushik said that being the premier airport with impressive traffic growth rate, Bombay has a need for better cargo facilities. He said the international cargo complex would not only process export cargo but also import and tranship cargo.



We are proud to announce that the MAGIC CARPET won the second prize in the Best Overseas publication category in a contest organised by the American Airline Editors' Forum at Minneapolis, last month. British Airways won the first prize.



MR JAYAPRAKASH NARAYAN arrived in Bombay from London last month on our service after undergoing a successful graft operation in Seattle. At the airport, he was received by the Maharashtra Governor Mr Sadiq Ali (photograph shows him greeting Mr Narayan on arrival), Chief Minister Mr Vasant Rao Patil and the Mayor Mr Murlidhar Deora. Others present at the airport to greet and facilitate Mr Narayan were Mr N.H. Dastur, Dy Managing Director (Commercial), Mr Ravi Misra, Airport Manager and Capt J. R. Martin, Public Relations Manager.

RANDOM JOTTINGS

By Meandering Mind

THE nine-year-old boy was in a tantrum, had locked himself in the toilet and refused to come out despite all the pleadings of his tearful mother. The hostess was about to open the door from the outside (yes, I know how it's done!) when I suggested a method which would still keep the young man's dignity intact. I called out loudly to the recalcitrant lad: Come on, little girl, would you like us to break open the door? The latch clicked and head held high the boy manfully strode out.

We took off from Heathrow. He sat in the window seat next to me, a typical young British business executive—debonair, well-cut suit, typically conservative. Waiting to be introduced. So while he sipped his orange juice and twirled the ice in his glass, I broke the ice and introduced myself. He was a shipping agent who handled, among others, Ravi Tikkoo. And I told him I used to know Ravi Tikkoo 23 years ago when we were both serving afloat and used to go ashore in Bombay to date mutual young lady friends from the YWCA. He was frankly sceptical until I convinced him in my normal convincing manner. The great shipping tycoon and this insignificant airline guy next to him used to go out on double-dates—fancy that! What a story for the boys back in the office! His conservatism melted and he turned out to be a really friendly sort by the time we were halfway across the Atlantic.

Over JFK, bad weather. We were right on top of the stack, going around in large circles until the fuel situation became critical and we were diverted to Philadelphia. And a pugnacious old man came up to fight with the Commander because he lived just five miles away and he didn't want to go back to New York to come back to Philadelphia and he had missed his New York-Philadelphia connection anyway and he and his wife had been travelling for over 36 hours all the way from Sri Lanka and his baggage could follow and dammit he just wanted to get home because his house was just five miles away from where our Air-India 747 was parked. No use explaining to him that the local airport authorities were not permitting anyone, but anyone, to disembark. He wanted to get home, his wife was tired and etc etc.

So I took the doughty old man up to the lounge and asked him to join me in a drink. And he said yes but my wife is alone down back. So I brought the old lady up and the inflight supervisor said sorry the bar had been sealed two hours ago over JFK and there were no spare seals. So I pulled out my own precious duty-free bottle of Glenfiddich and by the time we had attacked it a few times, the old man swore that Air-India was the best airline in the world, goddammit, and his house may be only five miles away but he would not get off this plane even if the airport authorities at Philadelphia were to commandeer wild horses to drag him off it, goddammit. And I looked ruefully at my woe-freely-depleted Glenfiddich and hoped he would say the same thing next morning when the haze cleared, goddammit.

Across the Indian Ocean there was this young mother alongside me complete with carrycot, jingling toys and tiny tot who only understood special baby talk: Who loves mumsee my little bumsee? Shall I give some nice kumkum to my darling little bunkum? I volunteered in a moment of weakness to kuddle the kute kid only to have the little sod promptly dilute my whiskey with unwanted sod-a. And in the middle of the night when all was quiet and the lights were dimmed, I was rudely awakened by the young mother trying to stick the feeding bottle into my left ear. UNM stands for under-nourished monster, I thought. And when he started yelling loud enough to drown out the drone of the engines, I made a mental note to recommend to the Commercial Department that infants should be charged at least the Concorde fare—for causing discord.

And there was this special envoy to a certain head of state from a South American country who lectured me all the way from Nairobi on how my country should be run. And I hung my head in shame and promised to do better. And when we landed at Bombay he was handed a telegram which said that there had been a coup in his country and he should with immediate effect consider himself under arrest. And he wept. And I consoled him.

I could go on like this ad infinitum, as I dare say you, dear reader, also could. Like the old German lady who woke me up in a panic before we landed at Tehran to say the engine was on fire (it was the port wing landing light flashing red), the Australian farmer who drank up all, yes all, the beer on board and then like Oliver asked for more, the voluptuous Indian film starlet (this was on a late Indian Airlines Delhi-Bombay flight) who requested me to drop her home since it was almost midnight and her husband was away, the 94-year-old English earl who anxiously enquired if he could have some baby food as he had forgotten his teeth home in Godalming, Surrey.

I read a book the other day entitled: My Family and Other Animals. I am also writing a book. It is called People I Have Flown With or Odd Sods, Bods, Clods and Doddering Old Lords.

Medical Benefits for Staff Families

ON the recommendation of the Labour Relations Committee, the Management has decided to introduce on an experimental basis for a year, a Contributory Medical Benefits Scheme for the families of Air-India employees covered under the Employees' State Insurance Scheme. This Scheme will help cover hospitalisation and maternity benefits for family members of the insured employees. This will be done in arrangement with the Oriental Fire & General Insurance Co. Ltd. For those employees earning a monthly salary of Rs.749/-, the contribution will be Re. 1/- and those with a salary between Rs.750/- and Rs.1000/- will pay Rs.2/-. Besides the monthly contribution, the staff covered under the Employees' State Insurance Scheme, who opt to be covered under the proposed scheme, will continue to pay the monthly contribution under the State Insurance Scheme. A clause in the Scheme states that benefits in respect of maternity will not be admissible to the extent eligible or covered under the Employees' State Insurance Scheme.

LRC Reviews

Delhi Staff Problems

THE fifth meeting of the Labour Relations Committee was held early last month at New Delhi, under the Chairmanship of Mr. P.V. Gole, Director of Personnel & Industrial Relations. At the outset the problems of Delhi station were discussed, most of them solved at a Communication meeting held a few days earlier with the employees at Palam airport.

The points which came up for discussion at the LRC were water supply in the Engineering hangar, staff transport, installation of desert coolers, civil engineering repairs to the hangar and provision for indoor games, quality of cloth for staff uniforms, delay in payment of salary to newly appointed staff and the need for additional extinguishers in the hangar at Delhi airport.

Brig. M.P. Joseph, Controller of Civil Works & Properties advised the members that it would be difficult to arrange for filtration of water supply at the Engineering hangar, but said that he would arrange for immediate installation of a plant to ensure that there were no health hazards. In regard to staff transport, some complaints were received that buses were being used by unauthorised persons. The employees suggested that extra buses be provided to avoid over-crowding and that the driver and cleaner check the identity cards of passengers to eliminate unauthorised boarders. Mr. D.P. Nimkar, Controller-Ground Handling stated that his department had recently taken over staff transport at Delhi and assured the members that he would streamline any problems that may arise, and bear in mind the points raised by the employees and the LRC members.

Coolers

There were complaints that the desert coolers were not functioning. Some suggestions were made that the Corporation may buy the coolers. Mr. Gole stated that to buy these coolers, which were required only for four months in a year, would create considerable problems of storage, maintenance and safe custody. He, therefore, advised members that it was always preferable to hire them. Mr. G.K. Kapoor, Dy. Manager-Northern India stated that in fact this was the practice and the coolers would be hired from April through October. He also assured that the coolers were installed properly. In regard to complaint about facilities in the hangar, Brig. Joseph assured the committee that the repairs to the roof would be attended to as also the geyser in the wash room and the water cooler in the restaurant.

Mr. S.M. Puri, Personnel Officer informed members that facilities for some indoor games would be provided for staff at Palam. A suggestion was made for providing an independent rest room for women employees but after discussion, it was considered that in view of the small number of women employees there was no need to provide separate rest room facilities at Palam airport.

Canteen Facilities

Mr. Sapat explained in detail the steps taken by Management to improve the Engineering Canteen facilities at Palam. He stated that steps were being taken to improve the layout and provide more equipment. He explained the proposal of forming a co-operative society for running the Canteen and as a preliminary step, a Canteen Managing Committee headed by Mr. A. Kaul, had been formed.

Mr. V.M. Fernandes, brought up a suggestion that the Air-India colony in Delhi should be separated from the Indian Airlines colony and maintenance be taken over by CCWP. Mr. Nathulal complained that the water supply in the colony was very limited. Brig. Joseph explained the difficulties in regard to the water supply and assured that the matter was being pursued with the Delhi Municipal Corporation. In regard to taking over of the Maintenance, he said that the matter was under examination. Mr. Hegiste and Mr. Nathulal averred that the dispensary at Palam should be kept open round the clock. After discussion, it was decided that while it would be necessary to have the dispensary open round the clock, it would not be feasible to have a doctor for all the three shifts. Mr. G.K. Kapoor explained that arrangements had been made to provide an additional pharmacist.

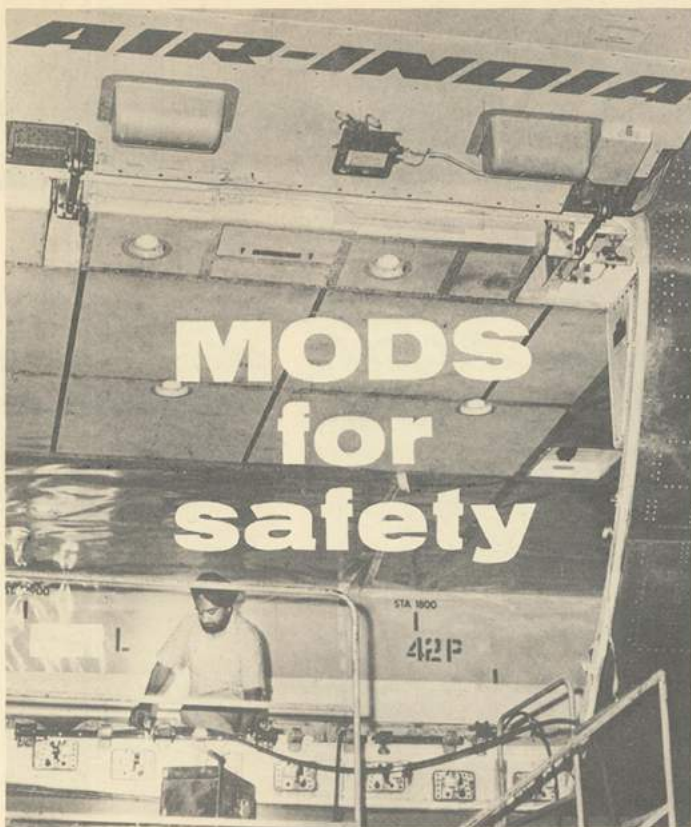
Holiday Homes

The Delhi staff represented that it was beyond the reach of staff to take advantage of the Holiday Home at Srinagar, in view of the distance and the expenses involved. They requested that Holiday Homes at places nearer Delhi like Dehra Dun and Mussoorie be opened. Mr. Kapoor said that a Survey Committee had been constituted to locate a suitable place and they would be submitting recommendations to Headquarters shortly.

The other subjects discussed at the LRC were lack of ventilation in the Ground Support Stores at Bombay, facilities of telephone connection at the homes of elected members, facilities for taking photographs at farewell functions and proposals in regard to the presentation of gifts to staff after completion of 20 years, 25 years and 30 years of service.

In regard to ventilation in the Ground Support Stores, Mr. Nimkar explained that an exhaust fan would be fixed shortly. For telephone connections, the members requested that their applications to Bombay Telephones be recommended by the Management as they functioned as social workers. Mr. S.K. Nanda, CPM said that such a classification may not be accepted by Bombay Telephones for LRC members. However, it was decided that applications from the elected members would be put up to Bombay Telephones with recommendations. During the discussion on the proposal for Management paying for photographs taken at farewell functions of retiring staff, the departmental heads indicated that they were presently paying for the services of the Air-India official photographer, and the Chairman assured those present that the services of the photographer would be made available as and when required. In regard to the proposal from the elected members for the presentation of a wrist watch to staff on completion of 20 years of service, Mr. Gole stated that 25 years was an appropriate length of service for such a presentation. He, however, agreed with the general opinion expressed that the watches to be given on completion of 25 years of service should be of a better quality. He added that the Management was considering a proposal of giving another token gift to staff on completion of 30 years of service.

The Chairman and the Secretary, thanked Manager-Northern India, Dy. Manager and the Air-India staff at Delhi for the assistance given to the LRC members in making the visit purposeful and significant.



AIR-INDIA is presently carrying out a major modification programme to improve the ability of its wide-bodied aircraft to withstand rapid decompression. This programme was undertaken when the Federal Aviation Agency issued instructions on July 14, 1975 to all IATA airlines to strengthen the main deck floor structure on its wide-body passenger aeroplanes, in order to make it strong enough to withstand inflight depressurisation which could be caused by a sudden large opening in the cargo compartment.

This FAA decision was taken after a consultative conference was held in the autumn of 1974 to discuss the questions of floor strength and venting, and it was agreed by airline officials present at the conference that it would be simpler and cheaper to increase the venting between the upper and lower compartments than to rebuild a new floor.

This decision was taken following an event that shook the entire fabric of the aviation industry. On March 3, 1974 a wide-bodied jet crashed 12 minutes out of Paris when an 18 sq ft cargo door opened at 13,000 ft. When the door came off, the pressurised air within the plane exploded through the opening, and the violent rush of air hurled six passengers, still strapped in their seats, out of the hold; crushed the cabin floor and that, in turn, crushed the plane's hydraulic steering apparatus—leaving the aircraft helpless.

While it was generally believed that it was loss of the cargo door which led to the crash, what actually happened was that the cabin floor collapsed under the sudden load imposed when the cargo hold depressurised beneath the passenger compartment. When the control lines which were routed through the floor were severed, the aircraft became uncontrollable.

In order to speedily comply and abide by the December 31, 1977 deadline, Air-India has ordered from the Boeing Company, modification kits worth \$ 632,500 for Air-India's present fleet of five Boeing 747 aircraft.

Below: D.K. Raikar (Inspector) shows the drawing while S.S. Syed works on the floor beam reinforcement. Below Right: D'Lima working on the side vent mod.



“

Due to simplicity of design, the modifications are simple and straightforward. We have planned progressive compliance of modification, and in order to keep the schedule, we have broken up the kits into smaller work packages.

”

At the same time in terms of labour effort, Air-India's Maintenance Department has planned to put in 16,000 extra manhours this year on floor venting the five aircraft. Modifications have already been carried out on the floor panels. This has involved cutting various vent size openings in the floor boards at 10 locations near the doors and the staircase panel and attaching a grill below the first step of the staircase that leads to the Lounge. In the areas near the first main entry door and the staircase, the floor beam has been strengthened and reinforced, while the space below the windows in level with the main deck floor, are replaced with trusses and the existing dado panels by vent-type air grills at 62 locations on the aircraft. The most important modification, however, is in the forward and aft cargo area, where side linings are installed on panels and the bulkhead strengthened.

Recently, to familiarise all airlines with the floor venting modifications, the Boeing Company invited representatives of different airlines to Seattle. Mr. H.C. Kapoor, Dy. Engineering Manager, Component Overhaul Division, and Mr. Y.S. Gopinath Rao, Senior Engineer, Technical Services, represented Air-India at this meeting. While on-the-job, Mr. Kapoor commented on the modifications in progress, "Due to simplicity of design, the modifications too are simple and straightforward. We do not anticipate any problems, since no structural design changes are involved. We have planned progressive compliance of modification, and in order to keep the schedule, we have broken up the kits into smaller work packages."

Each day work progresses at a tremendous pace. To keep the programme under schedule, weekly meetings are held between the engineers in the Component Overall Division and the Production Planning Division, under the chairmanship of Mr. J.D. Billimoria, Engineering Manager (Maintenance). This is essential, since all the aircraft have to be fully utilised, at the same time modifications carried out when the aircraft comes into the hangar for maintenance.

Naosherwan Nalavala

H.P. Shetty carrying out reinforcement of floor beam.



A.S. Rana and Pillai discussing the drawing of the rear cargo vent mod.



Magic Carpet



1957



1958



1959



1960



1965



1966



1967



1971



1972



1973

IS TWENTY



1961



1962



1963



1964



1968



1969



1970



1974



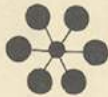
1975



1976

VERSE OR WORSE !...

INDIA WELCOMES YOU



Come, INDIA is awaiting,
Dear Tourists and Friends,
To you, from brotherly Indian People,
To see and know INDIA, to it's very best.

Come One Come All,
With your family and friends,
To see our great INDIA,
our beautiful INDIA,
A land of spiritual heritage,
love and happiness,
A country of ancient culture and tradition,
To be truly assured of warmly affection
and friendly feelings,
And to make you feel at home and ease.

Fly our national carrier, AIR-INDIA,
A carrier of international Fame and Repute,
To make your visit of truly Indian style,
Long to be remembered,
thought of and spoken
As a truly enlightened and
memorable sojourn.

Dinesh V. Shanbhag
Accounts

On First Flying

With roaring props the insatiable man
Against nature waged a war;
The heaven above to man denied
To conquer was his aim.

Nature said "No! This land and seas
To-day you have already seized,
Content, if you are not still
Know that pride goes ere a fall".

The haughty man impatient grew
With brakes released the throttles moved,
And as though to kick Nature frail
The zooming machine lifted its tail.

The worldly objects in horror shrank
The vanquished Nature silent kept,
The mighty man with a sheepish smile
Rose to the widening world of skies.

Higher and higher he roared in pride,
To Nature but no end could be found;
The land and seas though shivered beyond,
The clouds below in contempt grinned.

The stupid man his limits known
Sped to the nearest free-land soon,
Like arms extended saint in temple
Circled about with gears down.

The lowered flaps in remorse wept,
The landing aircraft lost its height,
The foolish man's plane did gently kiss
The lively earth with landing gears.

A.K. Basu
Engg. Trg. Divn.

ODE TO A HOSTESS

One day whilst from the classroom watched I,
The most beautiful maiden walk by,
Blows were raised as to her origin,
And someone asked what was her mission,
In our deep fair damsels we have seen,
Gorgeously apparelled; feet so clean,
With confident air to brace the test
For the hostesses' post, all girls contest.
From far and foreign lands they hail
Discontented later in their mail,
Reading news of not being selected
"Dear we hope you're not dejected".
The few that pass are of the highest class,
Served and re-served from the common mass;
But to me seemed she a sure winner
None better had been born to skin her,
As Homer once said without any fear,
'Tender are her feet, she comes not near'
But walks upon the heads of men
Hadt'n't I seen ladies from the land of yen?
Luscious lovelies flying in from the West
Of times I had considered the best
What was then this mysterious force,
To heave my breast, to sigh with remorse?
Too well I knew the part I had played
My anchor in another heart was stayed
And yet frightfully did it pound
Severing it from every tie that bound.

Malcolm Goode, Inflight Service

Maharajah's Song

It all began when the Puss Moth flew,
With the skyline clear and shining blue;
As for me I was then unknown,
Because I was not even born.

First I kept the propeller types,
Now I use the best of all types;
Whatever the type, I offer the best,
For you, for him and all the rest.

Then I flew the seven-naught-seven,
Took you almost upto the heaven;
Now I fly the seven-four-seven,
And take you closer to the sun.

Regardless of caste I take all load,
For take-off I need a really big road;
Without any grumble I carry all cargo,
And on time reach wherever you go.

I treat all alike, respecting all creed,
And charge my fares without any greed;
For my age they call me Maharajah,
But I am youthful, still as Yuvrajah.

T. Vijay Kumar, Inflight Service

I grew to heights,
when I was five,
I was travelling Air-India.

When I entered the huge step doors,
I was welcomed by a hostess at the door.

She was wearing a curved semi-smile,
And was often seen walking up the aisle.

I had my breakfast and lunch too,
Served by the hostess who was merry too.

I was sad to leave my palace of the sky
But I had reached my destination.

During my school vacation,
With my joys rising pretty high.

TRAVELLING AIR-INDIA



Ravi Raghavan, 11 years
Son of K.P. Veeraraghavan
Personnel

Simple Answer

Scientific Management, that is the slogan,
In Air-India too we hear it often.

Do your best, give your best,
Out of your volition, not at others' behest.

Let us then know what this means,
How it started and where it leads.

Frederick Taylor of United States,
Started it in a Mill in Midvalles.

Then came Galbraith and his wife,
They did a lot when few could strive.

CPM, Pert, Value Analysis,
North America was its genesis.

A common man asks in despair,
What is this science, so much in the air?

The answer is simple, nothing lost,
To maximise profit at minimum cost.

N.V. Rao
Accounts

The storm
Of difficulties
Lashed at her,
Which, she faced
With folded arms
As only she could;

Like a rock
Facing
The roar

Of mighty waves
Of a violent sea,

And triumphed;

Towering over
The sea of her life

Now calm,
But calmer still,

Her face,
Portraying
A serene smile.

Lakshman Ramesh
Mail Section

Across the Desk

They call it the game of Cricket
In which the stock word is 'wicket'

We hear of slips, gully, silly
Often on the air, willy-nilly

And words that rates a horse laugh
Like short-fine-leg, midon, midoff

Cover, extra cover, point, bye, leg-bye
And pads to protect the legs thigh-high

From the lethal impact of a springing ball
Thrown with force by the ilk of Hall

In this eventful sport of the empire
The deciding authority is the umpire

However impartial his judgement,
he's not free from terror
Of misguided missiles in case of error

Even before the bowler paces
the pitch to bowl
The cheering enthusiasts are ready
with a howl

In anticipation of a fall or rise in the score
By a batsman's dismissal, or his knock of four

A bowler may manoeuvre his ball to bump
In his zeal to uproot a batsman's stump

But a clever batsman will easily outwit
By punishing the ball with a 'sixer' hit

Cricket in Verse

If, however, he leaps forward and fails
The wicketkeeper promptly whips the bails
Cricket is supposed to be a game of chance
A player's fortunes may recede or advance

It is all a matter of gambler's luck
Whether one scores a century or duck

A captain may successively win the toss
He, nevertheless, cannot stall the loss

Of many a test match
As even a dropped catch

May sometimes turn the tide
In favour of the rival side

The losing of a test match or its winning
Is judged by the trend of the 2nd inning

Sometimes only a last-minute miracle
Can save a team from serious debacle

It may be a thrill to watch
A bowler of class, topnotch

Sending down a googly, spinner or off-break
The radio commentary is a real headache

The test matches are played for the
retention of Ashes
According to the magnitude of gatecrashes.

S.K. Rao
Mail Section

...HERE THEY ARE!





Sportsmen Honoured

At a grand function organised by the Sports Control Board at Santa Cruz, Bombay, last month, Mrs Unni, wife of Air-India's Managing Director Mr K.K. Unni, distributed prizes and mementos to outstanding sportsmen.

At the outset, Mr. D.P. Nimkar, the Chairman of the Board, gave a resume of the year's sports activities. He said that while Air-India had not done too well in cricket, our teams had fared well in hockey and football. In badminton, table tennis and volleyball too Air-India teams had been active participants, but it was in athletics that Air Hostess Shinghe established a new record in javelin throw. He said that the Board gave sports grants to four children of staff who had excelled themselves in tennis,



Mr Unni congratulating Mr Jadresin Joseph from our Paris office.

swimming and athletics. Mr Nimkar's speech was followed by prize distribution, with Mr V.M. Bhagwat, Secretary, announcing the names.

Later addressing the audience, Mr Unni said that winning laurels in the field of sport brought credit and lustre to Air-India. He said that he was happy to see the wide array of trophies and shields (Photo above) won by Air-India's sportsmen. "Just as we spend money in training engineers and pilots, we must invest on sports activities as well," he added. Making several announcements, to the accompaniment of applause from the audience, Mr Unni said that he had given permission to the Board to appoint experienced coaches for different games to help improve the performance standard of players. He also sanctioned the setting up of dressing rooms with showers, at the first Air-India staff colony ground, simultaneously giving the green signal for blazers for all Air-India sportsmen as well as acquisition of new equipment.

Mr Unni said that Air-India had always followed a policy of recruiting distinguished sportsmen and he gave the instance of Vijay Manjrekar who, he said, had brought honour to Air-India.

The names of players who represented Air-India in various games during the year 1976-77 are: D. Rodrigues, football, hockey, athletics; G. Franco, football, athletics; G.M. Mayekar, football; A.D. Abreo, football; F.V. D'Souza, football, hockey, athletics; T. Patterson, hockey, athletics; A. Fernandes, hockey; A. Castellino, hockey; K. Fernandes, hockey; D. Drego, hockey, football; S. Iyer, badminton; V.P. Koli, cricket; N.P. Shirodkar, cricket; J.S. Masurekar, cricket; S.N. Dikshit, bridge; S.S. Kotian, bridge; M.N. Bhat Sanurkar, bridge; K.S. Vaidya, bridge; K.S. Gheva, bridge; M.R. Nadkarni, volleyball; T. Fernandes, athletics; A.K. Pevekar, table tennis;

K.S. Jasuja, table tennis; R.K. Mishra, golf; R.K. Narpatsingh, golf; J.L. Kalia, tennis; K.A. Shivdasani, tennis; P.T. Jacob, football, volleyball; H. Desai, table tennis; V.V. Kadam, table tennis; T.D'Mello, hockey, athletics, football; N. Vaz, hockey; A.D'Costa, hockey; S. Kurup, athletics; L. Boyer, athletics; K. Shinghe, athletics; B.D'Souza, athletics; A. Koli, cricket; A.D. Thankar, cricket; P.S. Iyengar, cricket; S.P. Edekar, golf; D.N. Correa, tennis; J.M. D'Souza, tennis; A. Joseph, football, V. Mody, badminton; T. Moraes, football; L. Simoes, hockey, football, athletics, volleyball; R.H. Salian, football; P. Noronha, hockey; T. Malkani, badminton; M. Fernandes, athletics; Vijay Manjrekar, cricket; R.D. Manjrekar, cricket; S.B. Athwal, table tennis; V.B. Revandkar, carrom; V.Y. Wagh, C.D. Shetty, football; K.P. Giri, football, J. Fernandes, hockey; V.M. Thakur, volleyball; A.B. Isnagar, cricket; B.M. Macchigar, kabaddi; S.D. Shinde, kabaddi; S. Nagvekar, kabaddi; D.T. Koli, kabaddi; D. Bhatkar, football; G.S. Nair, football, athletics; S.N. Satam, football; T.N.D. Pillai, badminton; A.P. Roy, badminton; A.Y. Jawdekar, badminton; N.C. Abrol, badminton; J.V. Gupte, badminton; P.G. Salvi, volleyball; S.K. Phadnis, volleyball, athletics; R.F. Chothia, volleyball; K.T. Powar, volleyball, carrom; Rizvi, volleyball; M.B. Rege, athletics; Arvindaksha, athletics; R.M. Koli, cricket; V.G. Mordekar, cricket; K.M. Malegaonkar, cricket; Shetye, cricket; L.V. Nulkar, bridge; D.G. Redkar, bridge; P.K. Mathur, table tennis; R.D. More, kabaddi; M.S. Bansode, kabaddi; G.P. Kadam, carrom; D.R. Suryavanshi, carrom; A.D. Worlikar, carrom; B.P. Baliga, tennis; H.R. Shetty, tennis; B.K. Pawar, kabaddi; G. Kadam, table tennis; R. Lopes, football, athletics; A.V. Monteiro, hockey; X. Gracias, hockey; R.S. Ranade, badminton; G. Lobo, athletics; G. Miranda, athletics; S.D. Abire, kabaddi; S.V. Mohite, kabaddi; A.A. Pednekar, carrom; D.S. Andrade, tennis; R.J. Kanai, tennis; P. Saldhana, hockey, volleyball; S.S. Laxmeshwar, volleyball; P.N. Karmarkar, cricket; G.K. Patel, cricket; V.M. Patankar, bridge; A.W. Joshi, bridge; A.K. Karnik, bridge; J.D. Amdekar, bridge; S.D. Kulkarni, bridge, kabaddi; V.B. Jog, table tennis; R.G. Patil, volleyball; Capt D. Bose, golf; Capt C.R.S. Rao, golf; Capt R. Sharma, golf; Capt S.S.N. Razdan, golf; Capt C.L. Gupte, golf; S.K. Dutta, golf; Capt R.K. Suri, golf; Capt B.K. Kapoor, golf; Jaswant Singh, tennis; Capt A.K. Godbole, tennis; Capt R.K. Karve, tennis; Capt S.S. Rajan, tennis; E. Rodrigues, hockey; N.V. Lade, kabaddi; J. Marsh, athletics; V. Kaul, cricket; Chacko, cricket; C. Witke, cricket; N. Patel, cricket; R. Chandran, cricket; Jadresin Joseph, football; and A.R. Suvarna, badminton.

Ms Tara Malkani welcomes Ms Unni to the Awards function.



FAREWELLS



Mr. K.G. Appusamy, Dy. Managing Director (second from left) and Mr. Om Sawhny, Director of Engineering (third from right) were present at the Executive Club, Bombay, recently to bid farewell to four Senior Executive Engineers. Photograph shows Mr. A.T. Banerjee, Asst. Engineering Manager-Maintenance Division who joined Air-India on May 11, 1948; Mr. T.R.S. Mani, Asst. Engineering Manager, Piston Engine Overhaul Division who joined the Corporation on April 10, 1946; Mr. A.R. Foudjar and Mr. A.R. Foudjar, Asst. Engineering Manager, Power Plant Overhaul Division who joined the Corporation on May 20, 1946 and Mr. B.R. Pai, Asst. Engineering Manager, Material Planning Division who joined Air-India on March 18, 1948.



(above) Mr. J.D. Billimoria, Engineering Manager (Maintenance) garlanding Mr. B.M. Dhurandhar who retired recently from the services of the Corporation as the Technical Officer, Cabin Maintenance Section. He joined the Organisation on March 3, 1941.

(below) Mr. T.V. Valaidhan, Chargehand in the Components Overhaul Division retired recently from the Services of the Corporation. He joined Air-India on December 15, 1943.

AFTER 23 years of service, Mr. R.P. Karmarkar, Manager-Administration in Air-India, Headquarters retired. The Managing Director, Mr. K.K. Unni, Dy. Managing Director, Mr. K.G. Appusamy and other departmental heads were present to bid Mr Karmarkar good-bye. Mr B.J. Sukthankar, Secretary, stated that Mr. Karmarkar had been a landmark in the Head Office, a good colleague and a helpful friend.

While bidding farewell, Mr. Unni stated that Mr. Karmarkar who worked with him since nationalisation showed a tremendous sense of understanding during those difficult days.

Mr. Karmarkar in reply to the warm words of appreciation from the M.D. and his colleagues thanked the entire Head Office staff for their unstinted co-operation during his years of service.

As a farewell gift, the Head Office staff presented both Mr. and Ms. Karmarkar with a Table Fan.



AIR-INDIA QUIZ



Questions to June Quiz

1. The railway coach in the picture got considerable publicity sometime back, could the readers tell us why?
2. When was this coach built?
3. Where was this coach photographed and on what date?

Answers to May Quiz

1. Air Hostess Valerie Rosario.
2. She participated in the Daily Mail Trans-Atlantic Air Race.
3. 7 hours, 21 minutes and 39½ seconds.
4. At New York, during the race.



There are no winners for our last month's quiz. Please put on your memory caps and send us your answers. We have a prize for you.

CHAIRBORNE

Air Cargo Club

THE Air Cargo Club of Bombay was inaugurated last month by Mr N. H. Dastur, Deputy Managing Director (C). This Club will provide a medium of communication on professional matters and will help enable its members to exchange ideas and share knowledge among the various sections of the air cargo fraternity. The office bearers of the Club are Mr R. K. Narpat Singh, Air-India's Commercial Manager - Cargo; Mr Arvind Parikh, Mr Nari J. Katgara and Mr Pesi Master.

Good Beginning



RAJEEV Shirodkar recently led a team of young cricketers to win the coveted Alan Turner Trophy for boys under 14 in the Round Robin Cricket Tournament held in Eastern Suburbs, Sydney. He is the son of Mr S.R. Shirodkar, our Asst Manager at Sydney. Rajeev, who captained the Randwick Juniors Team and won, is now confident of carrying away the Rick McCosker trophy which has been recently introduced for cricketers below 14.



Appointment

Mr G.D. Dubey, Controller of Communications, has been appointed Chairman of the Overseas Fixed Telecommunication System Conference being held in Miami this month. Mr Dubey is also on the board of directors of SITA an international airline association responsible for all land communications on a worldwide basis. He is also one of the seven members of SITA's Steering Committee which is the organisation's policy-making body.

Fancy Flying

PLUMP, squat and fun-loving, the Maharajah is synonymous with Air-India and pops up at the least expected of places, twirling his well-groomed moustache. In fact today, the Air-India Maharajah

is ubiquitous. He has won for the airline more friends and influenced more passengers than even the pretty faces of Air-India's most charming hostesses. It was not surprising, therefore, to see four-year-old Master Raghav Prabhu, son of Mr S. A. Prabhu, Jr Technical Officer, Facility Planning, dressed up as a Maharajah at the Annual Fancy Dress Competition held at St Michael's School, Mahim, Bombay. When Raghav appeared on stage, he was applauded and given an ovation. Indeed, for the audience at the competition, the four-year-old was reminiscent of the Air-India Maharajah, and the joy and wonder of flying in our palace in the sky.

Flight Punctuality

MR N.H. Dastur has announced a running trophy to be competed annually by all stations throughout the system for the best Flight Punctuality record. The competition comes into effect from April 1, 1977. In addition to the running trophy, which will be retained by the winning station for the year, each staff will be awarded a certificate of merit. The performance of airports will be assessed on the basis of the quarterly statements circulated by Commercial Manager-Headquarters on traffic delays.

Tip to Tip

WE haven't checked with the Guinness Book of Records, but Air-India's Security Guard, Bhagwathi at Delhi may soon have the distinction of being mentioned in the famous book. He has a moustache 34" long from tip to tip, and says that it is natural growth. He swears he does not add any manure to make it grow. A cynosure of all eyes, Bhagwathi twirls his moustache with masculine pride and declares, "What is a man without a moustache and a bull without a tail!"

Entertainer

DEREK Nimmo, the well-known actor and entertainer, recently flew on our service to and from Australia, when he was making a stage appearance there for several months. He is very interested in travel, especially travel in Asia, and the Far East, and has often broadcast in these countries and has made several documentary films concerning them. Patrick Conway, our U. K. Passenger Sales Manager and Vice Chairman of the London Chapter of PATA, recently invited Derek Nimmo to speak at their monthly luncheon. Derek's remarks to the members of the London travel trade interested in the PATA area were well received and much appreciated.

Stalwart Passes Away



IN the passing away of Mr V. M. Kotak recently, travel and tourism in this country has lost a stalwart. Starting his career in 1944, Mr Kotak devoted his life wholeheartedly to the cause of travel, transport and the tourism industry. He was an ardent friend of Air-India and closely associated with the Corporation's activities. He formed the Skat Club of Bombay and also served as its President. We in Air-India and his numerous friends and admirers will miss this genial giant of the travel industry.



Golf Tourney at Jullundur

The Maharajah Cup Golf Tournament, sponsored by Air-India, was held at Jullundur recently. Most of the Golf Clubs of the principal cities of Punjab participated in the Tournament. An added attraction was the publicity booth set up by Air-India.

Later that evening a reception was hosted by the DSM Jullundur. It was attended by participants and commercial contacts. At the party, Mr Ajit Singh, Manager-Northern India, gave away the prizes to the winners.



Mr Ajit Singh, Manager-Northern India, flanked from left to right by Mr C.M. Kapoor, Maj Harbhajan Singh, Secretary, Golf Club, Mr Suman Puri, Mr G.S. Ahuja, DSM and Ms Vijay Daulat Singh.

Badminton Enthusiasts Gather



Mr D.P. Nimkar, President, Sports Control Board, with Mr V. Mody, Mr A.R. Suvarna, Mr T.N.D. Pillai (Captain) and Mr N.C. Abrol.

The 20th Air-India inter-offices Badminton Tournament was conducted recently at the University Pavilion in Bombay. This year a record number of entries were received, 8 in the Senior Division and 24 in the Junior Division. Star players Iqbal Maindergi, Anil Pradhan, Pradeep Gandhe and Kiran Kaushik were seen in action at the tourney and they played a few thrilling matches.

Air-India won the Junior Division title scoring over BEST by two matches to one. The main architect of our victory was Vispy Mody from Inflight Service who won all the single matches in that Division. Our team: T.N.D. Pillai (Captain) Engineering, A.R. Suvarna (Security), V. Mody (Inflight

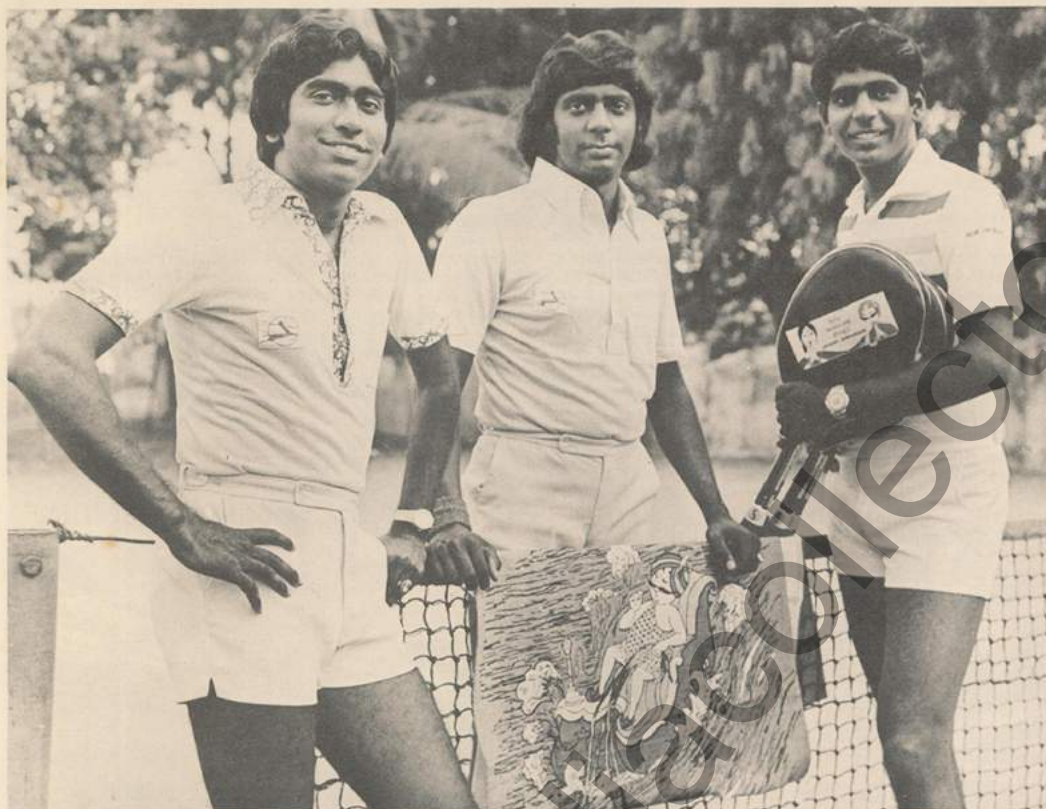
Service) and N.C. Abrol (Maintenance). The Senior Division title was lifted by Union Bank while the Central Railways retained their position as runners-up.

Mr D.P. Nimkar, President of the Sports Control Board, was the Chief Guest at the finals and Ms Kumud Nimkar distributed the prizes in the presence of a large number of badminton enthusiasts. In his speech Mr Nimkar remarked that he was overwhelmed with the enthusiasm shown by various offices in participating in such tournaments and therefore Air-India would now sponsor an Inter-office Table Tennis Tournament next year. The announcement was welcomed with thunderous applause.

Magic Carpet

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Tennis Champs

THE well-known Indian tennis players, Anand, Ashok and Vijay Amritraj, will publicise Air-India on their forthcoming world tour. They are scheduled to participate in the International Grand Prix Tournaments. All the three brothers have distinguished themselves in tennis and their link-up with Air-India will provide considerable publicity to the airline. They will appear on press, radio and TV shows displaying the Centaur logo on their T-shirts and the Air-India emblem embroidered on their shirt sleeves. Their luggage and hand baggage will carry Air-India stickers and they will use Air-India towels and sling bags during matches and while travelling. Of special interest will be commercial TV films for Air-India which will feature the Amritraj brothers.

In recent years Air-India has taken considerable interest in sporting activities. This year we recruited seven sportsmen: Derek Drego, hockey; Prakash Noronha, hockey; Ivan Rodrigues, hockey (all three represented Bombay at the Aga Khan Hockey Tournament). K.L. Anil, football; N.S. Vichare, cricket; Ms Sujata Jain, badminton; and A.R. Sawant, kabaddi.



AVIATION SECRETARY VISITS AIR-INDIA

Mr R.P. Naik, Secretary to the Ministry of Tourism & Civil Aviation visited Air-India last month and held meetings with the airline's senior executives. During his visit to Bombay, Mr Naik toured the Air-India Engineering and Technical facilities at Santa Cruz and later visited the Art Studio at the Air-India Building. Photograph shows Mr Naik appreciating an art design in the studio while Mr K.G. Appusamy, Dy Managing Director and Mr N.H. Dastur, Dy Managing Director (Commercial) look on. To Mr Naik's left are Mr I.D. Sethi, Commercial Director and Mr J.B. Cowasji, Commercial Manager-Publicity.

A-I FLIES THE PM

Prime Minister Morarji Desai bidding farewell to Mr M.A.S. Dalal, Regional Director-UK before takeoff from London on our service. Mr Desai visited London for the Commonwealth Talks.



Random Jottings

By Commercial Mind

TWO more jumbos are coming. But the Commercial Managers have already arrived and droves of them. From distant places like Europe, Australia and the Far East. And everyone is a-dither finding cabins for them deciding where to put their staff, working out optimum utilisation of available space. The 17th floor was cram-jammed. So strange strangers spearheaded by the indefatigable Mohan M. Narvekar started moving around from cabin to cabin expertly scanned your room and without a word walked out, leaving you with the uncanny feeling that it had been decided that your head was next for the chopping block. And you waited in animated suspension.

So PR decided to jump the axe and voluntarily offered to surrender space, and in so doing managed to gain a little additional space. We now have a dinky little library, with blue walls, hopefully a glass-topped table and bright yellow chairs.

From the terms of reference of the five CM's under him, the C.D. certainly plans to keep them busy. In fact, I wonder whether they will really find the time to go home, except perhaps during weekends.

Avinash Mahajan, CM Marketing, for example, has been charged with the duties of analysing objectives, planning strategies, conducting marketing audit and surveys, managing marketing plans, defining data-base requirements, gathering information about and exchanging information with fellow airlines, developing and motivating an effective marketing team, collecting information on marketing trends, evaluating, determining, planning, studying etc. etc. So goodbye to that occasional cup of tea, Avinash. Just reading about what you have to do makes me feel exhausted.

Then we have CM Sales, newly promoted Hari Kaul. He now evaluates revenue targets, analyses results, plans market development and promotional strategies, monitors sales functions of various offices, deals with irate passengers, promotes tourism and manages conferences and conventions. One word of advice, Hari. The less tourists you get, the less complaints you will have to handle. Do you get me, Steve?

Then CM HQ S.K. Verma will be kept busy, as before, evolving procedures for handling flights, passengers, baggage, cargo and mail. He will analyse delays, and ground handling complaints, handle contracts with foreign airlines operating through India, sort out baggage and cargo claims and inspect airports. Also an important responsibility is 'the Manual' -- the bible under preparation. Poor SK. As each page is printed, it will require revision. But, have no fear, he will r(ev)ise to the occasion.

Harish Malik has taken over Cargo from Narpat Singh. This involves, basically, Cargo marketing and development, management of charter operations and freighter services, administering the air cargo terminal, handling Cargo agreements and promoting air mail. Harish has just returned from Bangkok and found his duties there so arduous that he has cargone on leave and will no doubt appear shortly.

And then we have our first lady commercial manager, Chhobi Chellaram, CM-Reservations. She is so busy studying booking, and cancellation patterns, laying down system-wide space-control procedures and norms for optimum utilisation of space, that we reserve our remarks on this charming lady for a later occasion.

So, dear CMs, please get into a huddle. I'm sure you'll find all the answers. But please keep Jal Cowasji and Joe Andrade out of it, otherwise the huddle may only produce a muddle.



Magic Carpet 20 YEARS AGO

SALES OFFICE IN NEW YORK

A.I.I. has now opened a sales office in New York at 425 Park Avenue. The Building is new and modern and is located in the heart of Manhattan.

The Chairman, Mr J.R.D. Tata, who was in New York at the time, graced the occasion and met many of the 200 guests who attended the pleasant function.

"A FINE TAKE-OFF"

I enjoyed your first issue of the "Magic Carpet" and now I am treated to another literary feast of aviation news, having received issue No.2 - an even better effort than No. 1.

If I may say so, I think "Magic Carpet" is destined to play an important part in the strengthening of goodwill between management and staff. The more everybody knows everything the easier it is to pull together as a team. Let everybody use the "Magic Carpet" for the maintenance of that essential team spirit, which is not lacking in A.I.I. - it has always to be nursed and kept green, your task is clear and you have made a fine take-off.

With all good wishes from,

R. Vaughan-Fowler,
Editor, "Indian Skyways".

CORNY HOWLERS

He brought a ladder to the party, because he thought that the drinks were "on the house".

The pilot saved his life by jumping out with a parasite.

Milton wrote "Paradise Lost" - Then his wife died and he wrote "Paradise Regained".

PUBLICITY AWARDS



Air-India won the Veeto rotating trophy for the best poster category for "Save Wild Life" as well as the first prize in the 'point of sale' category for the elephant counter display. The prize for the showcard was received by its designer Mr R.M. Kharal from Ms Shaila Parikh, wife of Dr Jagdish Parikh, Chairman, Film Finance Corporation who inaugurated the CAG exhibition in Bombay recently.

Death of a Tusker

Madras Letter from Sumangli Chettur



'Alwar' the tusker garlands Capt C.R.S. Rao who took the first 747 flight to Madras last year.

MARCH 29, 1977, the first anniversary of our scheduled 747 flight through Madras to Singapore and Australia brought nostalgic memories of 'Alwar' the fine young tusker of the Sri Parthasarathy Swami Temple in Triplicane. On that memorable day a year ago 'Alwar' welcomed Capt C.R.S. Rao and crew with rose garlands which he placed round their necks ever so gently and then saluted them in the traditional way by raising his trunk and trumpeting loudly. A few days later some of us from Sales went to 'thank' our new friend with bananas. It was delightful to watch the tusker give 'bakshesh' to his mahout and pop the fruit into his mouth. It was, therefore, sad to hear that Alwar died recently.

The other day Indian Airlines sent us copies of the A300 poster for display. One Sales Officer who took a fancy to the lovely lass pinned it up behind his desk. Before he could say 'Jack Robinson' he found an enthusiastic crowd of young men from the Reservations Department coming to say 'hello!' to him! They dubbed the lady in the poster, "The Girl We would Love to Date". Sales

promptly organised a lucky dip contest as to who should get the coveted poster. The winner? Mr Jayabalan.

The "Tall One" as Mr Selvakumar is popularly known is off to Bangkok shortly as Asst Manager. We wish him all the best. Its been wedding bells for three lovely ladies, Rengini Soma Sundaram, Srilekha and Vatsala D'Cruz. Not to be outdone two of our young men have been 'hooked'—J.V.J. Subramaniam and Rajasekhar. A hearty welcome to Mr Hegde, Madras' new Sales Manager who has returned to home base after six years at Addis Ababa. Our Accounts stalwart Mr Ramachandran is back from Calcutta. He seems to have missed his dosa and sambhar.

Ms R. Mahalakshmi, daughter of Mr R.S. Ramchandran, Accounts Manager, Air-India, Madras, secured an aggregate of 543 marks out of 600 in the S.S.L.C. examination conducted by the Tamil Nadu Government in March 1977. She also holds the distinction of obtaining first rank in the Tarapore and Loganathan Girls' School, Madras.

AIR INDIA



AIR-INDIA at Olympia

Trevor Turner reports

Air-India London took a stand at the Festival of Mind & Body Exhibition which was held at Olympia in May. The Festival, the first of its kind, was very well attended. Visitors came to the Exhibition for the whole day listening to lectures, discussions and stopping-by at the

many stands. We received a number of enquiries about Tours to India at our kiosk which was manned during the week and it is anticipated that most of the 67,000 people who visited the Festival noticed the Air-India stand during their visit.

Club Swingers Gather



The International Federation of Women in Travel organised the Air-India Golf Tournament this year which took place at St Andrews, Scotland, following the Annual Convention of the IFWTC which was this year in Glasgow, where Jacque Miquel from our Glasgow Office was Convention Chairman. There were twenty-one contestants for the Trophy. Photograph shows Passenger Sales Manager U.K., Patrick Conway admiring the Trophy in his London office. Phil Bocarro of London Sales, and one of the founder members of the Women's Travel Club of London did all the initial spadework for the Tourney. The winner was Susie Knights of Northwest Airlines—Seattle and runner-up was Pam Tiller of Ellerman Travel-Edinburgh.

Joan flies John

John Curry the U.K. Gold Medal skater now has his own Theatre of Skating, a completely new art form which takes place in a theatre and involves John as the star with six or seven other skating artists. Following a very successful season of this new form of entertainment in London earlier this year, John Curry took a well-earned holiday in the United States and flew back to London with us to prepare for the opening of another season of his show at the London Palladium this Summer. He is seen here with our hostess Joan Quadros on his arrival in London from New York.



The Middle East Sales Conference

THE Middle East Region held its Regional Sales Conference in Dubai recently. The Conference was inaugurated by Mr N.H. Dastur, Dy Managing Director (Commercial).

Welcoming Mr Dastur, the Managers and other delegates to the Conference, Mr K.K. Menon, Regional Director-Middle East, stated that the financial year 1976-77 was the most successful year revenue-wise for the Middle East Region, with phenomenal growth in traffic and revenue.

Mr Menon said that in order to cater to the increasing volume of traffic, the frequency on the Gulf routes was progressively stepped up during 1976-77 with two 747 services on the Bombay-Dubai sector. The increased capacity introduced was more than justified by the Region with an increase in the overall load factor.

Referring to expenditure, Mr Menon stated that the Middle East Region had been able to reduce the cost-revenue ratio from 20 per cent in 1975-76 to 14 per cent in 1976-77, despite the general inflationary trend in most of the countries in the Middle East.

He read out at the conference a message from Mr Unni conveying his greetings and best wishes to all the delegates. Mr Unni's message read: The Middle East Region has shown phenomenal growth in traffic and revenue and produced excellent results and exceeded its target. I would like to congratulate you

and all the Managers and their staff for their commendable performance which has contributed substantially to the very good financial results that the Corporation has achieved. I am sure that under your dedicated leadership the Region will continue to show substantial growth and produce better results in the current financial year.

Inaugurating the Conference, Mr Dastur congratulated the RD-ME and all Managers and their staff for the outstanding performance of the Region for 1976-77. He said that it was a pleasure for him to come to the Middle East Region which, despite all problems and difficulties always seemed to come out on top. Mr Dastur announced that the Corporation had been given a total target of Rs 300 crores for 1977-78. There was a gap of Rs 3 crores and after some deliberations, the RD-ME and the Managers voluntarily accepted an additional target of Rs 354 lakhs so that the Corporation could have a target of Rs 300 crores for 1977-78. The total revised target for the Middle East Region for the current financial year is Rs 4,683.50 lakhs.

At the Conference various important issues affecting the Region were discussed, particularly the frequency and capacity requirements by Gulf Stations for 1977-78 and 1978-79 to cater to the growth in traffic. Mr Dastur assured that the Management would do everything possible to meet the requirements of the Region.

The Conference concluded with a vote of thanks by Mr Jimmy Bohsali, Manager-Lebanon.

ON CRAMPONS

Three members of a British Expedition left London on one of our 747s in May to go to the Himalayas to make an attempt on 'Nanda Devi'. In a cheerful mood before they left were (left to right) Gilbert Harder, Dr A. Pines, Eric Roberts and Stuart Jones.



PEOPLE



HCI MD Appointed

of Air-India's Delhi Office, Manager-Aden, Manager-Eastern India, Calcutta and Manager-Northern India at Delhi.

In 1972, Mr Narpat Singh was appointed as Manager-Australasia for a three-year period, before taking over the Cargo portfolio. Over a three-year period he combined aggressive marketing with planned Sales policies and gave a tremendous fillip to the growth of cargo traffic. He was a member of SCOPEAIR (Sub-Committee on Promotion of Export by Air) and was recently elected President of the newly-formed Air Cargo Club.

A post-graduate from Agra University, he won the President's Gold Medal at Mayo College, Ajmer, for being the best all-rounder. He has distinguished himself in tennis, hockey and golf.

He is married, with three sons and a daughter.

Mr Narpat Singh (50) of Air-India has taken over as Director of Hotel Corporation of India from Mr. Eric Pereira. The HCI, which is a wholly-owned subsidiary of Air-India, currently owns, among others, the Centaur Hotel at Bombay Airport. Before taking up this appointment, Mr Narpat Singh was Air-India's Commercial Manager-Cargo.

With over 20 years experience in the airline business, Mr Narpat Singh has served as District Sales Manager



Shopping Wizard

DATTARAM Babaji Tanawade, Office Assistant, is not just a long winded name and a simple designation. It comprises of a slightly built man, abundant energy, a black bag and 32 years of experience in the Marketing and Purchasing sphere of Air-India's activities. In the Commercial Purchase Department, he negotiates the price of any item that is required by Air-India. To put it simply, he is responsible for buying a wide variety of articles - from such seeming trifles of stationery to such exotic items as peacocks.

Have you ever considered how things magically appear when you need them? Well here's your genie. A very active man, Dattaram's youthful look is the secret of his success. An early riser, he does yoga and has a cold shower. This he claims has "made me feel fit enough to brave some of the most harrowing days in my career." It is his habit to arrive early at office, to prepare himself for the day's shopping. When he is at his desk, he is sitting at the City Purchase Office at Ballard Pier. Otherwise, he is walking the crowded streets of Bombay's Markets, buying whatever is required. A shrewd and business-like shopper, he does not buy everything immediately. Instead, he makes certain that he is getting the best quality for the most reasonable price and does not mind taking pains over it.

Dattaram believes that, "anybody who is willing to work hard can handle a job like mine". Of course it would help if one has a flair for languages. Dattaram speaks Hindi, Gujarati and Marathi - languages needed to talk business. His success is due to his dedicated attitude, as well as his long association with manufacturers, retailers and shop-keepers. He handles purchases amounting to Rs 15,000, most of it, taken on a credit basis. He is truly wrapped up in his job.

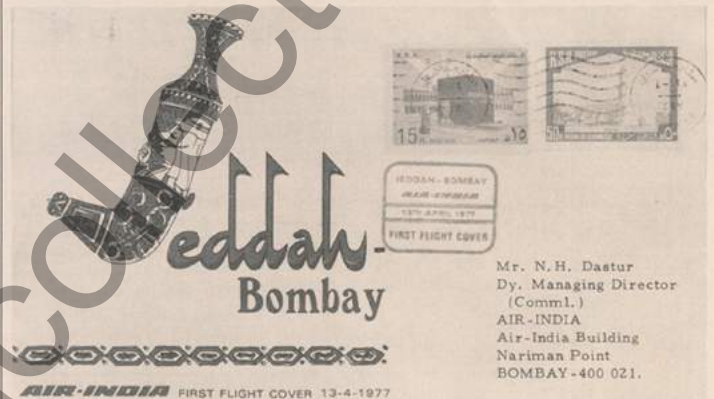
A rare conversationalist, Dattaram talks shop in the most interesting fashion. He recounts with amused horror an incident when he walked from Chowpatty through Opera House and Bhendi Bazaar to Crawford Market—a distance of about 2½ miles—in search of foam rexine. He has hardly finished this when he takes off at a tangent to explain the difficulties he has faced while trying to send peacocks abroad. Did you know that an animal or bird faces incredible number of formalities when it is sent abroad. There does not seem to be anything Dattaram has not bought for Air-India. A housewife's dream shopper, he knows all the lanes and by-lanes, prices and techniques that are required if one wants to grapple successfully with the commercial world. If there is anything you need and your chances of getting it are dim, call Dattaram, he's your man!



Air-India Now Serves Jeddah

THE first Air-India flight to Jeddah was operated on April 13, 1977. Mr T. Lavingia, Marketing Manager-Gulf Routes was deputed by the Dy Managing Director (Commercial) to accompany the first flight. At Jeddah the flight was received by Mr K.K. Menon, Regional Director, Mr Ken Machado, Manager-Western Saudi Arabia,

Airport Director, DGCA Officials and Saudi Arabian Airline Executives. A day earlier, a buffet dinner was given at Jeddah Palace Hotel to officials of the Indian Embassy, Travel Agents, Airline Executives and the elite of the city. Photograph shows the Air-India crew with some of the distinguished invitees.



Mr. N. H. Dastur
Dy. Managing Director
(Comm.)
AIR-INDIA
Air-India Building
Nariman Point
BOMBAY-400 021.

He had a year to do it in
So brushed the thought away;
A chap with half his energy
Might do it in a day.
A year! 'Twas too ridiculous
As everyone should find;
However, he would get it done
And have it off his mind.

A Year To Do It In...

But not today. A few months hence
Would suit him better still;
Meanwhile, a far less irksome job
Might occupy his skill.
He would not let the matter pass
Entirely from him. No;
And doubtless he might take it up
in, say, a month or so.

He had six months to do it in
For six long months had flown;
Well, why should that alarm a chap,
With vigour like his own?
The job, whence once embarked upon,
Would soon be rattled through;
However, he would think of it,
In, say, a week or two.

He had three months to do it in,
"Oh, bother!" was his cry;
"The thing hangs on me like a weight,
Each day that passes by.
Let's see: three months? Ah, that's enough;
but just to clear the doubt,
I'll make arrangements for a start,
Before the month is out."

He had a week to do it in
And care was in his glance;
"It's hard," he cried, "that flight of time
Won't give a chap a chance."
He still delayed; the swift week passed,
As weeks will ever run,
And, though a year was given him,
The task was still undone.

Courtesy: New Zealand National Airways

IN THE FAMILY



"I've just got to talk to someone..."

Mother Yvonne Bickers probes

IT never fails to astonish one how some people who are normally careful, are nevertheless profligate in remembering to forget. Perhaps the constant rush of the rat-race that is thrust upon us these days blunts our capacity for being touched by misfortune—the misfortune of having 'lost' something.

Passengers whose baggage has been mishandled may be justifiably critical of the airlines' service, but our Lost & Found Section at the Airport boasts some of the most energetic staff, who see this as an opportunity to demonstrate to such passengers that we are concerned to regain their goodwill. The magnitude of the problems faced by them and the limits of their resources are a constant challenge.

The following pen-pictures are intended as a brief description of the staff of Lost & Found, who would otherwise remain 'faceless'.

LARRY SMITH—Head of the Panic Station, allows nothing to faze his jovial, ready-to-please attitude. Sitting in his Tower of Babel, he attempts to deal with the days correspondence by dictating to a Secretary above the cacophony of endless and frantic telephone calls, and three dozen names and three dozen handshakes being thrust at him. But he keeps his cool and deals with a string of irate passengers, who are pleasantly side-tracked by his display of 'girlie' pictures that cover the walls of his domain.

PREMLATA SUNDARAM—Our Lady from Tamil Nadu—fills out PIRs (Property Irregularity Reports) and dishes out interim relief like manna in the desert.

TED PATTERSON—The popular Captain of the Air-India Hockey Team—who looks like the Rock of Gibraltar (perhaps he was put there as a chucker-out who knows!). With lightning speed he unravels the red-tape and facilitates the journey of a lost article enroute to its owner.

VIKAS NABAR—Bachelor Boy and all-rounder—(all telex codes have been ground into his very fire)—may be he's the reason why Lost & Found is flooded with young ladies contemplating Holy Matrimony!

Lost & Found Section is open round-the-clock, and is manned by four shifts of two staff each. These human computers receive and despatch about 500 telexes a day, and all information pertaining to passengers' mishandled baggage is neatly

stored in memory lanes when passengers turn up after a period of two or three months claiming their goods. Mishandled baggage for fourteen foreign carriers is also traced by these staff.

Statistics prove that the most common item found aboard an Air-India plane is an umbrella, a close second being a raincoat, and keeping in mind the Bombay monsoon, these items fetch the highest bid. (At one time a passenger left a bundle of human bones behind—some mumbo jumbo this).

Papads and pickles, cashew-nuts and chivda, dried fish and dates, make the Lost & Found Section smell like an International Delicatessen.

Stuffed specimen of the Indian Mongoose locked in the deathly grasp of the King Cobra, Travellers' Cheques, cameras, jewellery, knives, shoes and hats, passports, books, identity cards, credit cards, driving licences, toys and bunches of keys, modern art (you get cross-eyed over some), character and school leaving certificates, and even Doctors' certificates are some of the bewildering number of items that reach Lost & Found.

Every effort is made to trace the owner. Passports are sent to the nearest Consulate, perishables destroyed (either by staff or rodents whoever gets to it first). Valuable items like jewellery, cameras and watches are handed over to Customs for clearance by passengers. If not claimed, these items are sent to Customs House in Bombay for disposal through the proper channel. Live birds and puppies are looked after by Live Stock Attendants of the Cargo Unit, and are sent back to their owners, all feathered and fattened.

Inventories are made of items not claimed within a period of two months, after which it is sent lock, stock and barrel to Disposal Stores across the runway, where Caraciol D'Souza sits in his Ali Baba Cave, surrounded by his band of forty odd bidders, all sniffing out bargains with the assiduity of trained bloodhounds. Items of clothing are sent to charitable institutions throughout the length and breadth of India. Representatives of 60 odd places make arrangements for collection. Three cheers for Air-India!

Everything in Lost & Found Section is so much yesterday, today and tomorrow—the talk is 'lost' and

Odyssey in Space

In the air with Daughter
Karen Bickers

"Dear Passenger—this is flight AI-302: fasten your seat belts and relax; you are in the company of an expert—the Air-India Maharajah, offering you his hospitality in his Palace in the Sky."

You are about to take off on an exotic trip to the East—Tokyo, via Calcutta, Bangkok and Hong Kong. I hope you find it a thrilling experience when the brakes come off, the oomph from the engines pushes you back in your seat; and within seconds more than 100 tons of aircraft climbs its way through clouds into brilliant sunshine. Land of the Rising Sun—here we come!

question—What is the most important qualification of all for anyone going in for a career as an Air Hostess. I think the answer would be—a genuine love of people. A mix of very different types of people working together makes the happiest, most normal atmosphere for passengers in an aircraft—the quiet, patient and placid, as well as the extrovert. But what you definitely need, is the ability to get on with people, and by golly, you need the stamina for the good-ferrying operations. Even this seems worthwhile, as few things are more satisfyingly pleasing than serving something delicious and seeing it



If you wish to drink—choose your favourite beverage—be it champagne, red or white wine, whiskey, Dry Martini with a pearl onion in it on a stick—I think a Spanish olive would be better. A bit of advice—don't overdo it and arrive at your destination thoroughly inebriated. If you are a teetotaler, ask for tomato juice and pretend it's a Bloody Mary. Remember Dr Karl Menninger said that Alcohol is the "source of increased happiness and decreased hostilities", but Shakespeare said it is the "enemy that steals away your brains."

We promise you the exquisite cuisine of our Flight Kitchen, offering you a choice of Lobster with cheese sauce, Breast of Duckling with apple and prune, Veal Medallion with Zingara sauce garnish, or why not try our Lamb curry Mughlai with Navrang Pillau—I assure you it looks as pretty as the rainbow and just as appetizing!

Our Commander will keep you well informed of the levels of significant weather en route—and forgive us for the occasional patches of turbulence.

If you wish to sleep, ask for black eyeshades, or be lulled by the music of Lord Krishna's flute.

Yes, call us for anything—well...almost anything!

My mind goes back to the

'found' all the way. It is almost funny; you could change the subject to the state of the world or some other scintillating topic time and again, but the conversation always drifts back to some passenger's lost underwear. Goodness gracious! Let's trace that passenger who must be embarrassingly slinking around looking for his.....

The thought does tease the imagination!

all eaten up with evident enjoyment. Thomas Carlyle wrote "men who can have communication in nothing else, can still rise into some glow of brotherhood over food and wine."

Well, even in this short time of being an Air Hostess, I have certainly had my share of dramas—when I have had no sleep, no rest, through the night and the weather was bumpy, and at one point quite rough. It was our training and self-control that made us the perfect stabiliser in such a situation.

Then with coffee pot in one hand, and tea-pot in the other, you say, "Coffee or tea, Sir?" and he says—"I'll have a glass of water, thank you." I walk back and with a smile offer him water and the passenger next to him says "May I have some water too?" well, I guess you need a calm temperament in a situation like this. I'm not sure I have it all the time, but at least I hope the panic doesn't show.

Or take for instance my inebriated friend—who thinks I'm either Suzie Wong or a Bunny from a Playboy Club. I've learnt that thinking well of your fellowmen is one thing, but to invest an unknown man with qualities he might not possess is a clear invitation to disaster.

Whatever—for me no charabancs, hansom cabs or sedan chairs of 18th or 19th Century or crossing the Alps on foot. I am happy I was born in the 'jet-age', making me part of the 'jet-set'. It's thrilling to be flying a football team to a Cup Match, a diver joining an oil rig, a Director going to a Conference, a Clown joining the Moscow Circus, or a jockey joining a race fixture.

But the more I see of foreign cities, the more precious one's own home-town becomes, and the peace, after the jet-stream hustle of the Airport is a benediction.

It is lovely to be home....



Mr N.H. Dastur welcomes Dr S.K. Parukh at the Seminar. Mr Gole is on extreme left, while Mr Nanda is on extreme right.

"look, listen and talk" Tough TT Play

A two-day Seminar on 'Communication' was organised by the Personnel Department recently at the Centaur Hotel for Senior Managers working in various departments. The Seminar was conducted by Dr S.K. Parukh, Director, BEAM Services, with 26 Managers from various departments participating in the Seminar.

Mr S.K. Nanda, Chief Personnel Manager, explained the purpose of the Seminar, viz to clear the concepts involved in the process of communication, thereby enabling the participants to remove the barriers to communication between Management and labour.

Mr N.H. Dastur, Dy Managing Director emphasised the importance of communication for Managers in understanding people who are working with them, otherwise, there would

not be true communication within an organisation. He exhorted Managers to mould staff opinion and maintain a continuous link with their subordinates.

Dr Parukh said that there was undue emphasis in establishing channels of communication, indicating who was to meet whom and at what level. However, there was no guarantee that by merely establishing channels, communication would automatically take place. He said "looking, listening and talking is the core of communication. Looking, listening and talking are human attributes common to all human beings, irrespective of the strata of society to which they belong. These attributes are not the monopoly of a few privileged individuals. No expert can teach one how to look, perceive and listen to other people since it is not

a matter of skill or technique which could be taught or learnt. The faculty of looking and listening has to be learnt from within".

He said that one major obstacle blocking inter-personnel communication was the barrier of uncommon approach, which consists in the human tendency to dislike colleagues who have different views, ideas and attitudes. He said, "we humans tend to categorise people in terms of the agreement we get between their belief systems and our own. The moment we find that a man has an opinion, attitude or approach different from our own, a screen of suspicion springs up between him and us. In other words we 'see red'. This leads to a closing of minds and communication becomes a difficult process. A closed mind has a tendency to feed on its own and the tighter the spring the greater the difficulty in opening it".

ELECTION RESULTS

Officers' Association

At the Annual General Body Meeting of the Air-India Officers' Association held last month at Santa Cruz, Bombay, the following Members were elected to the Managing Committee for the current year:

C.M. Amin-President, S.S. Krishnan—Vice-President, Muzaffer Ali—Vice-President, R. Shivkumar—Secretary, D.W. Shembavanekar—Asst. Secretary, P.F. Mistry—Treasurer, P.R. Chugani—Member, K.L. Krishnan—Member, N.H. Pardivala—Member, T.A. Francis—Member, M. Shah—Member (Ex-officio), V.L. Badami—Member (Ex-officio).

The Air-India table-tennis team participated recently in the Joint IA/Al Table-Tennis Tournament which was conducted by the Indian Sports Club, Bombay. Our team defeated IA-Bombay by 5-2, IA-Calcutta by 5-2, but lost to IA-Delhi by 3-5. We also lost to the IA-Madras team by 2-5 and as a result secured third position.

In the individual open events, Mr Ganpat Kadam from Engineering retained his title for the second year in succession, while Ms H Desai and Ms V V Kadam were runners-up in the Ladies Double events. Mr Mathur lost to Mr Chandrashekhar in the Men's Singles semi final round, while Mr V.B. Jog and Ms Kadam lost to Mr Chandrashekhar and Ms Laxmi in the mixed Doubles semi final round. Those who participated in the Tournament were: V B Jog—Captain, Accounts; A R Pevekar, Traffic; P K Mathur, Engineering; K S Jasuja, Commercial; Ganpat Kadam, Engineering; S B Athwal, Personnel; V V Kadam, Traffic; H Desai, Commercial; and F Fernandes, Personnel.

CAPITAL CLOSE-UP

by Hema Kumar

AN industry team led by Mr Ajit Singh, Manager-Northern India, visited Mauritius and Seychelles recently. The eight-member team was hosted by Mr N.L. Mital, Regional Director-Africa.

The team visited Praslin and La Digue and toured Mahe. This trip was aimed at promoting Seychelles and familiarising agencies based in India with information on Seychelles.

At a reception held at the Mahe Palm Beach Hotel (where the guests stayed), the then Prime Minister Mr Albert Rene and Ms Rene welcomed the team. Mr Joseph Banet of the Seychelles Weekly reports that "the guests were impressed by the natural beauty of Seychelles, and gained useful information which will help in promoting Seychelles to tourists on a more intensive scale".

Club recently. Over 35 teams entered the event this year, indicating the growing popularity of keen competitive golf. Ms S.G. Srinivasan, wife of Maj S.G. Srinivasan who was present on the occasion gave away the prize to the winner, Jaaz Enterprises. The first inter-office Table-Tennis Tournament was held at Delhi recently. Nearly 46 participants entered the singles tournament. P.K. Gupta (Sales) won the singles Championship beating S.M. Seth (Traffic) after four gruelling rounds.

The singles, finalists combined, lifted the doubles crown defeating A.K. Sarkar (Traffic) and R.M.L. Saxena.

Mr Ajit Singh, Manager-Northern India, inaugurated the event and also proposed that the tournaments be opened next year to Agency staff to promote Air-India/Agency relations.

of Mr B.L. Parashara, Cargo Sales Manager-India. Other office bearers of the Club are: Mr V.R. Nayak (Jeena & Co.)—Vice President, Mr R.K. Babbar (Panam)—Treasurer, Mr G.E. Thomas (Cox & Kings)—Secretary.

FAREWELLS

The station bids farewell to Mr Phuman Singh, peon who retired from Air-India in April this year. Mr Pradhan Singh, driver who also retired in March. Mr B.C. Mathur has been transferred to Srinagar as Resident Sales Officer while Mr R.N. Shukal moves to Lucknow as Resident Sales Officer and Mr S.S. Chauhan takes over as Resident Sales Officer, Jaipur, Mr H.S. Uberoi, Area Sales Manager-Eastern India takes over as Cargo Sales Manager-Northern India from Mr Jay Singh. We are happy that Mr B.K.D. Vashishta takes over as Accounts Manager-Calcutta and Mr Manohar Lal, Mr N.M. Kochhar and Ms T. Thomas have been promoted as Cashiers, Delhi.

Teach'em Young

The Mobile Educational and Vocational Guidance Bureau, Chembur, sent a group of 50 students, both boys and girls, to the Air-India Staff College recently to acquaint them with "The World of Air-India". The students were particularly interested in the "Apprentice Scheme" in Air-India and the "Training Courses for Air Hostesses". The group was led by Dr V.M. Dehai Kulkarni, Hon Director of the Mobile Educational and Vocational Guidance Bureau. At the college, the students were addressed by Dr V. Ramchandran, Mr K.R. Asundi, Mr E.L. Noronha and Ms Tara Malkani. The students were later taken round the 747 mock-up and the Cabin Crew Training Centre.

DELHI GOLF

Air-India participated in the Merchants Cup Competition held for the fourth year at the Delhi Golf

CARGO CLUB

An Air Cargo Club of Delhi has been formed under the Presidentship



East meets West

for food with LAILAN YOUNG

SOMETIME back Air-India's Catering Manager Fred Franklin—who lives in Send, a small village between Guildford and Woking and who is an expert in international catering—planned for us a fascinating buffet menu. The spread included fine dishes from the East with favourites from the West.

Mr Franklin's reputation as a chef and menu planner began shortly after he graduated from the Westminster Hotel School when he was selected personal chef to the general officer commanding the London District of the British Army. Since then he has worked mostly as a consultant and planner in Nassau and London, with frequent trips to India before he joined Air-India in 1974 as catering manager. His culinary skills have led to his airline offering a choice of vegetarian dishes, European food, and Indian specialties in economy class which, I believe, must be unique in the field of airline catering which, as so many of us know, usually means 'plastic food' of terrible monotony best forgotten as quickly as possible.

Fred Franklin 'married' the Indian dishes to a selection of European dishes thereby creating an exciting buffet which appealed to family and guests eager to sample something different. Here then, is Mr Franklin's Festive Buffet:

Tandoori Murg (spiced roast stuffed chicken) Lamb Biryani (lamb pilaf with spices), Nargisi Kofta (spiced Scotch eggs), Cold Roast Sirloin of Beef, Smoked Ham and Mortadella, Waldorf salad (diced apple soaked in

lemon juice, celery, mayonnaise, chopped peeled walnuts, salt, pepper) Nicoise salad, Tomato and Artichoke salad, Mixed Green salad, Selection of Cheeses, Fresh fruit, Dates—Nuts—Dinner Mints.

All the Indian dishes may be served hot or cold.

Recommended wines: 1972 Meursault, 1974 Fleurie.

Spiced stuffed roast chicken (or turkey): 2 large finely diced onions, 4 oz. butter, $\frac{1}{2}$ pint yoghurt, $\frac{1}{2}$ pint cream, $\frac{1}{2}$ teaspoon ground saffron, 1 dessertspoon ground coriander, $\frac{1}{3}$ teaspoon ground black pepper, $\frac{1}{2}$ teaspoon ground ginger, $\frac{1}{2}$ teaspoon ground cardamom, $\frac{1}{2}$ teaspoon ground cloves. Salt to taste.

Cook the onions in the butter without colouring. Remove from stove and add the rest of the ingredients. Keep aside for basting.

The stuffing: $\frac{3}{4}$ lb. forcemeat stuffing of your choice, 2 cloves crushed and chopped garlic, $\frac{1}{2}$ dessertspoon coriander. Mix thoroughly and season with black pepper and salt. Stuff a 3-3½ lb. oven-ready chicken with the forcemeat mixture. Place in roasting tray and pour over the aromatic yoghurt mixture. Rub well into the chicken. Cover with foil and cook in oven at 350-375F. (4-5) for an hour, basting frequently. Remove foil and allow chicken to brown for 20 minutes. If the chicken is to be served hot prepare gravy from the residue of the cooking liquid. Strain before serving.

By kind permission of Surrey Life.

New Baggage Rules

A new system of free and excess baggage has come into force from June 1, 1977 for passengers of all airlines travelling to or from the United States of America. As a result of an agreement between IATA carriers and action taken by the US Government, passengers are no longer permitted to carry baggage on a weight basis while entering or leaving USA.

Under the new system, each passenger is allowed a maximum of two pieces of baggage free of charge, regardless of weight. However, the restriction is now on dimensions.

For first class passengers, the length plus breadth plus height of each piece of checked baggage does not exceed 62 inches or 158 cms, and for economy class passengers the permissible limit is 106 inches or 270 cms for both pieces taken together. The unchecked hand baggage permissible for both classes of passengers is 45 inches or 115 cms using the above formula.

The excess baggage charges which were hitherto on a per kg basis are now on a flat rate per piece depending upon the dimensions of the baggage.

LETTERS

Hoardings

I enjoy our hoardings displayed at Nariman Point and Kemps Corner which were previously published in our Magic Carpet. In the recent issues of the Magic Carpet there is no sign of our beautiful hoardings. Our hoardings are informative, attractive and at the same time give laughter to the reader.

It would therefore be appreciated if our hoardings are published in the future publications of the Magic Carpet so that outstation staff get an opportunity to enjoy the hoardings.

B.K. Behramkamdin, CTA/Cashier,
Ahmedabad.

Editor: Thank you. We will feature selected hoardings in future.

* * *

Sportsman

This refers to your news story "Tribute to Service" on the eve of retirement of Mr Hillary D'Souza (March 1977). I was surprised to see that no mention was made of Mr D'Souza being an ardent sportsman. In fact, he is well known to all his colleagues as a goalkeeper of the Air-India Hockey Team. He played for the Corporation for over 20 years and toured Fiji and Nairobi with our Hockey Team. Hillary also worked on the committees of various tournaments conducted by the Sports Control Board. I am intrigued that none of his colleagues touched upon this point in their speeches delivered at a small get-together arranged on the occasion!

S.S. Vaidya
Welfare
Santa Cruz, Bombay

Editor: We regret to inform our readers that Hillary died after a sudden heart attack on June 14.

* * *

Transport Facility

Transport operating from the Old Airport to the Santa Cruz Railway Station, if extended to Andheri Railway Station (Via NTB, Vile Parle) would be a boon to hundreds of staff staying beyond Borivli, on the Western suburb. At present, the staff staying at Bassein Road, Virar and other places have to board the train at Santa Cruz and change at Andheri, as fast trains do not stop at Santa Cruz railway station. As a result the commuters are most inconvenienced. This facility could be provided to staff on a temporary basis by charging additional bus fare. If this is impracticable, at least a shuttle service can be tried out. I hope the authorities concerned will look into this.



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V.R. Harshan
Industrial Engineering
Santa Cruz, Bombay.

* * *

Point to Point

Staff at the Air-India colonies at Santa Cruz face considerable difficulty in reaching their offices at Nariman Point, particularly during the monsoon. Primarily, the bus service between the colonies and the Santa Cruz station is irregular. Moreover, Santa Cruz being an intermediary station does not have the facility of fast trains stopping there. As a result, commuters are put to considerable hardship and the trains get over-crowded.

May I through this column appeal to Management to start a regular bus service between the colonies and Nariman Point and charge whatever fare a BEST bus would charge for the same distance. Of course, there already exists a contract bus service but that charges Rs. 65/- and most employees find the cost exorbitant. While Management has given due consideration to staff working at the Base, I am sure, equal attention will be given to employees working at Nariman Point.

R.S. Iyer
Public Relations
Bombay.



Questions to July Quiz

1. A few years back this distinguished visitor came to Air-India and they called him 'Smokey'. Would any of the readers know his real name?
2. What is 'Smokey' demonstrating?
3. 'Smokey' was an expert, on what subject?



Answers to June Quiz

1. The Transport Museum in London presented the model to the Indian Railway Board and it was flown on Air-India.
2. It was built in 1868.
3. London Airport, June 29, 1970.



CHAIRBORNE

Naosherwan Lalavala



FAREWELL

A surprise farewell party was held recently at Rhodes Motor Hotel, Perth for Ms C. Chellaram who has been posted back to India as Commercial Manager-Reservations. The party also served to welcome Mr M.M. Lall as Manager-Western and South Australia in Perth. Those present at the celebrations were from left to right: Back Row: Mr M. Barretto, Ms S. Barretto, Mr P. Chellaram, Ms S. Elliott, Mr W. Eastman (DSM WA), Mr L. Elliott (ex ASM WA), Mr B. Burford (ASM Adl), Mr J. Francis (DRM WA), Mr M.M. Lall (Mgr. WA). Centre: Ms M. Trevedi and Ms C. Chellaram. Front kneeling: Mr K. Pudwell (Apt MGR WA) and Captain S. Trivedi.

NEW OFFICE AT LUSAKA



A new Air-India office was inaugurated at Lusaka recently by the Honourable Mr James Mapoma, Minister for Power Works and Communications, Government of Zambia at a colourful function. Photograph shows Mr and Ms Ramchandran, Area Sales Manager-Lusaka assisting Mr Mapoma light the lamp. In the centre is Mr N K Mukherjee, former Secretary, Ministry of Tourism & Civil Aviation, Government of India, while Mr K Srinivasan, Indian High Commissioner is at right.

HONOUR



Mr. S. Sampathkrishnan, Flight Purser with the Inflight Service De-

partment recently won the Delta Mu Delta (Business Honor Society) Scholarship Award. Mr Sampathkrishnan received the award for "outstanding performance and leadership ability for the purpose of continuing education in the business field." With a 3.9 cumulative average, Mr Sampathkrishnan also served as secretary of the Ecolop Society.



FROM ACCRA TO BOMBAY

The Accra/Bombay inaugural flight proved a success when a large number of distinguished invitees travelled on our service. Photograph shows Col. and Ms Koranteng—Managing Director of Ghana Airways, Commander and Ms Osei—Commissioner Eastern Region and Ms Pentsil—wife of Principal Secretary, Ministry of Transport and Communication being seen off at Accra Airport by the Asst Manager, Pat Rodricks.

FESTIVAL OF SYDNEY

In one of our past issues we featured the Festival of Sydney which was widely acclaimed as a runaway success. We now understand that the Festival was sponsored by the Council of the City of Sydney, the New South Wales State Government, and their principal commercial sponsor, the Australian Gas Light Company. Air-India thanks the Sydney Committee for its assistance in making the India Night interesting.

SCRUMPTIOUS

Air-India in association with the British Deputy High Commission organised High Tea at the Sea Lounge and a Royal Dinner at the Taj Mahal Hotel in Bombay. Hot buttered scones, puffin' muffins, and Devonshire Cream was served with tea to the rhythm of London-derry Air and later at night Old Windsor Soup was served with Smoked Trout and Horseradish Cream. The other delicacies included Brixham Shrimp and Melon with Red Wine Meat and to top it all was the scrumptious Dianna Darvey, darling of British TV and as the blurb said "a figure to send the male pulse rates soaring." Photograph shows Dianna cuddling the Air-India Maharaja.



Mandatory baggage identification

Airline passengers will be required to carry personal identification on their baggage from November 1, 1977.

This is a requirement adopted by the IATA Passenger Traffic Procedures Committee (PTPC) at its recent three-day annual meeting in Geneva. For two days, the PTPC met with its counterpart, the Passenger Committee of the Air Traffic Conference of America.

The identification requirement is viewed as a major advance in the recovery of lost or misdirected baggage, and will considerably reduce airlines' baggage claims.

A previous resolution on baggage handling already requires airlines to make name and address labels or stickers available to passengers.

The PTPC also adopted a number of other amendments to resolutions and recommended practices that will become effective as of November and that will considerably improve and simplify the ticketing, baggage handling and passenger services functions of IATA airlines.

TALKING SHOP

With K. S. Mhatre

Paris Air Show

Paris Air Show which concluded last month was dominated by military aircraft and their engines. There were no new commercial aircraft on the scene except the Russian IL-86 wide-body airliner. Powered by Kuznetsov NK-86 turbofans of 28,600 lbs thrust, the IL-86 can carry 350 passengers over a range of 2,000 miles.

For the last couple of years, airlines' main interest has been focussed on the manufacturer's response to a replacement for the large number of Boeing 707s and Douglas DC-8 airliners. Boeing Company has been toying with the idea of producing two different types to meet the requirement for a 110-150 seater Boeing 7N7 and a 160-200 seater Boeing 7X7.

The 7N7 is a narrow-body, essentially passenger aircraft, while the 7X7 is a wide-body with eight-abreast seating and capable of carrying 16LD3 containers. The Douglas proposal for this market is a twin-engined DC-X-200 with a seating capacity of between 200 and 220. Lockheed is proposing a scaled down version of its successful L-1011 Tristar and also a twin-engined version.

Super Jumbo

Boeing Company is also making feasibility studies for a bigger 600-seater version of the Boeing 747 for service in the early 1980's. Several international airlines have expressed interest in the Super Jumbo and have asked for data.

The development of the Super Jumbo will depend largely upon the availability of engines powerful

enough to lift the giant airliner. The thrust requirement is in the region of 60,000 lbs.; the maximum thrust of the present generation of big fans is around 53,000 lbs.

Save fuel

If only a third of seats flying empty across the North Atlantic could be eliminated, about 300 million gallons of fuel would be saved. Mr Knut Hammarskjöld, Director-General of IATA told a conference last month in Paris.

He urged airlines to co-operate on energy management agreements and to reduce capacity in "the public interest".

As capacity had been out of phase with demand, airlines had made their financial problems worse by cutting prices and offering rebates in an attempt to maintain or increase their market share, he said.

The result had been a huge drop totalling \$7,000m over five years in projected earnings on IATA scheduled international services.

This represented the cost of about 180 Boeing 747s or 600 smaller DC-9 airliners.

Mr Appusamy Appointed MD

Message from the MD

It is indeed a proud privilege for me to head this fine airline which was founded by our Chairman forty-five years ago. I truly believe that the outstanding success of Air-India is entirely due to the hard work, loyalty and co-operation of each and every one of you. Our watchword must continue to be teamwork, dedication and mutual trust. In this you can count on my fullest support. I have no doubt that I can count on yours.

K.G. Appusamy



In a symbolic gesture of handing-over charge, Mr. K.K. Unni presents a model of the Boeing 747 to Mr. K.G. Appusamy (right).

MR. K.G. APPUSAMY, Air-India's Managing Director was born at Velur, Tamil Nadu, in 1922. He is a qualified Electrical Engineer with a diploma of City and Guilds, London. He holds Aircraft Maintenance Engineer's Licences 'A', 'B', 'C' and 'D' covering multi-engined aircraft and also a comprehensive 'X' Licence covering overhaul and repair of Ancillary equipment.

After a spell of training in England at Government Training Centre and English Electric in instrument manufacture, works administration and instrument and electrical equipment research during 1941-42, Mr. Appusamy joined Tata Aircraft Ltd. in 1942.

After serving some other domestic airlines for a few years, he came over to Air-India as Senior Maintenance Engineer in early 1949, was promoted to Dy.Chief Inspector in 1951 and became Chief

Inspector in 1955; Dy.Engineering Manager (Technical) in 1958; Engineering Manager in 1960; Director of Engineering in 1964 and Dy. Managing Director in 1973.

He was responsible for technical evaluation, planning and provisioning in connection with the introduction of the Boeing 707s and 747s on Air-India routes.

An Associate Fellow of the Royal Aeronautical Society of London, Mr. Appusamy is also a member of the Aeronautical Society of India. He was a member of the IATA Technical Committee. He is a Director of Air-India Board, Air-India Charters Limited and the Hotel Corporation of India Limited, the two wholly-owned subsidiaries of Air-India.

प्रबन्ध निदेशक का संदेश

यह वास्तव में मेरे लिए बड़े गर्व की बात है कि मुझे एक उत्कृष्ट एअरलाइन का प्रमुख होने का सौभाग्य प्राप्त हुआ है, जिसे हमारे अध्यक्ष ने 45 वर्ष पूर्व स्थापित किया था। मेरा पूर्ण विश्वास है कि एअर-इंडिया की विशिष्ट सफलता का मुख्य कारण आप सभी की कड़ी मेहनत, निष्ठा और सहयोग है। हमारी पारस्परिक आस्था और समर्पित एवं सामूहिक रूप से काम करने की भावना आदर्श वाक्य के प्रतीक स्वरूप कायम रहनी चाहिए। इसमें आप मेरे सम्पूर्ण सहयोग को शामिल कर सकते हैं। निःसंदेह मैं भी आपके सहयोग की आशा कर सकता हूँ।

के.जी. अप्पुसामी

Mr. Unni with (from L to R) Mr. K.G. Appusamy, Mr. J.R.D. Tata, Mrs. C. Unni, Mrs. K. Dastur and Mr. N.H. Dastur at the Chairman's farewell function.



CHAIRMAN LAUDS MR UNNI

EVERY time I have to attend a farewell function, I wish I were somewhere else; I have been around so long that I feel it is time somebody bid me farewell too; of course, you would have to get rid of me first! To me, farewell parties to friends or associates, who have been close to me for so many years, are sad events indeed. In this case, it is good to know that Mr. Unni will still be around for I hope that he will retain some association in some way with Air-India, may be continue on the board. Even so, one feels the wrench of parting with someone who has been part of one's daily active life for 17 years. It is, therefore, with much regret that I stand here today as all of us members of the Air-India family to say goodbye to its leading member.

Mr. Unni has been with us now for 17 years. He joined us in 1960 somewhat unobtrusively at first. He came in as our Chief Administrative Officer, brought in

(Contd. on page 2)

MR UNNI BIDS GOODBYE

"THE retirement of a Managing Director and Chief Executive may not be a matter of great significance to an organisation with a long history, but this occasion is one of special significance to me as I have spent the last 17 years serving Air-India, the national flag carrier, with all my heart and to the best of my ability. It has been my constant endeavour, particularly after assuming the stewardship of the airline in February 1973, to build a harmonious team, strengthen the organisation and work jointly with my colleagues for the growth and profitability of the airline and for the satisfaction of our customers and the employees. I received in abundant measure the wholehearted co-operation of one and all in the organisation, and the valuable support and guidance of our pioneer Chairman, Mr. J.R.D. Tata. I am indeed happy that Air-India is today on a sound financial footing with an efficient organisation and, most important of all, a fine band of staff in India and abroad dedicated to the airline. I am extremely proud to hand over the reigns of office to my worthy colleague, Mr. Appusamy, who, I am very sure, will take the airline to still greater heights. May God bless Air-India. I wish all of you present here and all the staff in India and abroad good luck and prosperity."

With these words Mr. K.K. Unni bade farewell to all his colleagues in Air-India at a function hosted by the Chairman, Mr. J.R.D. Tata, in Bombay last month.

Mr. Unni thanked the Chairman for his tribute (see full text alongside) and said that he particularly valued his words of appreciation as Mr. Tata had, by his personal example, set very high and exacting standards of work and conduct for professional managers.

Mr. Unni said that after facing the unprecedented fuel crisis in 1973 and the worst world economic recession in 1974-75, Air-India had during the last two years achieved the best operating results and the highest profits in the history of the airline. During 1976-77, Air-India achieved an all time high in terms of revenue yield and traffic. The net profit was Rs.17.59 crores while the total revenue was Rs.274.54 crores. Both these amounted to, what Mr. Unni termed as, 'a remarkable leap', for the national carrier.

Profits

He said that the provisional net figure for the first three months of the current year has been 'very good'. "Air-India is set for further profitable expansion in the coming years", he added.

Referring to Air-India's phenomenal success, Mr. Unni said, "I do not claim any personal credit for the success we have achieved. It has been the result of the combined and dedicated effort of everyone in the organisation."

Mr. Unni said that he would carry with him pleasant memories of his association with Air-India and once again thanked all those who had given him unstinted support and cooperation during his tenure as Managing Director.

Earlier, a number of parties were held to bid farewell to Mr. Unni. At a party hosted by the Air Corporations Employees' Union, Mr. P.A. Menon, former Chairman of the Union, said that he had tremendous respect for Mr. Unni because of his keen sense of understanding. Mr. M.P. Dhond, also a former office-bearer of the ACEU, in a tribute said that Mr. Unni was perhaps one of the few persons he had met who had the capacity to deal effectively with unions and understand their problems. In reply to the encomiums of the leaders of the Union, Mr. Unni said that the ACEU was one of the first unions he had to deal with when he joined Air-India in 1960 and he was always impressed by its excellent leadership. He advised the Unions that in a public sector undertaking which belonged to them and the tax payers, the staff should be encouraged to offer

their constructive cooperation as benefits were bound to flow to the employees when the organisation was profitable. Mr. K.G. Appusamy assured the ACEU of his complete support and said that he would look after the interest of the unions and would always be prepared to sort out their problems.

Labour Relations

The Labour Relations Committee too gave a warm send off to Mr. Unni and lauded the role he had played in building up the LRC and solve problems of staff both in Bombay and at outstations. Mr. P.V. Gole said that Mr. Unni always strived hard to improve the status of the LRC which was a statutory body. He said that the staff were grateful to him for having introduced various welfare measures for the benefit of the employees like Holiday Homes, introduction of medical benefit schemes, the Air-India Modern School and so on. "Mr. Unni will be remembered as the Father of LRC".

Mr. J.P.D. Tata, who has served as Chairman of the LRC, said that he had fond memories of his years on the Committee and despite occasional differences he was always on very cordial terms with the Management, and as a result a number of problems could be effectively solved. He promised Mr. Unni that the traditions he had laid down for the LRC would be continued, while Mr. M.H. Hegiste complimented Mr. Unni for encouraging leadership within the Corporation. He added that it was during Mr. Unni's tenure that the LRC was encouraged to visit outstations and look into the problems of staff. Mr. R.B.S. Kunde and Mr. R.N. Dhople lauded Mr. Unni's role in bringing up the Committee to its present stature and pointed out the various welfare activities Mr. Unni had encouraged during his years in office. In reply, Mr. Unni said that he was very touched by the laudatory words of the LRC members and confessed that the welfare of employees was always his prime concern. Mr. Appusamy, who was present on the occasion, said that Mr. Unni handled the Committee with tact and understanding and there was harmonious relationship between the elected and the nominated members.

Sterling Qualities

The Officers of the Finance and Accounts Department organised a farewell party for Mr. Unni at the Sun-Sand Hotel. Mr. C.L. Sharma, Director of Finance, spoke of the sterling qualities of Mr. Unni and paid a special tribute to his capacity to work unceasingly. Mr. Sharma said, behind the success of every public figure there was the sacrifice and understanding of a woman and that role was successfully played by Mrs. Unni. While welcoming Mr. Appusamy's appointment as Managing Director, Mr. Sharma said that he was sure that with the combination of Mr. Appusamy's administrative and technical brilliance and Mr. N.H. Dastur's marketing genius, the Corporation would achieve still greater heights.

Mr. V. Pichumani, former President of the Colony Association, referred to Mr. Unni's generosity in promoting various welfare measures for the benefit of staff and their families. He made special reference to the growth of the Air-India Modern School and the Housing Colonies.

In reply, Mr. Unni thanked Mr. C.L. Sharma and all the officers of the Finance and Accounts Department for their farewell tribute and lauded the excellent work done by them. He said that they were playing a very effective role in the achievement of financial success of the Corporation. Mr. Unni concluded that he was happy to retire with the conviction that he was leaving the stewardship of the airline in the able hands of

Mr. Appusamy who would be assisted by a very dedicated and devoted team.

H. Q. Farewell

Perhaps the most affectionate and touching farewell was given to Mr. and Mrs. Unni by the Headquarters staff. In his opening address, Mr. B.J. Sukthakar outlined Mr. Unni's career both before he joined the Corporation as well as his role in building up the airline over the years. On behalf of the staff, Mr. Sukthakar bade farewell to Mr. and

Mrs. Unni and wished them many happy years of retired life.

The final official function was a meeting of all the Departmental Heads when Mr. Unni handed over a model of a Boeing 747 to Mr. Appusamy as a symbolic gesture of handing over the airline to his successor. Mr. Appusamy paid warm tributes to Mr. Unni. Mr. N.H. Dastur speaking on the occasion said that Mr. Unni had set an example to all by placing the interests of the Corporation above everything else. He wished Mr. and Mrs. Unni good health, happiness and prosperity.

Hard-working and Enthusiastic

(Contd. from page 1)

with my warm approval by our then Managing Director who, like myself, wasn't very fond of spending long hours on detailed work and wanted somebody to do the work for him. It is a very useful idea which I regularly adopt when I can, both in Air-India and in Tatas, to get other people to do the work and for me to take the credit! Mr. B.R. Patel's choice was extraordinarily good, because Mr. K.K. Unni not only had a very fine record in Government but also had considerable experience of airline and air transport problems, multilateral agreements and the like. He was quite a find.

He proved to be also a glutton for work. I have known many people in my long life, but none who worked harder and for long hours than Mr. Unni. And in emergencies such as our last strike Unni was at his desk practically day and night.

I have been personally involved with the appointment of every Managing Director or General Manager we have had. Mr. Unni is the tenth of the line, he has certainly been the hardest working and the most dedicated General Manager or Managing Director.

He has also been the most successful. Perhaps he has been lucky. Maybe he had consulted the right astrologer. I don't know. But it is a strange coincidence that from the time he became the Managing Director this airline produced a growth rate which exceeded any we had achieved in the past. If we take only the four years that he was Managing Director, quite apart from having been Dy. General Manager for some years before that, in those four years our turnover grew 2½ times. In 1972-73 we made a small loss; last year we made a very big profit.

Achievement

I am sure Mr. Unni himself won't claim, that the credit all goes to him. We did spend money in buying a few small aeroplanes here and there, which enabled us to offer more capacity. Even so, I think, that the record of Air-India in all departments in the past five or six years has been quite outstanding. And while everyone in a successful organisation plays his and her part, its leadership has a lot to do with the results and Mr. Unni was the leader during that period. Mr. Unni can be proud of what the airline has achieved during that time, and I am very grateful indeed to Mr. Unni for the tremendous work and the long hours, the terrific enthusiasm and the relentless efforts he made.

Mind you those were not easy days. During the four or five years that he has been Managing Director, and even before that when he was doing most of the work, we often went through difficult times. In fact, bad times and bad news happen more often in this airline business of ours, than good times. I am glad, however, that we did not face that combination of good news and bad news that happened to a camel corps troop which lost its way in the Western desert during the war. The captain called the group together and announced that he had both bad news and good news for them. The bad news was that they were irretrievably lost and there was no food

to eat except camel dung; the good news was that there was plenty of it!

In this airline, fortunately, we were never faced with such a desperate situation. Even so we have certainly had difficult times and it always gave me a feeling of confidence to know that even in the bad times, and however bad they were, Mr. Unni always kept cool and retained a sense of humour. And mind you, a sense of humour is a thing that is very badly needed if you are in the airline business. Maybe the reason I am still around is because I have not lost mine yet!

You have got to have a sense of humour to be a golfer. That's one thing that Mr. Unni has tried to be, but I am not sure that he has succeeded. In fact, I have a feeling that maybe the best thing he has ever done is never to watch himself in the mirror, swinging a golf club. I am told he claims that he sometimes makes money. I presume he never plays with Capt. Bose!

Incidentally, the trouble about all people from the South is that you never know what to call them except by their names. At least we found a name for Appusamy and call him 'Appu' but I never knew what we could call Unni. I asked Mrs. Unni one day what she called him when they were alone. I never found out! For all we know she called him 'toots'!

I don't know what Mr. Unni is going to do in the future, but I am very glad to learn that he has made up his mind that he is to take some months off to rest, to relax and to recover from the strain of the excessively long hours, the responsibilities and the constant flying that he was doing for Air-India.

In closing may I say to you Mr. Unni 'thank you', thank you for all the services that you have rendered to this airline, thank you for bringing it successfully through difficult times and for helping all of us to make it, one of the very best and, today, the most successful public sector enterprise in the country.

Welcome

This is an occasion, while wishing goodbye to Mr. Unni, to welcome his successor. The fact that Mr. Appusamy has been made Managing Director of this Corporation gives me particular pleasure because he is the first Chief of the airline we have who has come up through the ranks. Appu has been with us—first with Tatas and then with Air-India—for 32 years. Right through his career, I have watched and admired his progress. I knew that one day he would be our leader and I am sure he is going to make a fine job of it.

It is a little unfortunate for him that he has to succeed a man who has produced at this time the kind of profits that we are making now, as a result he faces a very tough challenge. But I know that behind his mild ways, he is a tough character and I have no doubt that he will carry on the high traditions of Air-India and maintain its growth. On your behalf and mine, I congratulate him on his appointment and wish him all success while assuring him of our total support.

LONDON NEWS

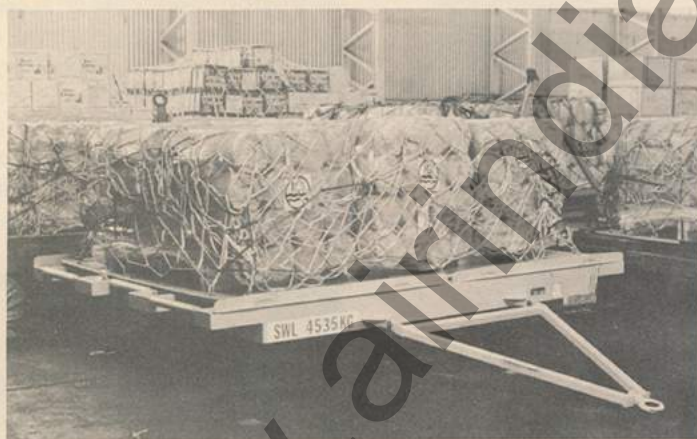


from
Trevor Turner

Climbing for Fun

DURING the visit of Sherpa Tenzing to London for the publication of his book "After Everest" he was present at a Reception given by the Govt. of India Tourist Office, Bond Street, which was attended by tour operators and travel agents. He is seen here from left to right with Asha Malhotra, Director of the Govt. of India Tourist Office, London, who hosted the party; Trevor Turner,

Air-India's Publicity Manager, UK; Commander Joginder Singh—Manager, Trek and Mountain Tours, Air-India, Delhi, and Mr. and Mrs. Malcolm Barnes. Mr. Barnes is a consultant to the publishers, Allen & Unwin, who published Tenzing's book and Malcolm Barnes was the co-author with Tenzing, in as much as he wrote the book from the narrative given to him by Tenzing.



Impressive Cargo

ON one of Air-India's sub-characters out of the U.K. we recently shipped 300 tons of 'Politarp' which is a low density polyethylene film produced by the Plastics Division of ICI in England. This unusual material was to be used to protect huge dumps of food grain in India from the monsoon. The arrangements were negotiated through ICI (India) and the State Trading Corporation acting on behalf of the Indian Food Corporation. This order is the first of its kind and when this black 6.5 metre-wide material arrived in India it was to be converted into tarpaulins and used to protect the food grain which could so easily be ruin-

ed by heavy rain. It is anticipated that there will be a further order for more material and we obviously hope to get the business. An added dimension to the arrangements for this big shipment was that ICI developed a special packaging for the 'Politarp' material to protect it during the flight and at the same time endeavour to keep down the weight from the point of view of their freight costs. This was the first time for such a process, as this sort of material is usually packed in crates and shipped by sea, but for this particular consignment there was an urgency to get it there before the monsoon arrived.

M. Chudasama reports from NEW YORK



Turbans for USA

TURBANED travellers to Jaipur is a group of U.S. agents who flew to India on Air-India as guests of the Indian Department of Tourism, accompanied by Mr. Richard Jacoel, our Sales Representative on Long Island, New York. The familiarisation tour included visits to Bombay, Goa, Delhi and Udaipur, in addition to Jaipur. Left to right: Mr. Sheldon Rudolph, Thos. Cook & Son, Fifth Avenue New York; Mrs. Edith Weisman, Victory Travel, Lynd-

brook, New York; Mr. Robert F. Powers, Thos. Cook & Son, Boston, Mass; Mr. P. Kumar, The Government of India Tourist Office, Jaipur, Mrs. Janet Sherry, Village Green Travel, Rye, New York; Mr. Alvis Gailitis, Travel Planners, Danbury, Connecticut; Ms Joseph Jablons, Mackey Travel, New York; Mr. Robert D. Erich, American Express, New York; Mr. R. Jacoel; Mrs. Marilyn Mulumed, Tops Travel, New York.



Favourite Passenger

MR. BILL FOX, Managing Director of Atkins Laboratories, England took his one hundred and fifteenth trip with us when he travelled to the U.S. recently. Photo shows him as he left to return to London on our service. With him is one of our ground hostesses, Ms Ghazala Sharma.

Farewell and Welcome

WE bid farewell to Mr. C.V.R. Rao upon his retirement from the corporation and welcome Mr. V.R. Kulkarni as Regional Accounts Manager, USA & Canada. Among other colleagues who have left the region were: Ramesh Puri, Sales Development Manager—India & Pacific; Mani Sequeira, Passenger Service Manager, JFK; V. Phatak, Accounts Supervisor; S. Parulkar, Accounts Supervisor; K. Sivaramakrishnan, cashier; S.K. "Billy" Sehgal, Passenger Sales Representative, San Francisco.

THE TOP THREE

Top three revenue-rankings for April / May 1977 are :

East Asia	26.6 %
Africa / Aden	24.3 %
United Kingdom	19.5 %

The above figures reflect Progressive Surplus over Target.



Mr Unni with His Holiness Pope Paul VI who came to India on Air-India in Dec. 1964.



Mr N.H. Dastur compliments Mr Unni after presenting him with a service memento.



Mr Unni operates a computer at London introducing computerised services in Air-India.

Mr J.M. Ghate, Airport Correspondent, The Times of India, thanks Mr Unni at a party hosted for Mr Ghate who completed a doyen's innings in journalism.



MR K. K. UNNI

A TRIBUTE

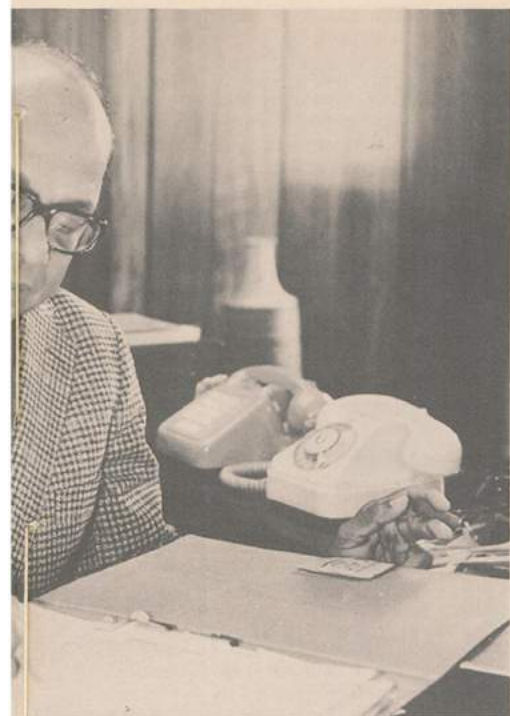
This Board places on record its appreciation and gratitude for the contribution made by Mr K. K. Unni to Air-India over a period of seventeen years. During this period of time, his untiring efforts made him instrumental in the Corporation's growth both in terms of traffic and financial position attained today. The Board wishes for good health and a long life to Mr Unni.

Mr J.R.D. Tata



“ Just before my day of retirement it was decided to pay to the Centre a dividend of 10 per cent on equity capital — the highest dividend paid so far by Air-India. ”





K. UNNI

BUTE

ord their very warm and sincere the valuable services rendered and the airline industry over a ing his stewardship, the Cor- is progress and the hard work by Mr Unni had been largely on achieving an unprecedented ic as well as profits. Mr Unni inging the Corporation to the the profitability which it had tends to Mr Unni their warm ewarding and happy retirement.

farewell to Mr Unni.



“ I am happy to announce that 8,000 Air-India employees covered by the Bonus Act will receive the maximum bonus of 20 per cent. ”



Mr S.V. Navre, Chairman, ACEU, AI Region, Bombay, garlanding Mr K.K. Unni at a farewell function.



Mr K.K. Unni with members of the Managing Committee at a farewell in his honour at Headquarters.



Mr C.L. Sharma, Director of Finance, bids goodbye to Mr Unni at a farewell function.

From DG-IATA

Your colleagues attending the Executive Committee meeting have requested me to record their appreciation of your manifold contributions to the Committee itself and to the industry as a whole. They extend best wishes to yourself and Chandrika for a happy and challenging future and good health in the years ahead. And my secretariat echoes the appreciation of the Executive Committee.

Knut Hammar skjold

Farewell Message

ON my retirement from Air-India I wish to thank you and through you all the staff of your department, region and station most warmly and sincerely for the whole-hearted cooperation I have received during my association with Air-India and for your loyal, dedicated and efficient service, all of which have made it possible to achieve excellent operating results and place the corporation on a sound financial footing.

I am happy that I am handing over charge to my worthy colleague Mr. K.G. Appusamy.

Our most important asset is our fine band of capable and dedicated employees and with their continued cooperation and dedication to the organisation I have no doubt that Air-India will attain still greater heights.

I wish you all good luck and prosperity and I wish Air-India, our national carrier, successful and profitable growth and expansion in the years to come, built on the quality of our service and satisfaction to our employees and customers. Once again I wish to convey my warmest and sincerest thanks to all of you. With all good wishes.

K.K. Unni

Mr Unni bids goodbye to the Headquarters staff who gave a party in his honour.



To Be Healthy—and flying

Dr. VIJAI KUMAR, Air-India's Chief Medical Officer, talks to the flight crew on the benefits of a healthy life.

GOOD health is a tremendous asset to every human being. One can truly hope to enjoy a good and long life if one is healthy. Human intelligence and skill too can function to capacity only when the body is healthy and strong. And, as the late President John F. Kennedy, said "hardy spirits and tough minds usually inhabit strong bodies".

Health is defined as a state of mental, physical and social well-being and not merely the absence of disease. The definition implies a positive balance in favour of the individual, which can be utilised to cope with the demands of stress. Reasonable health can be achieved and maintained by living sensibly and not by being over-indulgent. The path to a good life is one of moderation resting on a foundation of common sense.

To avoid disease is of prime importance to everyone. But it is most vital for a flyer. Some of the more important diseases and disorders responsible for shortening a flyer's career are discussed here with emphasis on the measures taken to prevent them:

(a) Coronary Heart Disease:

It is estimated that about 2 million Americans are disabled and another half-a-million die every year as a result of this disease. It has, in fact, acquired epidemic proportions in the more prosperous nations of the world today. Its prevalence in our country is related directly to the socio-economic status of individuals.



Coronary heart disease is caused as a result of the thickening of small tubes, the coronary arteries, which carry the blood continuously to the heart muscle (myocardium). This thickening can be likened to the sludging and corrosion of the pipes and is technically known as atherosclerosis.

Amongst the factors which are considered important in causing atherosclerosis and coronary heart disease are the following:

1. **Hereditary:** It is common knowledge that in families where forefathers have a long life the children in subsequent generations also tend to live long. One fact which contributes to this longevity is the relatively slower rate of progression of degenerative changes in the blood vessel walls of such individuals.

2. **Sex:** Coronary heart disease, due to various factors, is much more prevalent in the males than

in the females. However, after menopause the females tend to "catch up" with the males in regard to the incidence of coronary heart disease, possibly because of hormonal influences.

3. **Hypertension:** A very important association has been repeatedly shown between high blood pressure and coronary heart disease. It is necessary, therefore, to treat raised blood pressure early and thoroughly if coronary heart disease is to be prevented.

On the basis of our current knowledge about the role of dietary fats in the prevention of coronary heart disease it is advisable to follow these rules:

1) The total amount of fat in the diet should be as low as possible. In other words the total calories derived from fat should be kept to a minimum.

2) Whatever fat is taken in diet should largely be of the unsaturated type (This also applied to fat used for cooking). In other words, the saturated fats should be substituted by unsaturated fats.

3) Cholesterol content of the diet also determines the cholesterol level of the blood and to some extent can influence the process of atherosclerosis. Amongst the high cholesterol foods which should be eaten in moderation are eggs and milk.

4) It has been repeatedly proved that those individuals who take regular exercise are less prone to the coronary heart disease for e.g. postmen compared to telephone operators and bus conductors compared to bus drivers respectively have lower incidence of coronary heart disease. Part of the good effect of exercise is that new blood vessels open-up in the muscle of the heart. It is vital, therefore, that one should have regular exercise



though, after the age of 40, if one is not used to it, exercise should be started only in consultation with a doctor.

5) Being overweight increases risk of coronary heart disease. Such individuals also tend to be more lethargic and their desire to take exercise is also reduced.

6) Stress very commonly causes heart diseases. It is believed that individuals who tend to have more drive and aggressiveness the "go-getter types", and those who generally have to keep to "deadlines" tend to have a coronary heart disease. On the other hand docile and congenial type individuals seem to be protected against coronary heart disease.

7) Smoking increases the severity of heart disease and perhaps its incidence also is higher amongst the smokers compared to the non-smokers. The effect of smoking on the heart is acute. If a smoker stops smoking his risk of coronary heart disease is lowered to that of the non-smokers. There is no cumulative or irreversible effect.

8) It is now generally believed that coronary heart disease is high in those part of the world where the population subsists on soft water.

(b) Hypertension:

High blood pressure (Hypertension) is defined as persistent elevation of blood pressure above 160/95. It is a disease as much as typhoid or tuberculosis.

Normally, the blood pressure varies with activity. It is low in infants and children and tends to rise with age. Rise in blood pressure is bad at any age because it shortens the life expectancy.

With modern treatment it is possible to control any level of blood pressure and if the treatment is started early there is a chance of its being cured. In other words after early and effective treatment it may be possible to withdraw drugs and produce a cure.

(c) Diabetes:

Diabetes is a disturbance of the metabolism (chemical processes) of the body which leads to a defective utilisation of glucose by the cells.

Diabetes leads to a number of complications. It is, therefore, important that it is detected early and properly controlled.

We shall now briefly discuss certain habits and conditions which contribute or predispose to ill-

health and ways and means to get rid of them.

(a) Smoking:

The U.S. Public Health Service estimates that each year 3,00,000 excess deaths and several million additional causes of severe illness and disability are related to smoking.

How to give up smoking?

There are no magic formulae for giving up smoking. One has simply to make the effort with a will and give up. Some help can be given in difficult cases by "aversion therapy", empathy, tranquillizers and certain other drugs.

When smoking is only a habit it is easier to be given up than when it becomes a prop or crutch for the individual.

While the best thing is to give up smoking, if you cannot; smoke less, and discard longer stubs. In some ways perhaps pipe smoking is better than cigarette smoking.

(b) Obesity, Weight & Diet:

In any community, life expectancy is inversely related to an individual's body weight morbidity is directly related to it. If weight is in excess of the age and height it pre-disposes number of serious illnesses like diabetes, high blood pressure and coronary heart disease. Overweight assumes still greater significance in the flight crew because of the prolonged exposure to high altitude and wearing of pressure suits in certain circumstances.

(c) Drugs:

It is important to note that drugs pose a dual hazard for the cockpit crew:

1. Many drugs are incompatible with flying duties as they can impair the responses of the pilot.
2. Taken indiscriminately or without the doctor's advice, drugs can be damaging or harmful to the individual.

(d) Alcohol:

Alcohol is also a type of drug. It is a social lubricant in reasonable quantities, but is a high calorie food and diminishes performance. Flyers should be aware that alcohol and altitude are not entirely compatible. Two or three dry martinis at 10,000 ft. are as lethal as 5 or 6 at sea level.

Alcohol is rapidly absorbed by an empty stomach. Its absorption can be slowed down by eating mashed potatoes and deep fried preparations.

Some people can consume large quantities of alcohol whilst others are knocked out by merely a peg. This, in part, depends on the rate of breakdown of alcohol in the liver as well as on the sensitivity of the nervous system. In turn, these things depend on the amount and activity of various enzymes in the organs.

Excess ingestion of alcohol over a long period leads to liver damage and disturbs the function of the brain and nerves. Even the heart is not spared.

It is therefore advisable that alcohol should be taken only in moderation, never on an empty stomach and of course never before or during flights. Even socially what it may add to pleasure, it takes away from the performance.

Drawings by Mario



A Year of Success

1976 was an exciting year for the Hotel Corporation of India's cricket team. They played 20 matches, of which they won 15, lost 3 and squared up two. During the 1976-77 period, the foremost contenders for the Times Shield G division title, the team struck a hard match but unfortunately lost in the quarter-finals. The protagonists of the team were S.R. Bajkar who gave a fine performance in all the matches, while Rajesh Anchan, the cricket

secretary, was the organising spirit behind the team. Shridhar Ratnam gave a magnificent allround performance in all the matches and aggregated 268 runs including an unbeaten century. Pitched against the United Commercial Bank, Ratnam captured 19 wickets and topped the bowling averages as well. Photograph shows Mr. D. Sethi, Manager Catering Services, third from left, flanked by members of the team.

□



LODGE FOR TOURISTS

THE Kaziranga Forest Lodge in Assam is the latest addition to the growing range of facilities offered to tourists in India. Awaiting formal inauguration the Forest Lodge will be managed by the India Tourism Development Corporation.

Just 90 km from the Nowgong railway station, the Kaziranga San-

ctuary is connected by air with Jorhat and Gauhati. A two-storey building, the Kaziranga Forest Lodge provides 24 rooms (48 beds) with six of the rooms airconditioned. All the rooms have attached baths. The other facilities include the Rhine Restaurant, Bison Bar, shopping arcade and a games room.

□

Hong Kong Farewell

THE Hong Kong staff gathered to bid farewell to Michael Mascarenhas, prior to his departure for Mauritius on transfer.



Despite the usual twinge of sadness that invariably turns up as an uninvited guest at such functions, the party was a gay and lively one, with some excellent entertainment provided by our staff.

"The Happy Six", (photo left) talented warblers (l-r) Fontaine, Pauline, Regina, Doris, Barbara and Antonia, brought a rosy tint to the guest of honour's cheeks when they pleaded "Save all your kisses for us, bye bye Michael, bye bye", and delighted everyone with their special version of "Santa Claus Is Coming To Town".

On behalf of all the staff, Annie Leung presented the farewell gift.

Soonoo Ragi

LETTERS

Stamp Club

There's an idea I have been toying with for a while now and thought may be you could help me.

I would like this ad to appear in the Magic Carpet:

As Air-India is worldwide, and there are so many of us who are avid stamp collectors, I think we should pool our interests and start an Air-India Stamp Club. Anyone who would be interested in exchanging cancelled stamps from their home country with me, or with anyone also around the globe, please drop me a line letting me know what your specific interests are, and perhaps we can set up an exchange programme.

Janet Kyle
Passenger Services
Kennedy Airport
New York.



Hand Reader

I read with considerable interest the news item in the Magic Carpet regarding Mr. J.R. Jagtap of Geneva who was given cash donation for palmistry.

Astrology has been my hobby and I have studied and practised it for the last 6 years. In fact, I have been awarded Certificates of Jyotish Pradnya and Pravis in June, 1972 by the Phalajyotish Abhyas Mandal, Poona.

I regularly solve problems on astrology which appear in Jyotish Samachar, Poona and I am proud to say that I have been a recipient of awards for all-correct answers.

I would like to be of astrological service to staff who seek a solution to their problems.

M.S. Sawant
Component Overhaul Div.
Santa Cruz.

Service Pins

A function was held at the Centaur Hotel, Santa Cruz Airport on July 15, 1977 to commemorate the Air-India staff, who have put in 10, 15 and 20 years of service.

Mr. N.H. Dastur, Dy. Managing Director (Commercial) was kind enough to distribute Service Pins to staff who have completed 10, 15 and 20 years of dedicated service to the Corporation.

Though the presentation of these pins is unique and a good encouragement to staff, I feel that this function, which is held year after year has become stereotyped and has lost its importance.

In my opinion it would be advisable that instead of presenting 'Service Pins', which rarely any staff wear, an increment be given in the salary grade of the staff, who have completed 10, 15 and 20 years of service respectively. This will be an encouragement to staff. As an alternative a gift such as a pen or a wrist watch can be presented to the staff concerned besides presenting the Service Pins.

Abdul Rub Amrohi
Commercial-Cargo
Santa Cruz

TAILPIECE

Last week somebody rang up to tell us an allegedly funny story. Being rather busy at the time, we asked her to put it in writing. She said she was too lazy to write. We said we were too lazy to print. If you have views to express, write a letter to us; if you have news to print, send us the story and if you are an amateur photographer, take pictures for us and we will even give you a credit line. We look forward to hearing from you wherever you are.

AIR-INDIA QUIZ



Questions to Aug. Quiz

1. The lady in the picture is an actress. When and why did she visit India?
2. She acted in a film based on an Indian theme. Can you name the film?
3. Her visit to India coincided with another significant event. Can you name the event?

Answers to July Quiz

1. M.M. Batzer
2. How to safely handle combustible liquids
3. Industrial Fire Prevention.



A TASTE OF HUNGARY



A festival was arranged by the Hungarian Trade Commission in collaboration with Air-India and Taj Mahal Intercontinental in Bombay recently. To the accompaniment of classical and gypsy music, Romany tunes and the bands playing Blue Danube and Liszt's Hungarian Rhapsodies, invitees sat to an original Hungarian repast of Magyar food, prepared with that rare finesse by Andres, Imre, Ferenc, three of the best chefs of Hungary flown in specially for the occasion. The highlight of the festival was the variety of wines ranging from Tokaji Aszu, a honey coloured sweet wine to Debroi Harslevela, an ideal aperitif.

CHAIRBORNE

Nareshwan Natavala

CUSTOMER RELATIONS

A Seminar on 'Customer Relations' was recently organised by the Personnel Department for the managerial and supervisory staff at Singapore. The Seminar, conducted by Dr. S.K. Parukh, Director, BEAM Services was attended by 56 staff of 26 foreign airlines as well as the managerial staff of the Hotel and Tourist Industry. Dr. Parukh has had the rare distinction of studying Customer Relations' Training Programmes of the different airlines in Europe and the United States. His talk to Managers in Bombay was featured in our last issue.



TEENAGE SCHOLAR

Fourteen-year-old Anjali, daughter of Mr. S.B. Hirlekar of Sales, secured 87.43 per cent marks in the SSC examination. She ranked first in the Parle Tilak Vidyalaya and nineteenth in the State of Maharashtra, and has been awarded a scholarship. Anjali looks forward to a bright academic future.



FLOWER TROPHY

Air-India won the rolling trophy at the Eighteenth Annual Friends of the Trees show held in Bombay recently. Exotic flowers and plants were sent by Air-India offices abroad and displayed at the exhibition. Photograph shows Mr. J.J. Bhabha, President of the organisation presenting the trophy to Air-India's Sales Officer, Mr. D.R. Bhalerao.

NON-SMOKERS ONLY

Air-India is among the world's top 10 airlines most favoured by non-smokers, according to a survey conducted by ASH, Action on Smoking and Health, a British anti-smoking organisation. The organisation has been urging airlines to provide more space, free from smoke, for those who want it. Air-India came seventh for the number of non-smoking seats is provided. Finnair, the Finnish airline, in which 84 per cent of seats are for non-smokers, came first, while Czechoslovak Air lines, came second.

Air France

Air France made a net loss of French Fr.418.5 million in 1976 as compared with a loss of FFR 419 million in 1975. This was in spite of the fact that revenue passengers kilometres increased by 7.4 per cent to 19,250 million and the load factor was 60 per cent, up by 1.3 percentage points.

The airline requested the French Government for compensation for FFR 220 million lost on concorde operations. The Government agreed to pay for 1976 but not for 1975.

Singapore Airlines

Singapore Airlines is adding two more Boeing 747s and three Boeing 727s to its fleet and has plans to expand its operations considerably. Teheran and Copenhagen are being added to the route network. The capacity is expected to rise by 18.9 per cent in 1977-78 over the previous year and the freight capacity is expected to double.

Narita Airport

With the probable opening of Narita International Airport at Tokyo later this year, 32 more airlines are seeking permission to operate services to Japan. Currently 32 foreign airlines are serving Japan. The Japanese Ministry of Transport has said, however, that permits will only be granted to five or six more airlines.

PILOT HONOURED

Capt. R.K. Basu, an Air-India pilot and a committee member of the Indian Pilots' Guild, has been elected regional vice-president of the International Federation of Airline Pilots' Association for South-East Asia. In September last year, our Flight Engineer, Harish Jain had the distinction of being elected an associate member of the Aeronautical Society of London.

WAIT AND WATCH

Air-India's Public Relations has on an experimental basis initiated tourist feature films for passengers waiting in the Booking Office at Nariman Point. These films are being shown in the Air-India Auditorium where a system has been devised whereby passengers are informed by name when their turn comes for ticketing or whatever their travel requirements are. The films were obtained from the Australian High Commission, and Consulates of West Germany, Switzerland and Netherlands.

VIP TRAVEL



Capt. Mark Phillips, husband of Princess Anne, travelled on our service from Paris to London. Our photographer at Heathrow was caught unawares since this was an unexpected travel schedule and he was barely able to photograph Capt. Phillips as he raced towards Terminal 2 to see his parents off for Europe. Hector Athayde from our Passenger Relations Office met Capt. Phillips and is seen in the photograph escorting him.

LRC FAREWELL



The Labour Relations Committee gave an enthusiastic farewell to Mr. K.K. Unni at Hotel Centaur (entire report appears on page two).

Photograph shows Mr. P.P. Tari garlanding Mr. Unni on behalf of the Committee.

TALKING SHOP

With K. S. Mhatre

Bermuda II

With the signing of a new "Bermuda" agreement between Britain and United States, one of the major disputes in air transport history was finally resolved. Last year Britain gave notice that it wanted to end the Bermuda air services agreement signed in 1946 which has been the basis for airline operations all over the world during the postwar era. Britain claimed that in view of the rapid growth of civil aviation, the original agreement favoured the US airlines and therefore, wanted it to be revised. After protracted negotiation lasting over a whole year, the final agreement was only initialled a few minutes after the expiry of the deadline on June 22, 1977.

"Everybody won" was the initial reaction. PanAm however said, "The new agreement transfers net economic benefits from the US flag system to the British flag". The British Caledonian Airways, on the other hand, said that Britain would be worse off and that "Britain had put a pistol to her own head".

The main points of the agreement are: (i) Britain dropped its

demand for single designation principle i.e. one airline from each country should be allowed to fly on a route—in the face of US opposition and domestic legal difficulties over Laker Airways' Skytrain Service. (ii) Capacity is to be controlled by reviewing the airlines' schedules in advance, rather than in retrospect. (iii) Cathay Pacific will be allowed to serve US West Coast. (iv) United States has given up some Fifth freedom rights.

Sydney Airport

Sydney's airport needs for the next 25 years are being assessed by a special committee consisting of four Federal Government departments and four State departments and Commissions. In a document recently released, the Committee said that if a decision is made to develop the existing airport, it may take 10 years to implement. On the other hand, building a second airport will take about 14 years. The Committee is to examine whether a more intensive use can be made of the present Sydney airport.

Magic Carpet

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Sir Edmund Hillary and V.D. Despande of Reservations share a joke at Bombay Airport, when the latter approached the famed mountaineer for his autograph.

TO introduce cruises in the Ganges and the Brahmaputra similar to those being operated on the rivers Seine and Rhine, Air-India sponsored last month an Indo-New Zealand Jet Boat Expedition led by Sir Edmund Hillary. The other co-sponsors are the Department of Tourism, Shipping Corporation of India and Indian Airlines. Unlike other expeditions where the boats move with the river current, this expedition has chosen to sail upstream from the Bay of Bengal to the source of the River Ganges.

The expedition has been named 'From the Ocean to the Sky'. Three special fibreglass boats weighing 3,630 kgs. were transported by the Shipping Corporation of India from New Zealand to Calcutta. The boats are being operated by water jet propulsion and move at a speed of 72 kms. per hour. At the outset the Expedition will explore the Sunderbans Tiger Sanctuary and move up the river Hooghly through Patna, Varanasi, Allahabad, Hardwar, Rishikesh and Joshimath. One of the boats will move

up the river Jamuna from Allahabad and reach Delhi via Agra. The distance traversed, taking into account the meandering course of the river, is around 3000 miles. The expedition which started last month (August 24) is expected to round off on October 11, 1977.

The team will spend 10 days to scale 19,565 feet Narain Parbat Peak. A colour film of the entire journey will be made by the Films Division. The film will capture a cross section of the Indian countryside and Indian heritage. Sir Edmund Hillary also plans to write a book on The Expedition which will be of considerable publicity value.

Two Air-India Officers, Capt M.S. Kohli, leader of the successful Everest Expedition in 1965 and currently Air-India's Manager-Australasia and Col Joginder Singh, Manager-Trek and Mountain Tours, are also taking part in the expedition, together with Mr H.C. Saini, President of the Mountaineering Foundation.

MD MEETS THE PRESS

AIR-INDIA's Managing Director, Mr K. G. Appusamy, announced a major expansion in the airlines operations, mainly to the Gulf.

Addressing a press conference in Bombay recently, he said with effect from November 1 this year, Air-India will increase its flights from 23 to 27 a week to the Gulf. When Air-India receives its sixth 747 in mid-December, one more wide-bodied aircraft will be pressed into service.

The seventh Boeing 747 is expected to join the fleet in May, and it is proposed to replace the present six 707 flights a week to Japan with two Boeing 747 and three 707 weekly services. It is also proposed to operate four 747 terminator flights between India and Europe and one more flight between India and the Gulf.

Mr Appusamy referred to Air-India's role in the promotion of tourism and said that the Corporation had decided to go in for two hotel projects to be undertaken by the Hotel Corporation of India, a wholly-owned subsidiary of Air-India.

The hotel at Juhu Beach would have an initial capacity of 355 rooms and provision to go up to 500 rooms, and the project would cost Rs. 12.56 crores. The other hotel is proposed to be constructed in Srinagar as a part of the Congresses and Conventions complex, being put up by the Kashmir Government. The 275-room hotel in Srinagar is estimated to cost Rs. 10.40 crores.

This month Air-India is planning to promote South India in a big way in collaboration with the ITDC, Department of Tourism and Indian Airlines. Approximately 60 members of the various publicity media will assemble in Madras and embark on three separate itineraries in the South, ending their tour in Bombay.

Mr N. H. Dastur, Dy. Managing Director, was also present at the press conference.



India Comes To Melbourne

AIR-INDIA actively participated in the Second Asian Trade Fair held in Melbourne recently. While over 137,208 people attended the Fair, it was of special interest to manufacturers, wholesalers and retailers. Among the highlights of the Fair was a dance performance presented by the Asian Dance and Music Centre (photographed left) under the baton of Ms Nancy Grover. Among those who witnessed the performance were V.P. Singh, Consul General, Shreedhar Rao, Director, Tea Board of Sydney and T.V. Krishna Murthy, Manager, State Trading Corporation, Sydney.

A number of Air-India brochures were distributed at the Fair and both Air-India and the Government of India Tourist Office got considerable publicity mileage out of this venture.

Random Jottings

By Calculating Mind

THE news today is all of Packer and Laker. Packer is inveigling all the world's top cricketers to Australia and putting them on TV, while Laker is launching his Skytrain across the Atlantic so that you can travel from New York to London and back for peanuts. All the airlines of the world today are in a flurry, the cricketers are packing-off in a hurry, and the cricket associations around the globe continue to worry.

So here is a fictional Air-India London-New York flight chartered by Laker and packed with Packer's cricketers crossing the Atlantic enroute to Australia. The Air-India hostess welcomes the passengers with folded hands, "Good afternoon, sir! May I offer you one of those wonderful AI smiles at the cost of 50p. only? I guarantee you that the memory of the smile is worth at least a century on Channel 9. Oh! Your bat! Yes, I can keep it here in the locker, but there will be a small charge of 80p. If I can make a suggestion — we can have your team autograph the bat and auction it, it should fetch at least 256 dollars which will pay for your London-New York-London flight."

Announcement by the Commander, "Good day gentleman. We welcome you on board our flight to New York and wish you a good in-nings. Please make sure your wallets are intact since we intend to make as much money as possible out of you penny-pinchers or should I say penny-Packer-pinchers.

The IFS announces, "Friends, you will notice that while the faster seat belt sign has been switched on, there are no seat belts. If you wish to avoid hitting the rood on take-off - and there is turbulent weather ahead of us as predicted by the Air Traffic Control, such as it is, considering most of the blighters are on strike - just press the green button above your head and a seat belt will appear from the leg side and the buckle from the slips, and you can latch on safely even if Alan Knott is breathing down your neck from the seat behind you. We will collect from you the seat belt charge of \$1 before you are permitted to leave your crease - sorry your seat."

Green lights appear all over the aircraft and Kerry's Kiddos are all safely strapped in. Take off, and our cricketers are thirsty. Announces the hostess over the P.A. System; "Gentlemen, or should I say Players, you will no doubt wish to refresh yourself. Before we unstrap you from your pads, we will take your orders for drinks. Australian Beer is a pound a pint, Indian Beer is two pounds a pint and the 5000 cases of British Beer we have on board are all packed in the hold for Mr. Packer. We understand he intends to charge you for it when you get to Australia at three pounds a pint. It is possible that some of you will prefer just a glass of water? I am afraid we will just have to boycott you and keep you strapped in till JFK."

The hostess goes round serving beer. A well-known batsman gets up to go to the cloakroom and comes back in a fury since all the toilets are locked. "You're truly stumped, aren't you, sir? Well, we levy a fee. We call it the on-a-loo-loo fee or, if you prefer, a pee-fee. The charge is 25p. for a quick single, 75p. for a boundary (that is for four trips), or a pound for a sixer."

From the flight deck: "This is your Captain speaking. There is a little rough weather ahead or, to use an expression you will no doubt understand, some bumpers. After that your Cabin Crew will serve you lunch. The main meal I understand, is appropriately enough, duck. Ha ha!"

And finally, just before landing at JFK there is an announcement from the IFS again: "Gentlemen, it is time for you to return to Gully. Please press the green button if you wish to fasten your seat belts round your silly mid-riff. We trust you enjoyed your cheap flight. Perhaps, you may like to take on the Harlem Globe Trotters or the Yankees while in New York. We also understand that the Ringling Circus is in town. We hope to see you on TV."

Magic Carpet 20 YEARS AGO IN SEPTEMBER, 1977

PRIME MINISTER RECEIVES AVIATION AWARD

THE Department of Aeronautics of the State of Nebraska, U.S.A., has presented a gold plaque to Prime Minister Jawaharlal Nehru in recognition of India's achievements in the field of world aviation.

Shri Humayun Kabir, India's Minister for Civil Aviation, in a letter to the Chairman says that "Air-India International has won a place of honour in international aviation and we have every hope and confidence that this position will be maintained and continually improved."

INDIAN SHOW AT PEKING

AIR-INDIA International is participating in the "first of its kind" wholly Indian exhibition at Peking, China. The exhibition, was declared open by India's Vice-President, Dr. Radhakrishnan, and is being held in the huge Soviet Exhibition building, covering a total area of one lakh 25 thousand square miles.

Air-India has put up a separate stall of its own.

MR. J.R.D. TATA

MR. J.R.D. TATA of Air-India International was elected President of the International Air Transport Association at the final session of the Association's annual meeting held at Madrid.

The next annual meeting will be held in New Delhi on October 19, 1958.

New Approach to Tourism



Minister for Tourism & Civil Aviation, Mr R.L. Kaushik (second from left) with J. Stein, C.B. Jain, DG, Tourism; Prof J. Hagler, Inder Sethi, and D. Hellstedt at the Tourism Marketing Seminar in Delhi.

...experts give opinions

THE Union Government has decided to end the emphasis on international tourism at the cost of domestic tourism.

From now on, the government will attempt to "bring about a rational blend synthesis of the two" said Mr. P.L. Kaushik, Minister for Tourism & Civil Aviation, in Delhi recently.

Inaugurating a seminar on Tourism Marketing, he said that to develop a new approach to tourism in this regard, a committee was being appointed to study in depth the various aspects of tourism and recommend ways to rectify the past approach.

The Minister clarified that this did not mean any slackening of effort regarding international tourism but just blending it rationally with domestic tourism.

The seminar which was held at both Delhi and Bombay was presided over by the Director General of Tourism, Mr. C.B. Jain. Among the speakers invited to participate in the seminar were Prof. J.A. Hagler, Mr. D.M. Hellstedt, Mr. J.A. Stein and Mr. I. D. Sethi, Air-India's Commercial Director.

During the course of his speech, Mr. I.D. Sethi emphasised the need for promoting Convention Tourism. He said, "Convention Tourism

is an increasingly important aspect of travel and one that needs to be cultivated and developed with great vigour". Continuing the discussion, Mr. Hellstedt emphasised Congresses and Conventions as an important aspect of tourism. For this, he said that it was important to train personnel in this specialised field and he was happy that there was now a trend among travel agencies in Europe and America for developing separate organising companies. Prof. Hagler spoke of tourism as a marketing concept. He said that every aspect of tourism was inter-related and the tourism infrastructure was such that nothing could function as a separate entity. The ecological expert, Mr. Stein was very emphatic about preserving a clean environment to encourage tourism in any country, "regardless of how tourism develops in the future, the desire to see and to experience places of wonder and beauty, and to enjoy the inspiration and peaceful quiet of unspoiled nature, will bring other millions to seek out-of-the-way areas where nature remains essentially unspoiled".

The seminar was attended by managers of Tourist Agencies, Hotels, Airlines and Government officials.

Safe Driving



IN London recently drivers and members of Air-India's Ramp Handling staff, were doing their bit to prevent airport road accidents. They were undergoing instructions on Defensive Driving from Mr P.N. Helekar, Transport Engineer, who has been trained in the States on this subject and sent to London from Bombay to put the drivers through their paces and to advise them how to avoid mishaps. The course was in two parts. The first consisted of general driving

techniques and the second devoted to the particular skills of manoeuvring ground handling vehicles around the tarmac and aprons. The general feeling of those who took the course was that it was very interesting and helpful and they are seen here at a break during instructions — (left to right) Sam Batliwalla, Behrum Daruwalla, Hosee Karanjia, Dinyar Sutaria, P.N. Helekar, Ajit Chatterjee and Jaishee Ram.

RDs Meet



LOOKING AHEAD



They gathered to shape the airline's destiny

A CONFERENCE of Air-India Regional Directors, inaugurated by the Managing Director, Mr. K.G. Appusamy, was held in Bombay recently. This was the first time the MD met the Regional Directors after having taken over this office. Members of the Managing Committee were also present.

Welcoming the delegates, Mr. Appusamy said the financial year 1976-77 was the most successful year for Air-India, with phenomenal growth in traffic and revenue. He added that Air-India had stepped up its frequency on several routes and with the addition of two 747s to the fleet, new routes would be served and more services introduced.

Mr N.H. Dastur, Dy Managing Director, gave an account of the commer-

cial aspects of the airline and called upon delegates to not only fulfil but exceed their targets.

The Conference had been primarily called to work out the time-table and after a hectic two-day session, decisions were taken to the satisfaction of all regions.

On the second day, the Chairman, Mr J.R.D. Tata met the delegates and discussed the problems of the various regions. He told the regional heads that if the present trend continued, Air-India was likely to improve on last year's profits in the current year as well.

All those who attended, complimented Mr Eric Pereira for the excellent arrangements he had made for the Conference.



THE AIR-INDIA TECHNICAL

Flight-Editor J. M.



CLAIMING to be 98 per cent self-sufficient in engineering, Air-India overhauls virtually everything, including JT9Ds and CF6s. Factory processes such as repairing computer cards and inertial navigation systems are not economic, but otherwise the airline's 25-year philosophy of engineering independence remains in force. Director of engineering Om Sawhny explains: "We are a long way from the vendors." Sawhny joined Air-India as an apprentice in 1944 and holds current licences on the Boeing 707 and 747.

How does Air-India get information about the unusual engineering defects? What measures does it take to hear about incidents before they become accidents? Sawhny admits that there is no single answer. Air-India's approach is "multi-channel". As Director of Engineering he is a member of IATA's Technical Committee, which brings together the experience of the world's major airlines. K.G. Appusamy, Sawhny's predecessor and now Managing Director, was for two years Chairman of this committee. Air-India also has an engineer on IATA's Engineering and Maintenance Advisory Committee (EMAC). Another input is IATA's Safety Information Exchange. Sawhny agrees that this does not always add to what has already been in manufacturers' service bulletins, "but it is written in my language and it is always safer to rely on more than one channel".

Sawhny reckons that his engineers attend about 15 international technical meetings a year. Sometimes two or more attend, representing the shops as well as the technical staff. Up to 20 Air-India engineers are assigned to such meetings, of which Boeing has at least three a year.

An example of an incident picked up early by "listening out" was an aircraft wheel which came off another airline's aircraft on take-off and went through a building. "There was no publicity," recalls Sawhny. "We reviewed our hub inspection procedures and though we had been doing what we should have been doing, we improved the system. We try to benefit

from the experience of other airlines with more hours of operation because they run into the problems first."

S.V. Karandikar, Engineering Manager for Quality Control and Technical Services, first heard of the hydraulic fluid erosion problem at a vendor's meeting. The problem had not then appeared in any vendor's service bulletins.

Air-India has a modifications committee which assesses service bulletins on 707 and 747 airframes, engines and equipment. All discussions and decisions are minutes. The committee chases up all alert-coded modifications and those which effect safety as a matter of priority, and discusses the timing of modifications relating to reliability or economy.

Air-India keeps a file on every service bulletin and subsequent modification action, so that there is an instant record for reference. Similarly, every component of every aircraft in the fleet has its own modification-history card. If there is a problem with, say, a 707 nose-wheel axle, the histories of all other such components in the fleet are immediately available. Air-India, a labour-intensive airline and still a small one, has not yet found it economic to computerise this sort of data (though engine performance monitoring and major component records are now electronic).

As a result of hard work by Air Transport Association and IATA committees, says Sawhny, manufacturers must now give reasons for modifications in their service bulletins. "Some were already doing so, but to a degree which did not satisfy all the customers. The manu-

facturers have not always told us everything to help us in our judgements about priority. There have been no cover-ups, or anything like that, but they have been slow to make the safety importance of modifications clear."

Rolls-Royce sends Air-India its Service Department's Notice to Operators, marked copyright and confidential. Pratt & Whitney publishes its monthly Product Support Newsletter, noting that it is confidential and not legally binding (although the US Freedom of Information Act may invalidate the confidentiality provision). Boeing mails its weekly 747 In-service Activities, marked "Boeing customer information only," and publishes a Significant Service Items Summary of major reported problems and Boeing action.

Air-India exchanges its maintenance and reliability statistics with other airlines. In return for its own Fleet Performance and Engine Statistics it receives, for example, British Airways' Sordid, JAL's Technical Statistics, Qantas's Engineering Statistics, Pan American's Mechanical Performance Report and Lufthansa's Reliability.

All engineering information on safety and instructions to maintenance personnel are incorporated in to staff notices by Air-India's standards division and posted on notice boards. According to Sawhny, they have "a cumulative effect of raising safety awareness — they are seen by everybody, and give the shopfloor a feel for all the important things."

Airworthiness responsibility is delegated to Air-India by the Indian Ministry of Civil Aviation. Delegation is related to an agreed specified removal rate for each component, and the airline is required to notify the DGCA if an alert rate is exceeded.

FLEET: All Air-India's nine Boeing 707s, including four with Rolls-Royce Conways, are believed to stand at zero value on the books. They are cheaper to operate—notwithstanding the cost of fuel—than the A 300, according to Sawhny. But as the 707 gets older, he says, the cost of maintenance goes up faster than anything in the budget, especially hot-section parts, tyres and brakes.

The 707s were depreciated over 12 years, and some are now entering their 17th year of operation. "We are not interested in a replacement for the time being until we are convinced that it will offer lower operating costs," says Sawhny.

The 707 wings have all had the upper-skin modification and are good for another 60,000 hr., the highest-time Air-India 707 having 55,000 hr. compared with over 60,000 hr. in US service. The airline has discovered no tailplane-sparcracks and is not expecting any further structural modifications for as far ahead as can be seen.

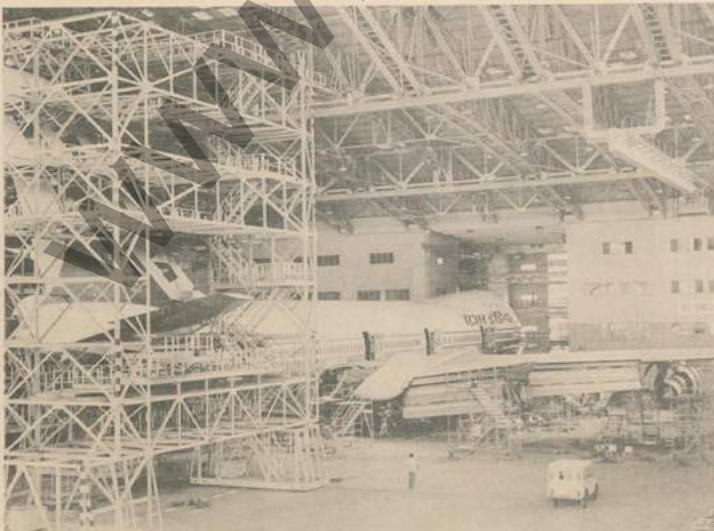
According to current plans, and depending on spares and fuel costs, the 707 fleet will be

economic into the early 1980s. The Conway 707s will be retained for another three to four years. The limitation is simply the cost of materials, particularly hot-end spares.

Air-India is guarded about new aircraft but the possibility that Boeing 747SPs will replace the 707s appears quite strong. Also being considered are the Tristar 500 and DC 10-30. The choice is likely to be made before the end of 1977. Pilot-training and engineering investments would appear to weigh the choice in favour of the SP. Technically the argument for staying with the 747 is strong. Delivery time is eighteen months to two years.

Meanwhile, Boeing 747 economy-class seating is being increased from 326 nine abreast to 358 ten-abreast, the first-class cabin remaining unaltered with 24 seats. The 747 upper lounge will continue to be a non-revenue retreat for first-class passengers. The all-economy 747 layout, 400 ten-abreast, will be applied as required. Going for ten-abreast in effect adds half an aircraft to the 747 fleet. Reseating work will begin in August. To the criticism that there is too much seat congestion already in the airline business, Air-India points out that many other airlines have ten abreast.

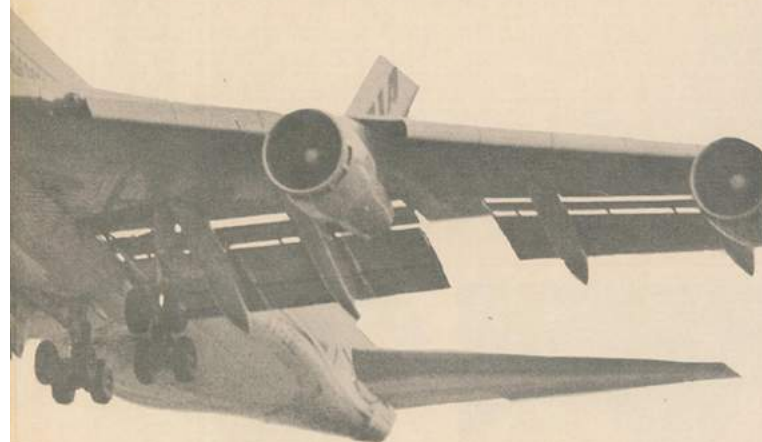
The 747 maintenance programme is formulated by the American FAA Maintenance Review Board, which also includes the manufacturers and other 747 operators. Every 600



AIR COMPLEX

ASPECTS

AMSDEN in Bombay



hr. Air-India's 747s undergo a Check A, a complete inspection of aircraft, engine and systems. Check B, rather less comprehensive, comes every 120 hr. Air-India is currently scheduling its 747 major check at 2,400 hr. Structural integrity inspections are carried out every 2,000, 4,000 and 8,000 hr. with fatigue-sampling between 12,000 hr. and 16,000 hr.

The 707 continued until recently to be maintained along traditional "hard-time" lines and all components had specified overhaul lives. These have been progressively increased since 707 deliveries began in 1960, when, for example, the heavy maintenance cycle was 200 hr. with major (block) overhauls every 2,500 hr. These figures are now 1,600 hr. and 12,000 hr. respectively. Block overhaul involves complete stripping of the airframe. In the last two years 707 component control has been changed over to "on condition."

ENGINE OVERHAUL: Air-India's Jet Centre, opened in 1963, can overhaul 12 engines of six different types every month. It claims to be the most comprehensive engine-maintenance organisation between Europe and Japan. The Jet Centre has two testbeds. The first was installed in 1963 with a capacity of 30,000lb. thrust, then thought likely to be valid for years. The second, installed in 1972, has a 100,000lb. capacity and is used for CF6s and JT9Ds.



S.R. Shenai, Engineering Manager (overhaul), quotes Air-India's engine times between overhauls (TBOs) as follows:

R-R CONWAY: 7,500 hr. An on-condition check is done if the engine is removed for any reason after 4,000 hr, particular attention being paid to nozzle guide-vanes (NGVs) and stators. After that the engine is allowed to run to 11,500 hr.

P & W JT3D: Projected TBO is 24,000 hr. with hot-section inspection at 6,000 hr. intervals and heavy maintenance at 12,000 hr.

R-R AVON: (IAC Conquest) 5,500 hr.

P & W JT8D: (IAC 737) 11,000 hr. with hot-section inspection between 5,000 and 5,500 hr.

GE CF6: (IAC A300) Not yet fully established in the Jet Centre, but it is expected that engines will be shortly coming in for hot-section refurbishing.

P & W JT9D: Hot-section repair every 2,500 hr. on average. Compressors are refurbished every 8,000-10,000 hr.

The airline's premature engine-removal rate per 1,000 hr. in the last year has been 0.34. There were 0.4 shutdowns per 1,000 hr. Total removal rate was 0.97.

Derating was adopted by Air-India in April 1977 — "not without some reluctance on the operations side," recalls Sawhny. "I think pilots are always wary of departing from standard procedures, and there was a feeling that a hot-airport operator like Air-India ought not to reduce margins. The decision was difficult because in a small airline like ours the capacity to accept any risk is limited."

Sawhny believes that smallness in an airline improves safety communications, increases individual responsibility, and limits scope for shuffling decisions on to committees and other departments.

As one of the world's hottest-airport operators, with day and night temperatures at Bombay and Delhi exceeding 30°C, Air-India was one of the last 747 airlines to introduce derating. But there have been no difficulties for the flight crews, who work from standard charts drawn up for given WAT (weight-altitude-temperature) conditions. Air-India's high-temperature operations are not limited by domestic noise-abatement procedures. As yet there is no "environmental lobby" around Indian airports. Nor, senior pilots predict, is there likely to be.

Air-India used to suffer, with other airlines, from JT9D-3 turbine-blade failures. Pratt & Whitney made mechanical improvements leading to the JT9D-7 (installed in Air-India's third and fourth 747s), and recommended water-injection. Initially the manufacturer suggested that all take-offs above 0°C should be made with water-injection. This was later revised to 15°C. But water-injection can crack casings, cause corrosion and leave deposits, so

Pratt & Whitney concentrated on mechanical improvements and left the operator to decide whether to use water.

Sawhny does not however welcome the tendency of some engine manufacturers to regard derating as normal. "Engines should last without derating," Sawhny says. "We have paid for full performance, and the fact that an engine will not fulfill that performance should not be our business." He points out that Air-India now pays \$120,000 for a set of JT9D turbine blades, "which you can't burn like fuel". Specific cost of turbine blades is increasing: turbine blading for the JT3D, of half the thrust, costs only \$40,000 a set. Life is about 19,000 hr. compared with the JT9D's 4,000 hr.

Derating has not been going on long



enough to prove whether it pays or not, but Sawhny is optimistic. Air-India has virtually stopped using water-injection and expects this alone to lead to a substantial saving in materials. Sawhny predicts a \$10-15/hr reduction in JT9D engineering costs, equal to 15 or 20 per cent of total operating cost, as a result of derating and reducing water-injection.

FLIGHT DATA RECORDERS: The FDRs installed in Air-India's 747s are Arinc 743 Efdars (Expanded Flight Data Acquisition and Recording System). Known also as Aids, this recorder covers 21 mandatory parameters plus 44 others if required. The continuous quarter-inch magnetic tape lasts for 25 hr or 50 hr in a "quick-access" recorder.

The 707 FDR (Lockheed Model 109C) records five parameters (altitude, airspeed, acceleration, heading and elapsed time) on aluminium foil lasting about 200 hr. Air-India reads all FDRs to monitor systems and aircraft operations.

ENGINEER TRAINING: Air-India's engineering training division started in 1964 and takes engineer graduates aged 22-25. The selection examination includes a written technical paper and a personality interview. "What we look for," says training division manager P.G. Gadgil, "is not so much what he has learnt but how he applies what he has learnt." For example, why are the insulators on an electricity power line beaded? What do the spokes of a wheel do besides transmitting loads from rim to frame? "We want to find out if they are mechanically minded," he says.

Trainees spend three years in the division, a quarter of the time in the classroom and the rest concurrently in the shops doing practical work. The licence examination by the Director-General of Civil Aviation comes at the end. The practical work, providing on-the-job experience with skilled men, earns trainees between £40 and £50 a month. This doubles when they are licensed.

Apprentice technicians, or mechanics as they are known in the United States, come from the engineering streams of schools. They spend three to four weeks in the classroom and two years in on-the-job training.

Indian law requires industry to recruit "scheduled caste" people from very poor backgrounds. About 15 per cent of Air-India's intake is from this sector of society. The law expects companies to accept a lower standard on selection, but there are no concessions in final licence examinations. The "scheduled caste" source provides mostly technicians but also some engineers.

FLIGHT OPERATIONS: Air-India management pilots believe that safety is attributable to more than high standards of selection, training, experience, checking and discipline. "Our airline is not too big," says Capt. S.F. Pedder, Deputy Director of Operations (DDO), "and we have not expanded rapidly." Smallness, he says, means that practically all the pilots are personally known to one another, and that "everyone's strengths and weaknesses are known."

Although Air-India introduced an anonymous flight incident-reporting form in 1976, this safety-channel has apparently been little used by crews. "We find our two-monthly commanders' meetings more useful," says Pedder, though he thinks that the form is still useful even if only five per cent of incidents are reported.

The airline's steady expansion, Pedder thinks, has contained the stresses and risks associated with rapid growth. The company has operated Boeing 707s for 17 years, and

has added only one 747 a year to the fleet since introducing this operationally easier type in 1971. Pedder also points out that safety awareness begins at the top. Since 1934 this has filtered down through Air-India management from the chairman, Mr. Tata, himself.

Air-India has 39 747 commanders plus four under training, and there are 37 co-pilots plus one under training. The respective numbers for the 707 are 64 plus 16 and 53 plus seven. Air-India captains have an average of 20 years' service and 12,000 hr.

The airline always used to recruit its pilots as first officers from Indian Airlines Corporation, but seniority problems arose and for some years now Air-India has recruited from the Indian Air Force. They come in as squadron leaders or wing commanders with an

average 12 years' flying experience, mostly with transport squadrons.

The recruit does about 25 hr. on the 707 simulator at Bombay Airport (Santa Cruz), followed by 12 hr. base-training and a period flying scheduled services as supernumerary. He is checked out as a first officer after about eight months. A first officer must have at least 1,200 hr. on type before he becomes eligible for 707 command.

Air-India pilots average about 500 hr. a year. The most active are the London-based transatlantic crews, about seven sets in all, who average 65 hr. a month. The 707s are flown with two pilots, a flight engineer and a navigator. The 747s, which have inertial navigation systems, have dispensed with the navigator and are operated by two pilots and a flight engineer.

"We have very good relations between captains and co-pilots," says central division operations manager Capt. Bhatia. There is, he admits, a shortage of co-pilot landing opportunities, as in any long-haul airline. Between Bombay and London there are four landings; because runways are long, weights low, and ILS and ATC good, "in reasonable visibility commanders will give co-pilots one or two landings."

Air-India captains say "thank you" even when wrongly challenged by co-pilots. "That is tolerable," says Capt. Pedder, "because it might be that one-in-a-million time."

Normal Air-India procedure is for the captain to be the handling pilot, with the co-pilot monitoring him and calling out altitudes, ILS deviations and so on. These roles may be reversed depending on circumstances, though in poor visibility the captain is always the handling pilot. The flight engineer does not monitor the pilots. His job in Air-India is to watch the systems, autopilot and engines. "The flight engineer is particularly useful in marginal weather," says Pedder. "He adjusts power when you're busy, monitors gear and flap sequences, knocks off the de-icing before reversing thrust. If he were to monitor the pilots he would be neglecting his engineering duties."

Air-India flight operations department publishes no newsletters but relies instead on circulars and the regular two-monthly meetings between commanders and management. "Each man knows he will meet management every two months and can raise his suggestions or problems," says Bhatia. "In the meantime anybody can put in a report direct."

Air-India's 707 simulator, an 18-year-old Curtiss-Wright model, is now used only for procedure training. An ex-Pan American 707 simulator is being installed. The 747 simulator is a Canadian Aviation Electronics unit with a six-degrees-of-freedom motion system. Hourly operating cost is one-tenth that of the real aircraft. A 747 conversion requires about 16 hr followed by 8 hr. in-flight training. Pilots are checked every six months or after every 46 days' inactivity. All management pilots are current, including director of operations Capt. Bose, two DDOs, four operations managers and eight deputies. Some managers are also flight instructors.

Retiring age of Air-India pilots is 58, occasionally extended to 60. The airline has had no in-flight heart attacks. There is no "flying doctor" post: the airline has felt no need for a medically qualified captain to ride jumpseat in order to keep in touch with crew feelings, physical and spiritual. Nor is there a specific post of safety officer in the airline. "Everyone is concerned with safety," says Pedder.

With acknowledgment to Flight, London.

THEY SERVED US WELL

ON THE MOVE UP

THE FOLLOWING STAFF HAVE BEEN PROMOTED:

CIVIL WORKS & PROPERTIES DEPARTMENT: Messrs V.M. Shrotriya and V. Natrajan as Technical Officers.

COMMERCIAL DEPARTMENT: Mr. S.K. Datta as Commercial Manager-Planning; Mr. B.K. Manganar as Commercial Manager-Industry Affairs; Messrs M.G. Khairaz, J.S. Joglekar, B.N. Rustomji, Surya Patel, T.A. Lavangia, P.F. Mehta and K.P. Datta as Sr. Station Managers. Messrs B.K. Sharma, G.A. D'Souza, N.V. Nadkarni, H.D. Godha, B.V. Modia, A.K. Barman, B.B. Singh, C.M. Manuel, B.J. Dias, P.G. Lovalekar, V. De Sa Pinto, S.K. Kapuria, P.Y. Welinkar, M.B. Tarapore, Ms P. Dixit and Ms S. Chettur as Station Superintendents. Messrs N.S. Dikshit, N. D. Chawla, P.N. Lala, R. Ramchandran, G.R. Kotian, S.N. Vyavaharkar, K.G. George, G.U. Benegal, K.U. Menon, B.J. Garasia, M.D. Thakur, S.V. Krishnan, S.N. Naik, N.B. Fernandes, M.R. Rao, B.E. Buchla, P.K. Sankaran, S. Narayanan, K.P.N. Nair, S. Mitra, M.R. Sundaram, K.P. Chatterjee, B.D. Samant, J.R. Durangal, S.R. Irani, A.M. D'Cruz, V.M. Krishnapillai, B.S. Wasuia, S.J. Khan, K.K. Juneja, R. Gopal, N.S. Hundal, S.M. Kaiser, A. Pinto, A. D'Silva, M. Bharathan, D.R. Deshpande, M.B. Chakravarti, S.S. Bambardekar, J. Raja, K. V. Joag, Mohammed Wassim, S.K. Tamhane, M.H. Hebiste, A.L. Goregaonkar, R.A. Bagwe, S.V. Gaitonde, Ms F.H. Merchant, Ms N.F. Shroff, Ms V.A. Asrani, Ms G.D. Masani, Ms S.V. Shirodkar, Ms K. Banga, Ms B. D'Silva, Ms D. Acharya and Ms A.R. Harding as Asst Station Superintendents.

ENGINEERING DEPARTMENT: Mr. H. Dey as Asst Engineering Manager (Material Planning); Mr. K.J. Abraham, Asst EM (AOD); Messrs P.S. Baboo, A.K. Hockoo and P.G.S. Pillai as Asst. EMs (Maintenance); Messrs Baboo Peter, L.K. Ganesh, V.C. Manohar, S. Marnabardhu, and S.A. Deshmukh as Engineers Gr. I.

PERSONNEL DEPARTMENT: Mr R.B. Patel as Asst Personnel Officer.

THE FOLLOWING STAFF HAVE BEEN POSTED:

COMMERCIAL DEPARTMENT: Mr. S.P. Dutt as Sales Development Manager (India & Pacific), New York; Mr. M.K. Zutshi as Dy. Manager-W, Bombay; Mr. C.G. Ramani as Asst Manager, Addis Ababa; Mr. O. Sekaran, as DSM, Trivandrum; Mr. H. Sargon to CHQ-Marketing & Sales; Mr. P.J. Rodricks as Asst/Airport Manager, Accra; Mr. S.S. Kaul as Marketing Manager-Western Routes, Bombay; Mr. M.P. Theophilus as Reservations Manager, Amsterdam; Mr. B.K. Dastoor as Manager, Addis Ababa; Mr. C.S. D'Mello as Asst Manager, Perth; Mr. R.K. Kaul as Asst Manager, Hong Kong; Mr. S.V. Hegde as DSM, Madras; Mr. S.J. Fernandes as Manager, Frankfurt; Mr. K. Ranganathan as Airport Manager, Aden; Mr. A.F. Cutinha as Asst/Airport Manager, Abu Dhabi; Mr. A. Krishnan as Airport Manager, Hong Kong; Mr. H.S. Oberoi as CSM-Northern India, Delhi; Mr. M.Y. Mathure as Dy Manager, Santa Cruz; Mr. H.M. Kaul as CM-Sales, Bombay; Mr. R.S. Kamat as Asst to RD-ME, Dubai; Mr. J.L. Kalia as Manager-Jakarta; Ms C. Chellaram as CM-Reservations, Bombay; Maj. H.B. Vacha as Manager-Yemen, Aden; Mr. N.S. Mathur as Asst RD-India, Delhi; Mr. S.L. Oberoi as Manager-Ghana, Accra; Mr. B.L. Parashara as Manager-Delhi Airport; Mr. R.C. Puri as Area Sales Manager, Bombay; Mr. M.C. Pereira as S.S. Santa Cruz; Mr. S. Mukherjee as Passenger Service Manager, New York; Mr. S.K. Suri as Special Services & Security Manager, Bangkok; Mr. T.R.K. Sundaram as Airport Manager, Madras; Mr. M.P. Mascarenhas as Manager, Mauritius; Mr. K.N. Ratnam as Asst Manager, Dubai; Mr. T.K.P. Engineering Manager, Hong Kong; Mr. G.S. Chaudhary as Sales Manager, Ahmedabad; Mr. P.A. Narain as Dy Manager, Santa Cruz; and Mr. H.K. Mallik as CM-Cargo, Bombay.

PERSONNEL DEPARTMENT: Mr K.P. Veeraraghavan as Asst Personnel Officer, Delhi.

Engineers say Good-bye

- 1 MR R. L. NAVSARIWALA, Clerk, Engineering Administration, retired on attaining the superannuation age of 44 years service with the Corporation. Photograph above shows Mr Om Sawhny, DE, garlanding Mr Navsariwala.
- 2 MR G.H. KATTI, Sr Aircraft Technician, Accessories Overhaul Division, retired recently after 29 years service. Photograph shows Mr M.D. Kolhatkar, EM (AO), presenting a wall clock to Mr Katti.
- 3 MR V.D. KARANDIKAR, Asst Administrative Officer (Engg. Admin) retired from the Corporation recently after nearly 23 years service. Here he is seen being garlanded by Mr Om Sawhny, DE.
- 4 MR K.K. BAVOT, Foreman, 1049 Maintenance Division, retired after 30 years service with the Corporation. Here he is seen with Mr M.S. Balasubramaniam, EM (Contracts, Ind. Engg. & Prod. Planning).
- 5 MR G.D. GOMES, Sr Progress Clerk, Engineering Department, retired after nearly 17 years service with the Corporation. Photograph shows Mr M.S. Balasubramaniam, EM (Contracts, Industrial Engineering & Production Planning), garlanding Mr Gomes.
- 6 MR A.K. PAWASKAR, Sr Plant Technician, Plant & Equipment Division, retired from the Corporation after 22 years service. The photograph taken at the farewell function shows Mr V.R. Subnavis, Asst EM (P & E Division) with Mr Pawaskar.
- 7 MR A.T. BANERJEE, Asst EM, 1049 Maintenance Division, retired from the Corporation after nearly 29 years service. Photograph shows Mr Om Sawhny, DE, garlanding Mr Banerjee.
- 8 MR N.R. SARKAR, Chargehand, Engineering Department, Calcutta, who retired from the Corporation after nearly 31 years service.
- 9 MR P.J. PAUL, Chargehand, Components Overhaul Division, retired from the Corporation recently after 30 years service. Photograph shows (l to r) Mr A.J. D'Souza, Asst EM (COD) and Mr H.C. Kapoor, Dy EM (COD) (sitting) with Mr Paul.
- 10 MR BHIIKA SUKHA, Head Cleaner, 1049 Maintenance Division, retired after 31 years service with the Corporation. Mr Sukha is seen here on the extreme left.
- 11 MR T.S. GANAPATHY, Sr Aircraft Technician, 1049 Maintenance Division, retired from the Corporation recently after 29 years service. Photograph shows Mr Ganapathy receiving a transistor radio from Mr C.J. Bocarro, AWE-I.
- 12 MR W. WILLIAMS, Foreman, Line Maintenance Division, retired recently after 29 years service with the Corporation. Here he is seen with Mr P.A. Thomas, Dy EM-Line Maintenance.
- 13 MR S.J. SOANS, Foreman in the Cabin Maintenance Section, retired recently after 32 years service. Photograph shows Mr Soans being garlanded by Mr P.A. Thomas, Dy EM-Line Maintenance.
- 14 MR S. RANGARAJAN, Foreman, Line Maintenance Division, retired from the Corporation recently after over 28 years service. Photograph shows Mr P.A. Thomas, Dy EM-Line Maintenance, presenting a wall clock to Mr Rangarajan.
- 15 MR T.G. KRISHNAN, Foreman, Line Maintenance Divn., retired recently after over 29 years service. Photograph shows (l to r) Mr Krishnan, Mr Rajan and Mr A.S. Karnik, Asst EM (Maintenance).
- 16 MR M.B. NARIALWALA, Inspector, Accessories Overhaul Division, retired recently after 31 years service. Photograph shows Mr M.D. Kolhatkar, Engineering Manager (AO), presenting an electric oven to Mr Narialwala.





Mr Appusamy presents a merit award to Air Hostess Sylvia Lewis

MD presents Merit Awards

AIR-INDIA is entering the Jubilee year of nationalisation in good shape, said Mr. K.G. Appusamy, Managing Director at Santa Cruz early last month. He was addressing the staff after distributing Long Service Mementoes and Merit Awards at an impressive function organised by the Personnel Department.

Mr. Appusamy added that Air-India's success in the last twenty-four years has been entirely due to the hard work and dedication of its employees. In recognition of this, the Management had proposed to institute a new Memento for staff who have completed thirty years of service. At the same time, the value of Merit Awards is also being raised from Rs.300 to Rs.500.

Earlier Mr. S.K. Nanda, Chief Personnel Manager Welcomed Mr. Appusamy, Mr. N.H. Dastur, Dy. Managing Director and other Departmental Heads.

At the end of the function Mr. P.G. Sulay, Asst. Personnel Officer, proposed a vote of thanks.

The following staff were presented with Service Mementoes:— COMMERCIAL: Ms R. D'Souza; ENGINEERING: K.S. Malkar, J. D'Souza, P.H. Dinshaw, M.N. Raja, N.S. Pereira, S.V. Karandikar, S.A. Datar, P.B. Bhagat, D.T. Jagtap, J. Almeida, G.V. More, J.V. Moozi; FINANCE AND ACCOUNTS: K.C. Sekharan; GROUND HANDLING: L.P. Fernandes; INFLIGHT SERVICE: Daya Budhi, George Clement; MANAGEMENT SERVICES: B.N. Chawathe, L.B. Sheikh, M.N. Jadhav, M.K. Mahaganekar; OPERATIONS: S.C. Gopal,

C.N. Badhe, Capt. B.P. Banerji, Capt. H.S. Narendra, Capt. S.R. Das, R.K. Midha, F.B. Bugwadia, K.G. Ramaswamy; PERSONNEL: V.D. Shettygara, S.K. Dawood; STORES & PURCHASE: P.V. Cherian, C.F. D'Souza; OUTSTATIONS-KUWAIT: W.P. Pires; LONDON: F.G. Noronha, Capt. S.N. Ramprasad, Ms P. Bocarro, A. Zajzkowski; GENEVA: F. Grin; PARIS: A.C. Sabban; ROME: K.R. Khory; NEW DELHI: Gure Lilla.

The following staff were presented with Merit Awards:— CIVIL WORKS & PROPERTIES: Ms M.R. Rathod; COMMERCIAL: M.R. Bhide, Ms C.D. Kini, M.G. Alave, I.S. Kedari, M.S. Ramakrishnan; COMMUNICATIONS: L.K. Kale; ENGINEERING: V.S. Kallianpur, S.G. Pednekar, S.K. More, A.L. D'Souza, P.Y. Sane, C.Y. Isaac, Bhika Sukha, S. Narayanan, R.S. Savkur, G.M. Puro, S. Francis, S. Nambi, C.J. Po, K.D. Shenoy, A.R.S. Shaikh, N.A.P. Hebbar; FINANCE & ACCOUNTS: Ms D.K. Badha, P.S. Ramanathan, Ms P.S. Durve; GROUND HANDLING: M.V. Wagte, S.D. Kawankar, S.M. Galkwad; HEAD-QUARTERS: D.S. Kasar; INFLIGHT SERVICE: F.W. Samuels, Ms Sylvia Lewis, D.E. D'Lima, J.N. Motewalla, Ms K.N. Khubchandani; OPERATIONS: S.N. Ramachandran, P. Vasudevan; PERSONNEL: S.N. Anchan, G.H. Pandya; STORES & PURCHASE: A.L. Hebbar, J.P. Pradhan, C.N. Vasudevan, R.K. Todankar; OUTSTATIONS—MADRAS: D. Joseph; NEW DELHI: Ms T. Thomas, V. Thukral; CALCUTTA: P.K. Roy.

From You To Us Service Pins To Staff

A function was arranged at Hotel Centaur recently when Mr. N.H. Dastur, Dy. Managing Director, presented Service Pins to 64 staff who completed 20, 15 and 10 years of service.

Among those present were Mr. S.K. Verma, Commercial Manager-Headquarters, Mr. Narpat Singh, Managing Director, HCI, Mr. Eric Pereira, Dy. Commercial Director-Officer on Special Duty, Mr. K.L. Ramchander, Dy. Director-Inflight Service, Dr. Ramachandran, Principal, Staff College and Mr. M.Y. Mathure, Dy. Manager, Santa Cruz.



Mr M.M. Lall, Manager, WA and SA presenting a 10-year service pin to Mr Ken Pudwell, Airport Manager, Perth.



Mr Dastur presenting a 15-year service pin to Mr N.M. Narayana, Traffic-Admin.

Mr. Misra welcomed Mr. Dastur and said it was a privilege to have the Dy. M.D. on the occasion to present Service Pins to staff who have completed long years of service.

Mr. Misra said, "the Service Pins are not mere mementoes, but they symbolise a sense of belonging and recognition. Today, at Santa Cruz, we are handling as many as 50,000 passengers per month on departure, and twice the number of arrivals and those in transit. There are about 350 aircraft movements per week through this airport. We are judged, not so much by way of directly-earned revenue, but by the number of complaints and compliments."

Mr. Dastur paid a fitting tribute to Manager-Santa Cruz when he said, "Mr. Misra has thanked me for something I think the staff at Santa Cruz should thank him. He is the one who deserves

the credit for whatever postings and promotions you are getting, because he is relentlessly at my door and refuses to leave my office until he has got what he has come for."

Mr. Dastur explained that Air-India has instituted a trophy for the station which has the least number of complaints and greatest number of compliments in relation to the number of passengers handled at each station. Mr. Misra would adequately be repaid by the staff if they handle passengers well and get the least number of complaints, to win for him this trophy. "If you do not handle passengers well, they will not travel with you. There is great scope for improvement in this connection."

A vote of thanks was proposed by Mr. M.Y. Mathure, Dy. Manager-Santa Cruz.

Yvonne Bickers



A section of the audience at the awards function.

OBITUARIES

We regret to record the death of the following staff:

- J.N. Jagasia, 52, Sr. Flight Despatcher; Joined : December 2, 1947.
V. Crasto, 48, Sr. Aircraft Technician; Joined : March 15, 1948.
F. Peters, 54, Sr. Aircraft Technician; Joined : December 6, 1954.
B.M. Sreedhar, 34, Aircraft Technician; Joined : September 13, 1967.
J. Vaz, 53, Sr. Welder; Joined : February 2, 1955.
V.G. Sawardekar, 33, Cleaner; Joined : September 15, 1964.

AIR-INDIA QUIZ



Questions to Sept. Quiz

1. Can you give the full name of this famous musician?
2. Where was this photograph taken?
3. Can you name the lady accompanying the musician?

Answers to Aug. Quiz

1. Actress Valerie Gearon visited New Delhi in October, 1961 to play the lead in Mark Robson's Film.
2. Nine Hours to Rama.
3. She also participated in the Second Indian International Film Festival.





CHAIRBORNE

WITH NAOSHERWAN NALAVALA



GENIUS AT WORK

TWENTY-NINE year-old Giridhar Mandal, Despatch Clerk with Air-India's Calcutta Office has done it again. Way back in October 1976, Giridhar embroidered an exquisite portrait of the late President Fakhruddin Ali Ahmed and presented it to him at Rashtrapati Bhavan in New Delhi. This year Giridhar, a student of the distinguished artist B.M. Pant, made a life-like portrait of the Managing Director, Mr. K.G. Appusamy and presented it to him early this month. Giridhar works on each portrait for ninety hours. He first draws it in pencil on cloth and then embroiders it with silk thread. Mr. Appusamy's portrait is in black thread on a brown background. At about the same time he made a portrait of Mr. N.H. Dastur, Dy. Managing Director and presented it to him. Giridhar, who has been with Air-India for three years, is ambitious and now plans to make a portrait of President Jimmy Carter and fly to the United States with it. A genius in his own right, we wish him well.

A RARE TREAT



AIR-INDIA'S Toronto office recently got together for an enjoyable Mango Party for Travel Agents and commercial contacts. Alfonso mangoes were specially flown in from Bombay and Mr. T.K. Rao, our Manager-Canada and his wife Anu explained to guests the method of eating this delectable Indian delicacy. While Mr. Rao shows Ms Lydia Dhillon, wife of the Vice-President, Pitts Engineering, the quality of the fruit, Ms Diane Merkel, Vice-President-Marketing, Lawson McKay Tours Ltd.,

and Ms J. Mavalwala, wife of the President of the Zoroastrian Society, gleefully stare at the mangoes before they can savour them.

A STAR ON BOARD



FILM star Shabana Azmi flew with us from London to Bombay recently. When our photographer asked her to pose, she went into a flurry of cinematic postures. She, however, straightened up when our charming Air Hostess Meena Sidhwa stood alongside to wish her Bon Voyage. Ms Azmi has been a favourite of the 'new wave' films. Her portrayals border to realism and as such she is sought after by avant grade filmmakers.

ON THE CIRCUIT

SIXTEEN-YEAR-OLD Crystal, daughter of Inflight Supervisor Austin Fernandes, has been featured often in the Magic Carpet. Each time we meet Austin, he has a new story to tell us about his daughter's prowess on the courts. In July this year, Crystal was awarded a scholarship from the All American Sports, which enabled her to attend a four weeks Tennis Camp at Deer Field Academy in Massachusetts. She was given a special trophy for being an all rounder both on and off the courts. This year Crystal also participated in the Cosmopolitan Recreation Centre at Powai where she took part in Athletics and estab-

shed a new record in High Jump. She also held the title at the Inaugural Inter-school Tennis Tournament, won the Junior National Tennis Doubles and carried away a prize at the Golden Jubilee Suburban Tennis Tournament. Indeed a champ under eighteen.



GETTING FAMILIAR

AIR-INDIA in Perth recently organised an educational tour from South Australia to visit our Boeing 747 in transit. The curious visitors were National Bank Contact Officers. Ms Perin Dewani, our Airport Receptionist was at hand to take the visitors round the aircraft. Later, Mr. Darryl Knight from the National Bank Travel Service wrote: "I am confident the experience gained in Perth will be of great benefit to the contact officers in their dealings with the public and I trust the efforts of Air-India on their behalf will be suitably rewarded."



INSTANT RESERVATIONS

VIENNA is the first offline station and Air-India's seventh out-post after London, Geneva, Rome, New York, Paris and Frankfurt to introduce Computerised Reservations. Air-India, under an arrangement with British Airways, is making use of the IBM-370 Computer installed in London for providing instantaneous reservations and departure control facilities. Mr. M.M. Kanwar of London's Space Control visited Vienna to set-up the system. Photograph shows him assisting Ms I. Steipe, Sr. Receptionist, operate the instrument.



TRAVEL MANAGERS MEET

AIR-INDIA'S staff college under the baton of Dr. V. Ramachandran conducted three programmes for Managers of Travel Agencies at Delhi, Calcutta and Madras. These programmes were organised for the first time in this country and dealt with subjects like marketing Concept, Role of a Manager in Planning, Organising, Motivating and Controlling the Market, Communication and Office Management. There were several formal and informal discussions and the programme was a tremendous success. Photograph shows Travel Agency Managers at Madras discussing informally.



HOLIDAY HOMES

AMONG a series of measures taken by the Management to make staff happy is an additional suite acquired in Srinagar's Hotel Nedou. Air-India has announced the opening of another holiday home in Gulmarg. At a height of 2,730 metres, Gulmarg has the highest golf course in the world and perhaps one of the finest ski slopes. Those staff, either on honeymoon or just on a holiday should send in their applications to the Personnel Officer, New Delhi, if they wish to avail of the holiday homes either at Srinagar or Gulmarg.

AE SOCIETY OF INDIA

MR. P.S. GANAPATHY, Hon. Secretary of the Aeronautical Society of India, Bombay, informs us that at the last General Body Meeting of the Society the following members were elected unanimously on the Executive Committee: Mr. Om Sawhny, Director of Engineering - President; Mr. M.S. Balasubramaniam, Air-India and Mr. P.S. Menon, Air Works India - Vice President; Mr. C.S. Mahadevan, Air-India - Hon. Treasurer Committee Members were: Mr. Bhide, Indemar, Bombay; Mr. P.U. Nayak, Bombay Flying Club; Mr. T.S. Patel, IIT, Bombay; Capt. Khadale, Indian Airlines, Bombay; Mr. B.P. Baliga, Air-India; Mr. B.K. Majumdar, Air-India; Mr. J.P.D. Tata, Air-India and Mr. Kuwain, AID. □

Magic Carpet

VOL. 21 NO. 10

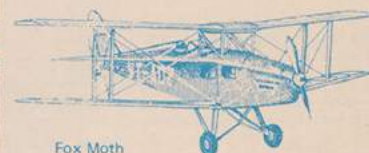
OCTOBER 1977



Puss Moth



Leopard Moth



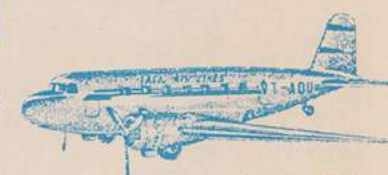
Fox Moth



Waco YQC-6



Percival Q6



Douglas DC-2



Douglas DC-3



Beechcraft Expeditor

Aircraft Mr Tata has flown

FLYING HIGH FOR 45 YEARS

A SPECIAL MESSAGE FROM MR J.R.D. TATA, CHAIRMAN, AIR-INDIA

ANOTHER five years have passed since we celebrated the milestone of our 40th anniversary. Today, on our 45th birthday, I extend greetings to all of you and express my renewed thanks for your contribution to the excellent progress we have made in these five years, in the course of which we achieved a 170% growth in our operating revenue, reached a Rs.300 crore level of annual turnover, and are today one of the very few airlines of the world making a respectable profit.

As we enter the final five years of our first half century, we face a further large and exciting programme of expansion and replacement, likely to involve over Rs.500 crores in capital expenditure and in which all departments will have a vital role to play. The earning power and competitive strength we have built up over these long years of effort enable us to face this new and still greater challenge with confidence, but we must also beware of complacency. Experience shows that it is when an organisation is most successful that it runs the greatest risk of losing the keen edge of its efficiency. This has happened to many airlines in the world as well as in other fields of industry and commerce, and we must make sure that we remain lean, efficient and competitive. We can do so only if we all cooperate with each other for the good of all, which is the one aspect of our operations with which I continue to be somewhat unhappy.

In my message to you in October 1972, I expressed concern that while we could be proud of our material progress, we had failed to achieve and maintain the kind of relationship between Management and staff at all levels which our collective intelligence, experience and inherent sincerity and goodwill should have ensured. In spite of the new channels of communications we have created or widened in recent years to make the Management's plans and policies clear to all, and to consult each other in regard to them, we have not yet realised my dream of a model organisation, permeated throughout by a spirit of cooperation and goodwill based on the knowledge that whether we are Management or Union officials, or individual members of the organisation, we are all working together with no interest other than that of the airline and of the country as a whole.

(Contd. on Page 4)

Random Jottings

By Recording Mind

I WALKED into his room. I had checked, rechecked and re-checked my tape-recorder. I had bought new batteries from Akbarally's. I had arrived outside the office 20 minutes ahead of time, passed the time of the day with Marion Hawgood and Raymond D'Souza. I had cracked a joke here and passed a light-hearted remark there. But all the while I was conscious that I was shortly to walk into his office with my list of questions and my tape-recorder. And my list of questions appeared to be frightfully inadequate and I hoped against hope that my tape-recorder wouldn't let me down.



And then the call came. And I walked into the sanctum sanctorum fumbling with my notebook in one hand and my tape-recorder in the other. He asked me why I was there. And I fumbled with my answers. He asked why the tape-recorder and I fumbled with that too.

But soon he had placed me at ease and I was face-to-face with possibly one of the most famous names that India has known. Certainly the father, mother, grandfather of Civil Aviation in the country.

A man with an international reputation, judged by 'Esquire' in 1970 as among the 100 most important men in the world. A man to whose name superlatives come naturally.

Initially, he objected to the tape-recorder. Why can't I write what I want to say, he demanded? But finally he relented and mellowed. And I truly believe that I have on tape some truly historical reminiscences of a truly remarkable man. And I plan to ask him for three or four sessions because I honestly believe that what he has to say—

his emotions, feelings, his trials, his tribulations, and above all his foresight, have greatly contributed to the success of Air-India as we know it today. He is emphatic in stressing the spirit of teamwork, dedication, enthusiasm and the zest of his small team when he first started 45 years ago — one full time pilot, a thatched-shed for a hangar, a Puss Moth and a Leopard Moth. "We always wanted to be on time. To be 15 minutes late was a crime."

I am grateful to him for giving me 90 minutes of his time. While I sat there and he threw his mind back 45 years and more — to the Aga Khan Trophy when he flew his Gypsy Moth from Bombay to London only to discover halfway that his compass was 45 degrees out and yet he managed to reach London. An arrival a couple of hours earlier would have won him the prize.

I have always said that the greatest men in the world are the most approachable, the most friendly. So it was with the deepest humility that I accepted for safe-keeping his original pilot's and journey log-books and his various flying licences — collector's items which I shall greatly cherish.

I wonder what Mr. J.R.D. Tata would say if I told him that towards the end of his historic tape-recording, the microphone packed up. And I went back to my office congratulating myself that I had received history on tape — only to be confronted, horror of horrors, by blank tape.

So, by the time this appears in print, I will be on leave, somewhere in Goa, in a remote village with no telephones, no telegraph office.

But as MacArthur said when he left the Philippines "I will be back". And if the history of aviation is locked in the breast of the incomparable J.R.D. Tata, then that breast must be unlocked.

P.S. I'm sorry that I unfairly "beat the Bush", but, thank goodness, the tape-recording was perfectly okay. The tape was blank because it was 'flipped over' before it had reached the end!

Magic Carpet 20 YEARS AGO — OCTOBER 1957

NEW LONDON OFFICE

NINE years have passed and yet it seems like yesterday when we set up Tatas' office at 18 Grosvenor Place as our London base. Sir Fredrick James kindly gave us his spacious and elegant waiting room on the ground floor and this became Air-India's temporary headquarters in January 1948.

I had just returned from New York after spending three weeks there purchasing cabin service items for our new aircraft — our old and faithful 749s!

Accompanied by our present RTM, U.K. we walked the streets of the West End with our estate agents, on the look out for a booking office and 56 Haymarket was eventually located. It was our first home in London and rendered as good and lucky service.

And today we have once again found excellent premises in New Bond Street, so it will not be long before we leave both Curzon Street and 56 Haymarket, and move bag and baggage into our new abode. If progress can be associated with changes of address, we haven't done too badly in London. S.S.K.

AWARD FOR SUGGESTION

MR G.D. JADHAV, Chargeman, Aircraft Servicing Division, Santa Cruz, has been awarded Rs.50 (Rupees fifty only) in appreciation of the suggestion made by him in designing a pneumatically operated rivetting gun for cherry rivets. With the aid of this gun, Aviation Engineers say, the work of cherry rivetting can be done much faster than with the G-11 cherry rivetting gun — which is presently in use in our Works.



SPOTLIGHT ON SOUTH INDIA

TO the melodious strains of ceremonial Nadaswaram music, fifty-seven foreign journalists arrived in Madras last month to participate in a two-week programme called "Destination South India".

The programme was planned to promote tourism in the southern region of India and was organised by the Ministry of Tourism and Civil Aviation in coordination with Air-India's Tourism Section and the Southern State Governments.

Inaugurating the programme, the Chief Minister of Tamil Nadu, Mr M.G. Ramachandran, (photo above) welcomed the delegates and said that "Destination South India" would help to promote tourism to South India. He said that South India in general and Tamil Nadu in particular has a marvelous mosaic of tourist attractions, depicting its ancient culture, glorious traditions and remarkable history which has been a subject of tourist study. He

expressed the hope that the visit of international media representatives would usher in a new era in tourism to the southern region and would encourage southern states in their efforts to promote tourism.

After their four-day stay in Madras which included a sight-seeing tour of the city, a visit to the Kapaleeswarar temple to witness a religious ritual and an excursion to Mamallapuram (Mahabalipuram, a sea-side resort), the visiting journalists embark on three separate itineraries covering Tamil Nadu, Kerala, Andhra Pradesh, Karnataka and Goa. They reassembled in Bombay and concluded their programme with a Question Answer session on "South India as a Tourist Destination".

Rajasthan is another area where a similar project will be launched to coincide with the 250th celebrations of the Pink City of Jaipur in November this year.



Aussie Walk-In

THE Australian Expedition left Sydney recently to climb the Changabang, known as the "Matterhorn" of the Himalayas. The expedition led by Sydney Climber, Gary Mathews, includes Malcolm Noble, Andrew Henderson, Charles Cuthbertson and Martin Henderson. The mountaineers have had considerable experience of climbing in the Alps of New Zealand and Europe and are active members of the Australian Section of the New Zealand Alpine Club. Changabang is a 22,500 feet rock and ice peak situated in the Garwal Himalayas and the expedition's walk-in will

take a week of traversing the Himalayan foothills to the base camp at 18,000 feet. Their journey will take them into the fabled Nanda Devi Sanctuary, a huge cirque of peaks crowned by Changabang. The first camp will be at the base of the glacier, from where the climbers will ascend the ridge between the peak Kalanka and Changabang and onto the tortuous ice knife ridge to the summit. They plan to complete the ascend in three weeks. Capt M. S. Kohli, (third from right) was present at Sydney Airport to bid the team bon voyage.

TOWARDS MORE AWARDS



THIS year Air-India clinched a number of awards, both national and international. The trend was set early this year when the Magic Carpet won the second prize in the Best Overseas publication category in a contest organised by the American Airline Editors' Forum. Last month Vice President Mr B.D. Jatti Presented Air-India with nine awards for excellence in printing and designing at an impressive function at Vigyan Bhavan in New Delhi. Mr L.K. Advani, Minister for Information and Broadcasting, was also present at the function. Air-India won five first prizes for two advertisements, a publicity booklet, a poster, a folder and a display card. The Air-India's 1977 calendar won the second prize, while a black and white advertisement won a certificate of merit. The



December 1976 issue of the Magic Carpet was also awarded a certificate of merit. Mr Ajit Singh, Manager Northern India received the awards on behalf of Air-India. The August, 1977 issue of Magic Carpet won an award at the Ninth Annual Convention of the Indian Association of Industrial Editors recently. The award was received by the Editor Capt J.R. Martin in Bombay.



MAGIC CARPET: Mr Tata, we all know that you were the first pilot licensed in India, when many of today's Air-India family were not even born. When was that, and how old were you then?

J.R.D. TATA: My licence, the first one issued in India, is dated 10th February 1929, nearly forty-nine years ago, when I was 25, which gives you an idea of the venerable age I am today!

MC: Why did you take to flying, Sir?

J.R.D.: I guess the only answer is that I was nuts about flying from my childhood which coincided with the very early days of aviation. Because my mother was French, I spent with my family part of my early holidays at a seaside resort in France where we were friends of the Bleriot family. As you may know, Bleriot was the Lindbergh of his day, having been the first to fly across the Channel to England. He had a villa at the same seaside resort not far from where he took off on his momentous flight, and where Bleriot aeroplanes occasionally landed on the beach, much to our excitement. One day in 1919, from the same beach I flew for the first time in a pre-World War I type of aircraft flown by a barnstorming pilot. From then on I dreamed of nothing but learning to fly. I had to wait until 1929, when the Flying Club movement started in India and the Bombay Flying Club was launched by Sir Victor Sassoon on the Juhu Aerodrome, which was nothing then but a mud flat and useable only in the dry season in those days.

MC: Who trained you as a pilot?

J.R.D.: A naval pilot called Commander Cummings, retired from the Royal Navy, was the instructor selected by Sir Victor. He used to fly fighters from the deck of early aircraft carriers and had never been an instructor before he came to Bombay. If he had he probably would not have released me on my first solo after only 3½ hours of dual, nor would he have forgotten to include spins and recovery from spins in his training programme! This, incidentally, nearly cut short my flying career and my life, for

as soon as I got my licence I began to practice aerobatics, learned from reading books, and found myself one day in a spin at full throttle. It happens that recovery from a spin requires the pilot to do just the opposite of what seems natural. Fortunately I remembered reading this before hitting the ground.

MC: When you learned to fly in 1929, did you think you would start an Airline three years later?

J.R.D.: No, I cannot say I had more than a vague hope that one day I would be involved in the creation of an airline. My immediate interest was to do as much flying as possible for the joy of it. I haunted the Bombay Flying Club every moment I could, with the result that within a year I was recruited as an Honorary Instructor, a duty which I happily performed every week-end. The fact that I got lots of hours of flying at no cost to myself doubled my pleasure!

MC: Sir, could you tell us something of how you started the airline 45 years ago?

J.R.D.: Actually, the project was initiated by Nevill Vintcent, an ex RAF officer who, with another RAF friend of his called Newall, came to India in 1930 or so, in an old DH-9A and barnstormed the whole country. Vintcent was not only a fine pilot but an able man with a vision, who saw an opportunity coming to India to start an airline for the carriage of mail brought to India by Imperial Airways, the British airline's predecessor of today's British Airways, who were planning to operate a service to Australia through India. The Karachi/Calcutta sector was, interestingly enough, intended to be operated by large flying boats using lakes and rivers across India with the financial participation of the Government of India. There was no proposal in that project for any extension to Bombay and Madras. Vintcent prepared the project for an airmail service to connect with Imperial Airways at Karachi and to carry mail to and from Madras via Bombay and Ahmedabad. He offered the project to Sir Homi Mehta whose son, Russi Mehta he had come to know. When the negotiations failed, Vintcent came to me. I jumped at the proposal. The estimated cost of operating the service with two small mail planes would be small and with a small mail subsidy it should be profitable, or at least make no loss.

MC: Was there any opposition from your colleagues?

J.R.D.: Well, I cannot say they were enthusiastic. In fact, Sir Dorab Tata, the then Chairman of the Firm, at first turned the project down flat. Fortunately he was persuaded to change his mind by a senior colleague of mine, John Peterson, an ex-member of the ICS and then Director-in-Charge of the Tata Iron and Steel Company, who knew how keen I was on the project. He was a man of great intellectual accomplishments whom I was fortunate to have as friend, mentor and adviser in my early years in business.

MC: Did you foresee for yourself a full time flying career at that time?

J.R.D.: No, but having obtained my professional licence in England I intended to do my share of flying the mail

THE CHAIRMAN

with Vintcent and the two whole-time pilots we recruited within a few weeks of the start. There was no question of my being paid for it, as I was a paid director of Tatas and had other responsibilities.

MC: Sir, would you care to say something more about Nevill Vintcent? You refer to him as the founder of aviation in India. Is this modesty on your part or is it really true?

J.R.D.: He was indeed the founder of Indian air transport, because it was he who visualised the possibilities at the right time, worked up the scheme with great care and having joined Tatas as a partner in the venture he organised the service, small as it was, in every detail. We became very close friends and worked together with one mind. He was a remarkable man. Apart from his professional abilities and talents as an organiser, he was cast in a heroic mould with a powerful physique which had enabled him at one time to be heavy-weight boxing champion in the RAF in which he had a fine career. As an example of the courage and the physical strength of



Exclusive 45th Anniversary with Mr J.R.D. Tata

A Special Message from Mr J.R.D. Tata

It only shows what high morale and united effort can do.

I appeal once again to all our Unions and Associations, to cooperate with Management in furthering the Corporation. I sincerely believe that there would be all of us if we had set up the Joint Consultative Committee proposed some years ago but for which we could not get the necessary support. We shall jointly establish this important instrument of co-operation which we could discuss frankly and freely the plans and problems concerned with the running of this great enterprise, of high status in national leadership and international recognition.

I realise and sympathise with the view of some of the best in the world, that your rewards do not compare with the rewards in the world and that the vast majority of the population live immeasurably lower than that of any of us in the option but to accept and carry out the decisions and relieve the terrible poverty that oppresses our people.

My heart and my wishes are with you on this project of the nation.

the man, I recall the occasion when Vintcent, as a Flight Lieutenant in the RAF, distinguished himself in the course of a skirmish between the British and Kurd or Bedouin tribes in the Syrian desert. One evening, Vintcent and his gunner who had force-landed in the desert with engine trouble, were attacked in the middle of the night by a band of these tribesmen, who saw an easy chance to destroy both plane and crew. Vintcent got out of the plane and, although the DH-9 was quite a heavy aircraft, lifted its tail on his shoulders and, moving from side to side, kept the plane facing the enemy to enable his gunner in the front cockpit to fire the plane's machine guns. The enemy was put to flight and Vintcent earned a well deserved decoration for bravery.

MC: We understand that Mr Vintcent met his death in the service of Tatas.

Could you tell us how it happened?

J.R.D.: During World War II, by which time Tata Airlines were well established and beginning to make money, Vintcent and I decided to assist the war effort by undertaking to build the famous De Havilland Mosquito light bomber in India for the RAF. A new company called Tata Aircraft was created and a factory was put up at Poona. In connection with the project Vintcent had to pay a number of visits to England. On his last trip, in order to speed his return, he got a lift on a Hudson Bomber flying to Egypt. They were shot down off the West Coast of France by a German fighter which brought to an end the life of a fine and gallant man to whom India will ever be indebted for the pioneering part he played in the birth and early growth of Indian air transport. The aircraft project and his death, alas,





I LOOKS BACK



versary Interview Carpet

airman, Air-India (Contd. from Page 1)

and also to the individual members of the Air-India communications and human relations within the better understanding and cooperation between outside the field of collective bargaining which I had necessary approval and support at the time. I still hope consultation and understanding with the help of which the Corporation and exchange views and advice on all those which we have together brought to its present state.

whose professional skills and expertise are equal to the those enjoyed by your peers abroad. This situation government administration and public sector enterprises. These are justified by skills and expertise; I shall continue to future. Let us not forget, however, that ours is one of the its people have to bear the miseries of a standard of life. Furthermore, as a government enterprise we have no allies of our Government, faced with the prime task of

day and in this great endeavour of ours in the service

J.R.D. Tata
J.R.D. Tata

proved in vain, for the British Government decided that instead of building the Mosquito, Tatas should build invasion gliders, a proposal that proved ridiculous when they subsequently discovered that the gliders would have to be towed over 1500 miles to the Japanese theatre of war, and they didn't have towing aircraft for the purpose!

MC: To return to Tata Airlines, since you were already a Director of Tatas, how much of your time did you devote to the Airline in its early days?

JRDT: Considerably less than I devote now to Air-India! The operation was small, Vincent did most of the work as Managing Partner and Chief Pilot, the staff at Juhu was a tiny one consisting of a licensed engineer, a few mechanics and cleaners, and two fulltime pilots. Gopalji Bharucha was the first, and B.K.N.

Rao, who retired from Air-India as recently as 1968 as an administrator, was the second.

MC: While we all know the route you took on your first air mail flight October 15, 1932, we would like to know the problems you faced, the facilities that were available to you, your own feelings and emotions. You were a young man on this historic occasion, you must have been apprehensive. We would like to know more about this particular flight than what we have read.

JRDT: To begin with, as the flight was to start from Karachi, I had to position the plane there, which I did on October 12, 1932. At Karachi, after a brief ceremony from the Postal Department who handed over to me a couple of pitifully small bags of mail, I took off 5 minutes after the ETD of 6.30. As I cruised at the breakneck speed of 100 mph over the Indus, and the Sind Desert and the Rann of Cutch, my thoughts were both joyful and thankful on the fulfilment of a long awaited project to which Vincent and I had devoted so much time, energy, love and

after a lemonade and a brief talk to the press. Even so, I arrived 15 minutes late at Bombay where I transferred the mail to Vincent who had our second plane ready and took off immediately for Madras.

MC: What did you feel on having made it?

JRDT: I was naturally thrilled and happy at having successfully completed this very first step of the infant airline. It was the second most exciting day of my life, the first being the day I flew solo. From a pilot's point of view, it was an easy and trouble-free step, significant only because it was the first and because of the public interest it aroused in the potentiality of air transport in India. The then Government of India had shown no interest in our efforts and refused to give us any support other than to let us fly the mail on payment only of the mail surcharge represented by the extra stamps which the public had to put on their letters if they wanted them carried by air instead of by train or ship to Karachi. Government were not prepared to spend a penny to speed up mail, but graciously accepted our services free of cost to them. Furthermore, no facilities were given to us along the route. There were no navigational aids of any kind to help us to get through with the mail in our primitive little planes, even radio, to guide us in bad weather.

MC: If you will agree to give us another interview later, Sir, we would like to ask you to recall some of the trials and tribulations of Tata Airlines and Air-India before it spread its wings abroad. Today, could you tell us how Air-India International was formed, and what made you feel you could compete with large and experienced international carriers like TWA, KLM and BOAC, who were already operating to and through India?

JRDT: Even in the early days Nevill Vincent and I used to dream of the day we would spread our wings across the seas to foreign lands. By the time Tata Airlines became Air-India in 1946, I was satisfied that we had attained the capability both in the air and on the ground to operate a first class service to England. There were some risks involved, of course, but I felt that provided we used the best available planes and offered the highest possible standards of service, we would obtain sufficient support from the travelling public, particularly Indians, to ensure economic viability. We had first, however, to contend with a tentative decision of Government to organise an independent state owned airline of their own. It was clear that bold and decisive action on our part was required if we were not to be permanently left out of international operations. I knew that it would take Government at least two years to build up an international airline from scratch, whereas with our expertise and experience we could make a much quicker start if only early deliveries of planes were available. While we were negotiating with Douglas for DC-6 aircraft, an offer came from Lockheed for quick delivery of three Constellations originally reserved for TWA who had not picked up their option for them. This would enable us to start operations in May/June 1948, or at least two years earlier than Government could on their own.

So, in the fall of 1947, when Government were deeply pre-occupied with the crisis of partition and with many other national and international problems, I sent them a memorandum in which Air-India offered to create Air-India International as a joint project in which Government would take up 49% of the capital and Tatas would undertake to hand over to Government 2% out of their own holding any time they asked for it. To my pleasant surprise, bordering on amazement, Government approved the proposal in toto within a few days, in spite of, or perhaps because of, their heavy pre-occupations in other more important and urgent directions. It was thus that Air-India International was born and its service to London, via Cairo, inaugurated on the 8th of June 1948, at least two years earlier than could otherwise have been possible.

I flew as a passenger on the first flight, and to me the joy and the feeling of accomplishment was of the same order as on the inauguration of Tata Airlines 16 years earlier.

Running an airline, however, was a task which required the coordinated efforts and cooperation of a varied and versatile group of experts. We had that in ample measure, and with the excited enthusiasm of all concerned the difficult and complex job of expanding our organisation and adapting it to the needs of a highly competitive international operation was completed even faster than I had hoped or believed possible. It only shows what high morale and united effort can do. To me it was the final fulfilment of the dream which had begun in my early youth. □



“To me it was the fulfilment of the dream which had begun in my early youth.”

HEALTH CLUB



How It Works

CENTAUR'S Health Club is tucked away in a small corner of the hotel. MAGIC CARPET visited the Club and took in the entire range of services that the Club offers. Presently run under the stewardship of Vijith Kuruppu, it caters mainly to passengers who come on long-distance flights. When a house guest walks into the Club, he checks in at the reception, registers his name, changes and takes his turn on the plethora of mechanised gadgets which give him the right exercise for his muscles. The range is extensive — the keep-fit-room; the walker, the jogger, the exercycle, the vibrator and the electric massager — all help in easing up a tired body. After a long flight, when the body aches and the joints creek, a sweat-out in the sauna or a turkish bath is ethereal, followed by a shower at 7° temperature to circulate the blood and relax the body. The Club also offers a choice of a Swedish or Japanese massage. While the former is a rough-up of pummeling and pounding of fists, the Japanese massage is done by an masseur with his fingertips pressed and rubbed into the joints. The massage braces up the body and a dip in the circular shaped pool with its turquoise blue water, leaves the visitor fresh and enthused. Kuruppu remarks, "The Health Club is frequented mainly by passengers staying in the hotel who have travelled long distances. In fact, we have an arrangement with our restaurant to serve health buffs with health foods and low calorie diets."



Health Club Discounts for Air-India Staff :

Single : Rs. 750
Double : Rs. 1000

For Members :

Single : Rs. 1000
Couple : Rs. 1500

Corporate Membership :

Rs. 2000 (3 individuals)
Rs. 3500 (3 couples)

LETTERS

On The Top

Firstly, I would like to thank you for the helpful and friendly treatment we were given on our Air-India flights to Delhi. It was appreciated.

At Heathrow your photographic agent, a Mr Gordon Tilling of Brenard Press Ltd., took a few shots of us (4) on the tarmac in front of the Air-India Boeing 747. If you have used these in any news sheets or bulletin magazine, I wonder if you could possibly let me have a copy? (Photograph appears in July 1977 issue.)

Further, I thought (in view of the interest you showed) that you might be interested to hear the outcome of our expedition. Four of the party (Gilbert Harder and Eric Roberts on 21 June; Len Smith and Stuart Jones on 22 June.) reached the summit of Nanda Devi by the south-east ridge. Altogether we spent 7 weeks in the mountains; 2 weeks getting from the road head to Base Camp at 5050 metres, 4 weeks climbing the mountain with 4 camps being established and a final week for the walk out.

Thank you for your help with our trip.

Eric Roberts
British Mountaineer
London

Moment of Love

On my way to the Air-India Office one day, I was passing the park gates, when on impulse I went in and looked for the squirrels I'd heard about. Suddenly I saw two sitting daintily on an old log.

Not being used to squirrels, I was delighted when having called them, one came right up to my hand and let me stroke him. Meanwhile his companion remained comfortably seated, looking on. Then he, too, came down to be patted. For a few moments the world around me stood stock still!

It was unbelievable that in the middle of "mad" London, with traffic roaring by a stone's throw away, I was alone with these two wild creatures with not a soul around. It gave me a beautiful moment of peace and love. I continued to my office feeling curiously refreshed.

Eileen Pearson
London

Good Samaritan

I am the uncle of Tarah Mehta who travelled with her mother Annabell Mehta and Dr Hansa Dalal from Bombay on an Air-India flight, and arrived at Heathrow on Wednesday July 20 at 1315 hrs. Tarah was desperately



ill with acute bone marrow depression, the cause of the illness still being in doubt, and she died before she reached St. Mary's Hospital where she was to be treated.

I write to thank Air-India for the many ways in which the staff gave help and support to my sister during this time of supreme tribulation. I cannot adequately praise your airline for agreeing to undertake the risk of taking the child, attending to her throughout that flight and putting the needs of the child above those of the other passengers. I thank you with all my heart.

I would like to make special mention of Mr Dalal, the Area Manager, the Air Hostess, whose names regrettably I do not know and to Ms Shiller, the duty officer at Heathrow who was most efficient and understanding throughout. I had the job of organising Tarah's medical management when she got to London. Ms Shiller provided me with all the information and help that I required.

My sister and her husband join me in thanking you all. I know that the service we received was the result of a team effort. Please thank all those involved and tell them that for us Air-India is tops.

Richard Lancaster
Consultant Physician
St. Mary's Hospital, W.9.

Devotion

WE are sorry to note that you have sustained serious injuries when the engineering vehicle was involved in an accident on the way to the airport on July 18, 1977. On behalf of the Engineering Department, I wish you a very speedy recovery.

We are extremely pleased to note that immediately after the accident, oblivious of the serious injuries you had received, you had straight away proceeded to the airport to attend to the service aircraft, and it was only when one of the traffic staff noticed you bleeding profusely that steps were taken to call for a doctor to attend to your injuries. Your sense of devotion to duty under such adverse conditions, is indeed very praiseworthy and in the finest traditions of our Corporation. I am indeed pleased to place on record my deepest appreciation for your sense of duty and responsibility.

Mr Om Sawhny, DE,
in a letter to Mr A.K. Sinha,
Maintenance Manager,
Calcutta.

Transport Facility

I fully endorse the views expressed by Mr V. R. Harshan, Industrial Engineering, Santa Cruz, and Mr R. S. Iyer, Public Relations, Bombay.

May I through this column go a step further and suggest that it would be worthwhile to consider providing transport for staff working at Bombay offices as follows: From Andheri to Nariman Point via New India Building/Kala Ghoda; from Ghatkopar to Nariman Point via V.T./Ballard Estate/Kala Ghoda and from Nariman Point to Kala Ghoda/New India Building/Ballard Estate/V.T./Churchgate/Nariman Point. Alternatively, transport could operate from Old Airport to Nariman Point with a shuttle services between Andheri and Old Airport.

This arrangement would benefit both the Management and the employees, who would be punctual and efficient.

The Transport Section would have to arrange four coaches; two in each direction and another two coaches for the shuttle service. Staff would only be too glad to compensate the operating cost within limits. This welfare measure for the staff will ultimately result in increased efficiency and output.

S. Ganesan,
Traffic Services,
Bombay

Provident Fund

Deductions are being made from the staff salary at the rate of 8½ per cent towards the Provident Fund in Air-India. For this purpose, the Basic Pay, Dearness Allowance and Special Allowance are taken into consideration. Subsequently, the Corporation granted to staff additional D.A.-1, D.A.-2 and

D.A.-3, but the earnings from these are not taken into consideration for deduction towards Provident Fund. If these earnings are taken into consideration, the staff, especially Class III and IV would be benefitted and they would get a larger amount at the time of retirement.

May I appeal to the Management, to calculate Provident Fund contribution on the amount of additional D.A.-1, D.A.-2, and D.A.-3 as well.

U.K. Prabhu Shirodkar
Engineering Administration
Santa Cruz.

Communication Gap

In Air-India the idea of 'Communication Meetings' was first mooted by our Chairman Mr J.R.D. Tata. On August 2, 1977, the staff of Revenue Accounts (Cargo) had a pleasant surprise when our Director of Finance, Mr. C.L. Sharma attended the meeting in our Section. The staff had a free and frank discussion on matters pertaining to their work and other allied problems. Mr Sharma actively participated in the discussions but also took immediate decisions on certain points and gave instructions to the concerned officers to implement them. We understand that Mr Sharma has decided to attend such meetings in other sections too to have first-hand information on matters relating to each section. Undoubtedly it is a healthy trend in Staff-Management relations and is in tune with the present 'Janata' spirit prevailing in the country. The example set by Mr Sharma is worth emulating by heads of other departments.

N. Devadas Menon
Revenue Accounts (Cargo)
Bombay

READERS are requested to send their letters to Editor, Magic Carpet, Air-India Building, 218, Backbay, Reclamation Bombay 400 021. Please make your letters brief and to the point. Anonymous letters will not be published. — Editor

AIR-INDIA QUIZ

Questions to Oct. Quiz

1. Can you identify the individual waving from the aircraft window?
2. In which year was this photograph taken?
3. Can you give any information about the individual in the picture?



Answers to Sept. Quiz

1. Louis Satchmo Armstrong, the world famous band leader.
2. Perth.
3. Armstrong's wife, Lucille.

HKGRZ NYCQZ LHRAP LONQZ MEBSD



personnel at a luncheon, when problems were discussed and possible solutions suggested.

Soonoo Ragi

The Hong Kong Affair

OUR Hong Kong office, particularly the sales section, was a hive of activity during the recent visit from Japan of the Regional Director of the GOI Tourist Office, Mr K.N. Kudesia.

"Operation East Asia" was the name of the game and tourism promotion its aim.

On August 10, 1977, leading local travel agents gathered in Hilton's India Room for an evening with Mr Kudesia. A welcome by our Manager HK, Mr T.K.P. Pillai and an introduction by the RD Tourist Office was followed by a beautiful colour film which transported everyone present through the 'Gateway to Pleasure'. The Commissioner for India, Mr M.K. Mangalmurti, wound up the evening by presenting to the winners of the lucky draw attractive prizes from India.



A similar function was held the following evening with the emphasis, this time, on the excellent convention facilities now available in most of our major cities. Two very informative and interesting Air-India films on Delhi and Bombay were shown.

The following day it was across the waves to Macau, where around 250 of the city's elite converged on the Lisboa Hotel to start 'An Indian Affair', each one anxiously hoping to win the first prize in the lucky draw—an Air-India ticket to India with four days hospitality offered by the GOI Tourist Office. The winner, Capt A.H. Araujo, turned out to be an old-time resident of Goa, and was thrilled at the prospect of revisiting India. His delight was even greater when our Manager, very much a family man himself, decided it would be unfair to send off the Captain on his own, and, amidst loud applause, generously presented a second ticket for Mrs Araujo.

Mr Kudesia later played host to our reservations, counter and sales



Farewell To The Consul

A farewell dinner was given by the Joint Committee of India Organization for the departing Consul General, Mr A. Asrani, and Ms Asrani. Photograph shows left to right: Mr A. Asrani, Consul General, New York; Ms K. Kadam; Mr A. Kadam, Assistant to the Regional Director, Air-India, New York; Ms K. Asrani.

M. Chudasama

Feet Go A-Tapping



SOME of the London Airport staff were anxious to hold a dance for the staff to celebrate the Queen's Silver Jubilee. Rumour has it that the girls at Traffic at London Airport were the brain children of this excellent suggestion. After much hard work and despite the hazards of Heathrow's activities and frustrations, over 250 boys and girls gathered at the

Centre Hotel on a Friday night in August, to let their hair down, get their feet tapping and to laugh happily with the sound of music. The dancers enjoyed the tempo of the Malcolm Graham Band and there were many prizes generously given by other airlines and commercial organisations. Picture shows the indefatigable Hector Athayde from Passenger Relations at Heathrow, doing his 'quick-quick-slow' with Vera D'Lima wife of the Manager — London. On behalf of those who attended, a hearty vote of thanks went out from the London staff to the hard working organisers.



On The Craggs

AIR-INDIA London recently welcomed back a party of school boys from the Ampleforth College in Yorkshire, who flew with us to India on a schoolboy expedition to the Himalayas. Their visit to India was a success, in as much as they succeeded in reaching the 18,000 feet peak of Mount Kolahoi. This was quite an achievement for a group of nine boys aged seventeen and eighteen. Over the past year they have trained vigorously for their trip, climbing in Scotland, North Wales and the Lake District. They were accompanied by three teachers and a doctor and one of the teachers Richard Gilbert was the Group Leader and he and three of the boys reached the summit. In the words of the Rev Michael Phillips, who was one of the escorts from Ampleforth College "It was a very difficult and long climb, because technically every rock was a danger as it was loose".



George Says Farewell

'George' Sekaran retired at the end of August from Air-India and automatically from his position as Asst. to the Regional Director U.K. A number of us gathered together

to wish him farewell. Photograph shows Gus D'Lima, Manager-London, making one of the presentations to him. George is going to live in the States where his wife has recently obtained her Ph.D and they are to spend some time together in the States, during which time she will pursue her academic interests.

Running for Funds

Putting on his running shoes before he set out on a 20 mile Sponsored Walk was Hosee Karanjia from Ramp Handling at London Airport. The walkathon was organised by the stewardesses of Laker Airways to raise funds for BREAK, a registered charity, which provides holidays and residential care for handicapped and deprived children. Hosee had to cross several bridges over the River Thames. The Walk took place on a Sunday and started from the Tower of London and round Battersea Pleasure Gardens and back to the Tower. Hosee Karanjia walked twenty-five miles instead of the required twenty and collected from his Air-India colleagues and other friends £ 238 for the Cause.

Trevor Turner



Air-India Kicks A Goal

AIR-INDIA has agreed to sponsor the Slavia Soccer Club until April 1978. Peter Collins, MLA, President of Slavia, said while announcing the sponsorship agreement that "it's great to be aboard with Air-India". He added, "the initial help Air-India is putting into our club will in fact be used to promote soccer in general particularly at the junior level".

Slavia, in conjunction with PRO SPA, a Melbourne promotion company, has developed an exciting soccer promotion campaign aimed at attracting and encouraging young people to participate in this truly great international game.

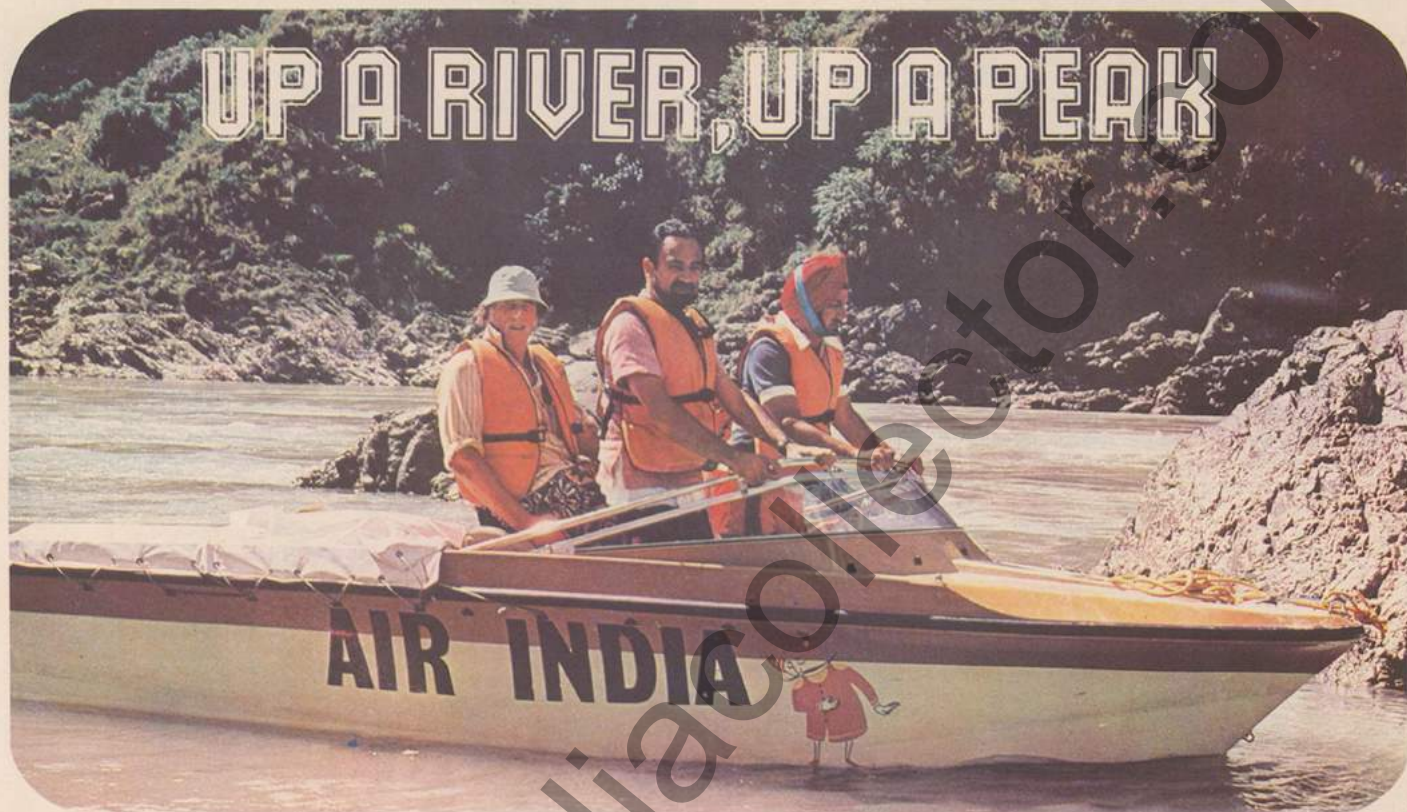
Mr Les Zelner, Air-India's Area Sales Manager, said, "Air-India is pleased to associate itself with a club like Slavia, which is determined to play its part in not only playing a great sport in Australia, but also in enabling young people from many countries to meet together in a common cause. This is one vital aspect of healthy community development."

"Air-India's involvement in this campaign is the first goal of many we hope to kick over the next few weeks", concluded Mr Zelner.

Magic Carpet

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Sir Edmund Hillary in the lead-boat, AIR-INDIA, at the start of the expedition (top centre). He was joined, in the latter part of his adventure, by Air-Indians Capt M.S. Kohli and Cmdr Joginder Singh (top). On successful completion of the trip, Sir Edmund called on the Chairman and met the MD and Dy MD at Headquarters in Bombay (above).

Air-India Leads The Way

SIR EDMUND HILLARY, who made mountaineering history by being the first to scale Mount Everest with Tenzing Norgay, was back in India recently to successfully complete the Air-India sponsored Indo-New Zealand expedition up the river Ganga (see August issue).

On return to Bombay after the success of the expedition, speaking to Air-India employees and members of the city press, Sir Hillary spoke of his re-discovery of India, "as a land not just of ancient temples, religions and beautiful buildings", but of the "warm nature, kindness and goodness of the people and their life".

He recalled his effort "as a discovery in a different sort of way", up from the Ganga Sagar at Nand Prayag. The expedition covered a distance of 3,320 km.

The jet boat 'Air-India' carried Sir Edmund Hillary and the lead-members of his expedition, while the other two boats formed the rest of the group.

The adventure was a tremendous experience. He recalled the landing at Ganga Sagar beach when the sea was strong.

He remembered the excitement while fording the raging waters of the Alakananda. "There were many occasions when we were not quite sure of whether we could move up any more but we did get pretty high". The expedition pulled out of the river when it reached a tall waterfall at Nand Prayag, 59 kms short of its destination. Sir Edmund said it was possible for the boats to be carried around the waterfall, but that was considered "rather unfair" and they did not want to cheat the river.

From there they walked to Joshimath, Badrinath and beyond, where three members of his team reached the summit of Nar Parbat.

Sir Hillary and his team mates were amazed at the tremendous response they got all along their journey. Thousands of bright, shining faces lined the shores as the expedition travelled up the river and through the small villages that dotted the hillsides.

He hoped the film and book that would be prepared on the expedition would be of advantage to the tourist industry in India and to Air-India in particular.

Asked by a questioner if this was the most difficult adventure he had taken, Sir Edmund said he thought it was a "unique" adventure.

RANDOM JOTTINGS



It is always hard to say goodbye to a colleague who retires. It is even harder to say goodbye to a guy who insists on hanging around after retirement. But, to be fair to him, it is Air-India who insists on having him—and, against his wishes, he insists on staying. Rumour has it that he will quit only after he outlives everyone else in the airline. Even his best friends will tell you that he looks like a benevolent plumpudding (with spectacles and moustache superimposed), that he has a caustic tongue and the constitution of an ox, and a painful sense of humour (it gives you a pain in the you-know-where). He does not drink, he does not smoke, he doesn't ever buy you a drink or offer you a cigarette. And he has a bank balance to prove it.

I refer, of course, to that institution-within-an-institution—the one-and-only Jal Cowasji who recently retired but has been retained as a consultant. When I used the expression 'ox', I should nearly have said an 'aesthetic ox' (or an 'artful fox'), for Jal has been the chief architect behind Air-India's famed art collection which today is spread out all over the world, he has designed booking offices in five continents, he has entangled himself with saris, churidar kameez's and other intricalia of hostesses' uniforms, he has changed the interior decor of our aircraft from the antiseptic white of other carriers (specifically designed to allow weary passengers to sleep) to intricate, artistic and eye-catching murals (which keep you awake all night). To continue the litany, he has for long years, headed the Publicity Department, which includes the art studio; assisted by his team, he has for over two decades churned out calendars, posters, diaries, menu-cards, playing-cards, post-cards and a host of other publicity material which have won for our flag-carrier prizes and plaudits all over the globe and have helped put the Maharajah on the world map. The gradual expansion of his department over the years is due less to an empire building desire than a mere requirement for more space to store the various plaques, prizes, cups and other memorabilia of his triumphant march through the portals of international aviation publicity—trophies that Air-India has been winning as consistently as Don Bradman piled up centuries.

And since I have unwillingly referred to the fabulous 'Don', I may as well tell my readers that Jal also has a reputation as a Don Juan. True, he has that instinctive eye for a beautiful chandelier, an ancient clock or objet d'art. To acquire many of these, he spent hours scouring Chor Bazaar. But he had an equally instinctive eye for beautiful girls; however, neither were they ancient nor did he have to do any scouring. They gravitated towards him as naturally as mice towards cheese—or should I say as young mice towards an old hunk of Gorgonzola? But the fact remains that you always found a slinky young damsel draped across him in the lift surrounded by a bevy of buxom beauties. Do I sound jealous? You're damn right. I am jealous! And now that he is a consultant, I'm going to do some consulting.

J.B.C. joined Air-India very unobtrusively in 1955, when he was running his own concern, Asia Art, and he brought along with him some of his colleagues who are today still the backbone of the studio, e.g. D.N. Rangnekar, K.K. Save and Khorshed Desai. Jal has a special feeling of nostalgia for V.V. Shetye, former Chief Artist, who died of leukemia while in harness a couple of years ago. And he has a special word of praise for the unsung, unheralded yeomen behind the scenes—Messrs. Hindustan Thompson who week in and week out have been responsible for Air-India's advertising. And reminiscing, he leans with pride on his Man Friday, Dhondur; he talks with affection of Mr Nari Dastur and his newest boss, Mr Inder Sethi; and of his various 'encounters' with Bobby Kooka and J.R.D.

I use this opportunity of welcoming his successor, S.S. Dabholkar who (like Jal) has a penchant for vintage cars. To Dab I say, I trust we will meet often. To his predecessor, possibly the seniormost man in publicity in any airline in the world (and determined to stay that way), I say: See you tomorrow, Jal.

Affection is a two-way sentiment. So I conclude these jottings with my own little ditty as I raise my glass (paid for by me) to:

That Grand Old Man of Publicity
Who for honours cared two hoots,
But Jal, oh Jal (with your beautiful girls),
I wish I were wearing your boots!

- J. R. M.



RAISING THE FLAG

ANDY SHAW our District Sales Manager in Glasgow is an active member of the Skat Club of Scotland, which recently raised over £3,000 for charity. One of the activities of the Club was for a voyage on the 'Waverley' which is a sea-going paddle steamer and believed to be

the last of its kind in the world, and the recent sailing of this vessel was organised by the Skat Club in Glasgow, to raise more money. The participants were allowed to fly their house flags and the Air-India flag is to be seen proudly flying on this interesting occasion.



Priority to Welfare Schemes

THE Labour Relations Committee, at its 7th meeting held recently at the Technical Headquarters in Bombay, appointed Mr V.M. Fernandes as Chairman and Mr J.N. Mogrelia as Secretary.

Among the measures reviewed from the recommendations of the previous meeting were the improvement and expansion of the Medical Benefit Scheme and the provision of a Holiday Home at Deolali. The Committee also welcomed Mr K.G. Appusamy, who addressed the gathering for the first time after taking over as Managing Director. Mr N.H. Dastur

Deputy Managing Director, who was present at the meeting was also warmly welcomed.

Speaking on the occasion, Mr Appusamy emphasised the need for launching an intensive programme for such welfare schemes as medical benefits, housing loans, staff colonies, central hospital, dispensaries, etc. Mr Appusamy assured the members that the recommendations of the LRC have always been given prompt attention and he will continue to do so. Mr Dastur endorsed the views expressed by the Managing Director.

R. K. Sattawala

LIFE OVER AGAIN

MANECK DALAL bids good-bye

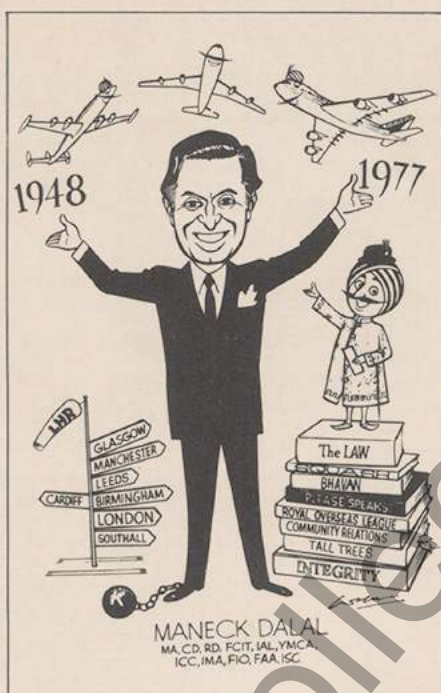
WHEN asked to write my 'swan song' for the Magic Carpet, thoughts come rushing to my mind. It is not what I should write but what I should leave out, is the problem after nearly 32 years in Air-India. I can, therefore, only concentrate on a few individuals and a few incidents.

Let me start with my initial appointment with Mr Bobby Kooka, who, at the time was Traffic Superintendent of Tata Airlines. I still remember him vividly sitting in his large chair in Mahindra Mansions, immaculate with a silk shirt bow tie and swede shoes. He talked enthusiastically about Tata Airlines and what it would mean to build up this Company. He thought quickly, spoke quickly and at the end of 20 minutes offered me the job of Station Supdt., which I promptly accepted after he had infused me with enthusiasm. There were no set salary grades at that time and he asked me what I would expect as a salary. I left it to him and was promptly started on the handsome salary of Rs.300/- per month!

Six months later, when I had completed my probationary period, I was sent to Delhi in October, 1946, as Manager of the Station. It was in Delhi that I came to know our Chairman, who would often fly himself in his Expediter. He had an impressive personality and everyone around respected him and were inspired by his august presence.

I remember coming to London in January, 1948, to start our offices, without any experience of international operations. Till then I had done 6 months in Bombay and 2 years as Manager of the Delhi office and it was a frightening and overwhelming experience to think of the varied jobs that needed attention to start an international airline functioning within 6 months. When the plane landed at night on June 8, 1948 I remember keeping my fingers crossed as the lithe form of the Chairman in a dark pin-stripe suit stepped down from the plane at Heathrow asking us all to set our watches as Air-India had arrived to the minute (which is frankly more than we do today!).

At the same time my friend and colleague Gianni Bertoli was to start the Geneva office and Fali Nariman the Cairo office. I would particularly like to mention Mr Bertoli, a remarkable person, who, most tragically, lost his life in the crash in the Alps in 1966. I shall never forget the mental agony I underwent when I was informed from Geneva in the early hours of the morning that our plane had been long overdue and that among the passengers were Dr. Homi Bhabha (another dear friend and the very first house guest in Delhi) and Mr Bertoli. Gianni was a warm and generous man. When we were staying with the Bertolis in Geneva, he would quietly take our daughters out shopping and buy them the most expensive presents. I feel that people like Gianni



Bertoli should be adequately recognised, not only because they gave their lives in the service of Air-India, but because people like them have been the true pioneers of Air-India. They have borne the brunt of establishing overseas offices when we, as an airline, had very little knowledge of international operations.

In London we started at Heathrow Airport and I recollect waiting outside the office of Roger Pugh the Civil Aviation Authority Manager. I looked at a large framed cartoon of BOAC's Flying Boat over the Coast of Africa. Those who know Flying Boats would remember that they were extremely comfortable but very slow. In this particular cartoon, under the aircraft were some African beaters running in the shade of the big bird. The leader on the ground was looking back and saying "a little faster boys or we shall lose the shade!" Today, when one looks back, it's difficult to imagine the large strides which commercial aircraft have made over the last 30 years.

In those days, London Airport was controlled by the Ministry of Civil Aviation and I received tremen-

dous help from them as well as from the British Overseas Airways Corporation staff.

I have always felt that despite frailties Air-India by and large has been a reasonably efficient operator. I have, from time to time been asked by people in London, both inside and outside the airline industry, why Air-India, unlike some other operators, has been commercially successful. A number of reasons come to mind:

We have had dynamic leadership from Mr J.R.D. Tata, supported by a team of dedicated men.

Moreover, I feel that we have always managed to stay abreast by purchasing the latest and most commercially viable equipment. We have concentrated on one make of aircraft at a time. This has helped both in efficiency and economy in our line maintenance.

The most important point, however, is that we are prepared to give service. We have maintained high standards in running the airline and without a doubt, we have to thank Mr Tata for this. Right from the inception of the airline, till today this aviation giant has been uncompromising in demanding the highest standards. The airline owes him a great deal.

I feel I should mention the role my wife Kay has played in Air-India. I think many of you would agree with me that Air-India is most demanding in terms of time and energy. Air-India wives have to be extremely patient. I must say that my wife Kay has not only shown this patience over a number of years, but has taken a very positive part in helping me with my job in Air-India. In thanking her, I feel, I am also thanking all the other Air-India wives.

I would also like to thank most sincerely not only our Managing Director and Dy Managing Director, who have been very kind, but also many, many others, who, over the years, from being colleagues, have become good friends. I am deeply grateful for their friendship.

I would also take this opportunity of thanking all my Air-India colleagues in the U.K. for the conscientious and hard work which they have put in over many years; and particularly, for their support and loyalty. I could not have asked for a better team and sincerely appreciate all that they have done.

Before I bow out of Air-India, I would like to give a brief message to all my friends and colleagues: Do please remember that Air-India is truly a remarkable airline with tremendous achievements. Believe in your airline and take pride in working for it. It carries the flag of a great country, and, by its presence in all the major countries in the world, shows the level of excellence India can achieve in the commercial and technical field. God bless Air-India.

TID-BITS

With Trevor Turner



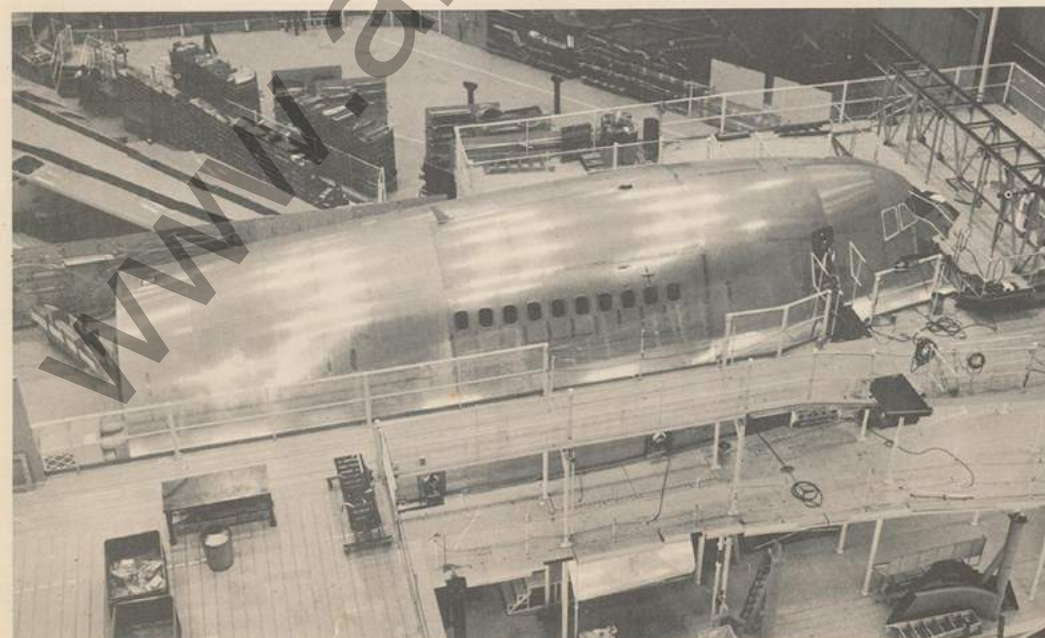
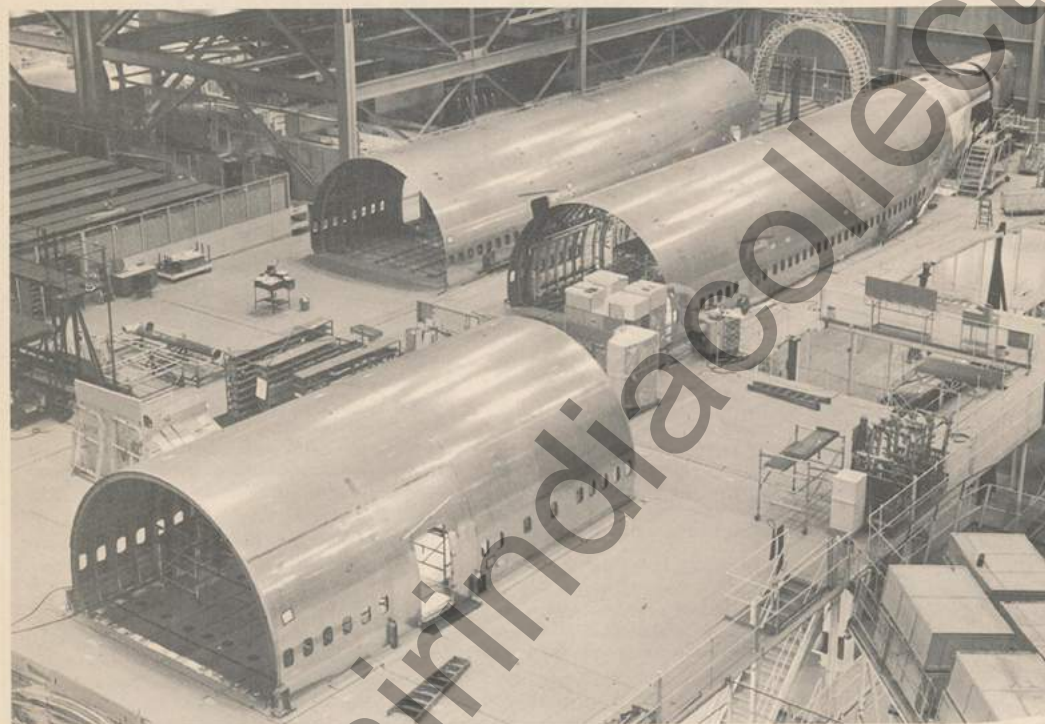
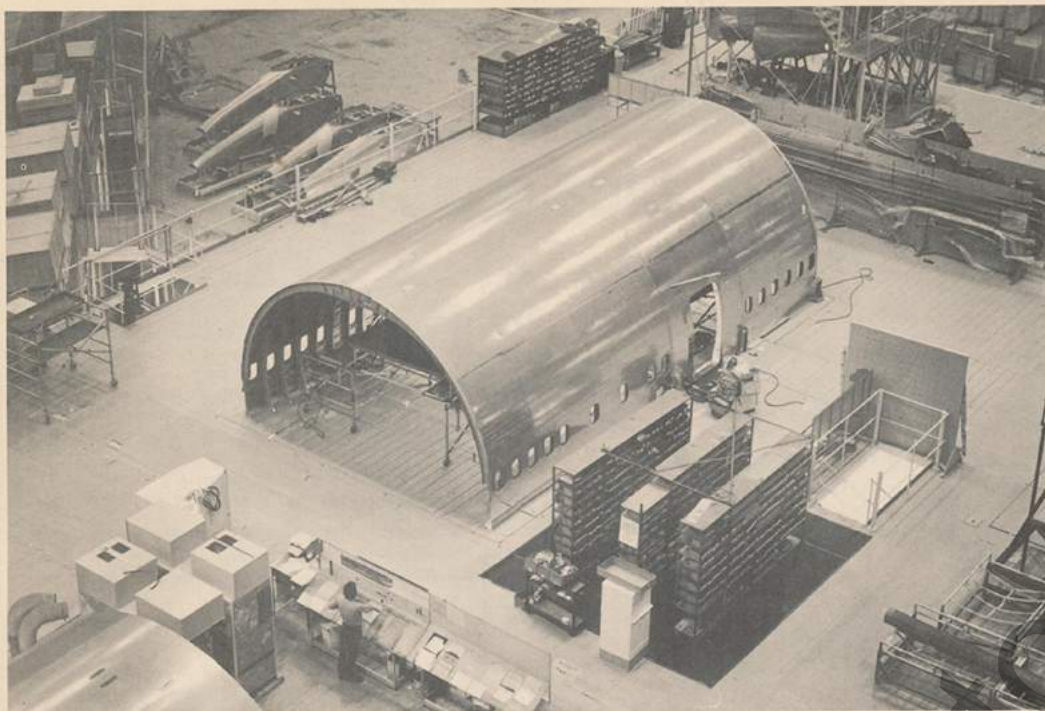
IN September the Merseyside Himalayan Expedition travelled with us to India to attempt the Sattu de Par Peak which is relatively unknown in the Himalayan region. All mountaineers, they climb for the love of it. Support to this Expedition has been given by Mount Everest Foundation, despite the

fact that they have organised and financed the expedition themselves. Several days prior to their departure Ben Stroude, the leader (left) and Fred Smith the deputy leader went to London Airport to deliver some of their equipment to our cargo warehouse for airfreighting to Delhi.



BEFORE he left London for Sydney on Air-India John Easter, a professional squash player, visited Bond Street wearing his squash clothes which carried the Air-India logos. John was the only U.K. professional to participate in the Australian Squash Circuit

1977 which took place in a number of cities in Australia. John Easter is seen here with Kusum Puri, one of our receptionists from the Bond Street Booking Office. His current world rating is 17 and his current world seeding, 14.



AIR-INDIA Sixth Aircraft

AIR-INDIA'S sixth Boeing 747, EMF has taken a year and half to build assembly. The aircraft comprises 4 put into place by a large team of workers at the Boeing Company at Everett, 30 world wide network of sub-contractors and components, supplies and assemblies that move through the production process computer-controlled schedule.

The entire operation of the superjet representative, who in the case of the s Mr J.D. Billimoria.

The aircraft sub-assemblies are complete the plant and the final assembly of the are joined to the mid-body stub, or wing single unit of three assemblies. This forward another step and is joined to mid this point the assembly resembles a becomes a recognisable 747 when the nose and, finally the tail, gently fall into

Termed in manufacturers' jargon as this is one of the most vital stages in when nearly all of the aircraft's 200 Trailing-edge flaps are added to the wing, and from this point forward, the 747

Other final assembly positions lie ahead open and the superjet makes its debut

While frenetic activity goes on at before the aircraft is painted and prepared all initial spade work is done at the Air- the Chairmanship of Mr Om Sawhney and by the Planning Committee with participating actively. This Committee was and the various aspects of the aircraft measures were initiated to ensure smooth

A number of steps were taken by workshop facilities, and extend the optimum utilisation of the area.

At most of the meetings checklists departments, action taken and a centre presented.

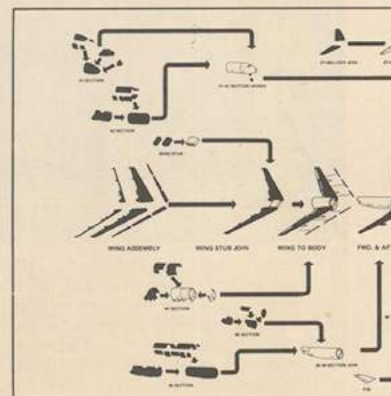
At one stage the Committee felt the space at the terminal area at Bombay stampede action was taken up with increase the parking space for wide bodied some members that additional space outstations as well. It has been de configuration of Air-India's sixth aircraft of 24 in the first class and 358 in the seats. All first class and front rows of armrest tables.

For Inflight movies, Emperor Ch Transcom system, a cartridge type of built for showing films on board aircraft

It has also been decided to change the addition of the sixth aircraft, the 74 stations which were formerly being served

The Committee decided that the firm from Seattle to London and from London

With the addition in fleet strength, also envisaged. While the aircraft is activity goes on both in Bombay and are likely to be serviced by the Chandragupta.



AIR-INDIA

REPORT TO EMPLOYEES 1976-77

Net Profit Earned by the Corporation
1976-77: Rs. 17.59 Crores.

Previous Year :

1975-76 : Rs. 6.35 Crores.

Employees covered under Bonus Act
are paid a maximum permissible
bonus of 20 %.

Highest dividend declared on Equity
Capital at 10 % : Rs. 3.31 crores.
Previous highest 6 % in 1970-71
(Rs. 0.82 crores).

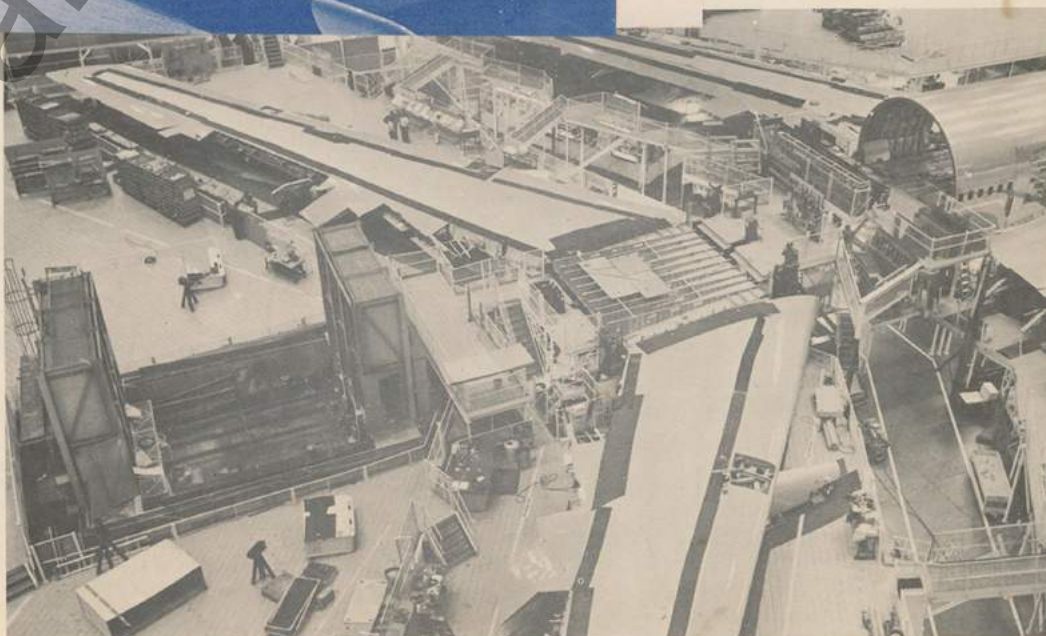
Total Revenue earned is
Rs. 274.54 crores.
(1975-76 Rs. 201.61 crores).

the 1978.

Flight would be operated
from Bombay.

Increase in man-power is
essential assembly, relentless
at various stations which
Boeing 747, Emperor

747 ASSEMBLY SEQUENCE



R CHANDRAGUPTA
It is presently in final
million parts which are
form the task force
s north of Seattle. A
suppliers send in parts,
tive at the factory and
ording to a precise

various locations on
tree-section, making a
egins when the wings
eted, the unit moves
ion of the fuselage. At
ing winged barrel and
body sections, the

body join position",
of wiring is installed,
anding gear is attached
s on its own wheels.
ore the factory doors
n the factory apron.

manufacturing plant
its maiden test flight,
ase in Bombay. Under
of meetings were held
all departments parti-
) to discuss the status
duction of the aircraft.
ommittee to augment

f operation to ensure
repaired by the various
report to Management

port and as a result
Airport Authorities to
t. It was also felt by
lotted for parking at
to have a 10-abreast
seating accommodation
my plus four crew rest

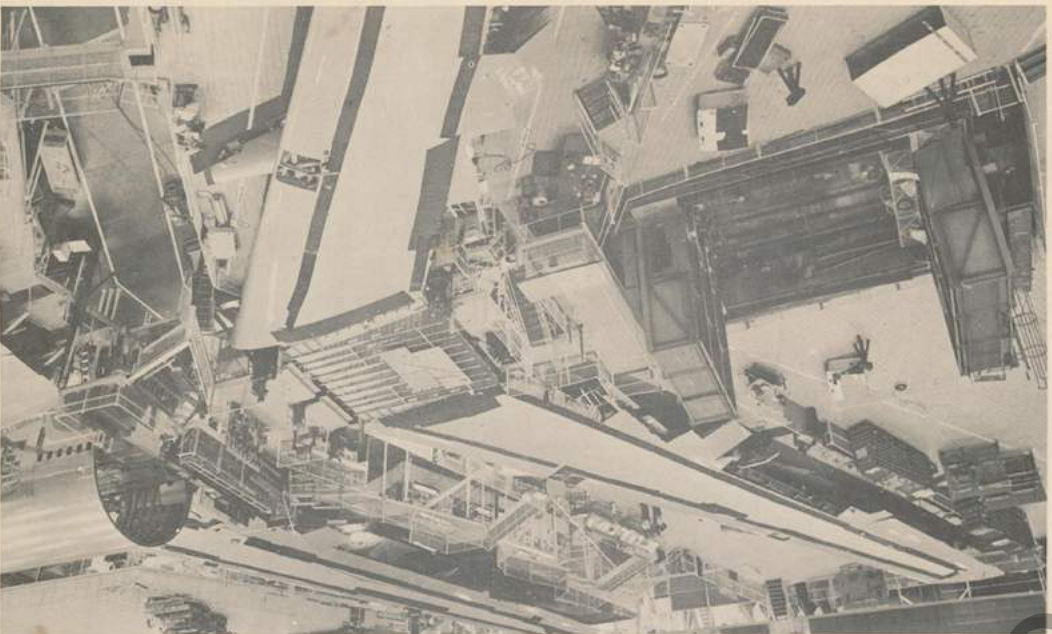
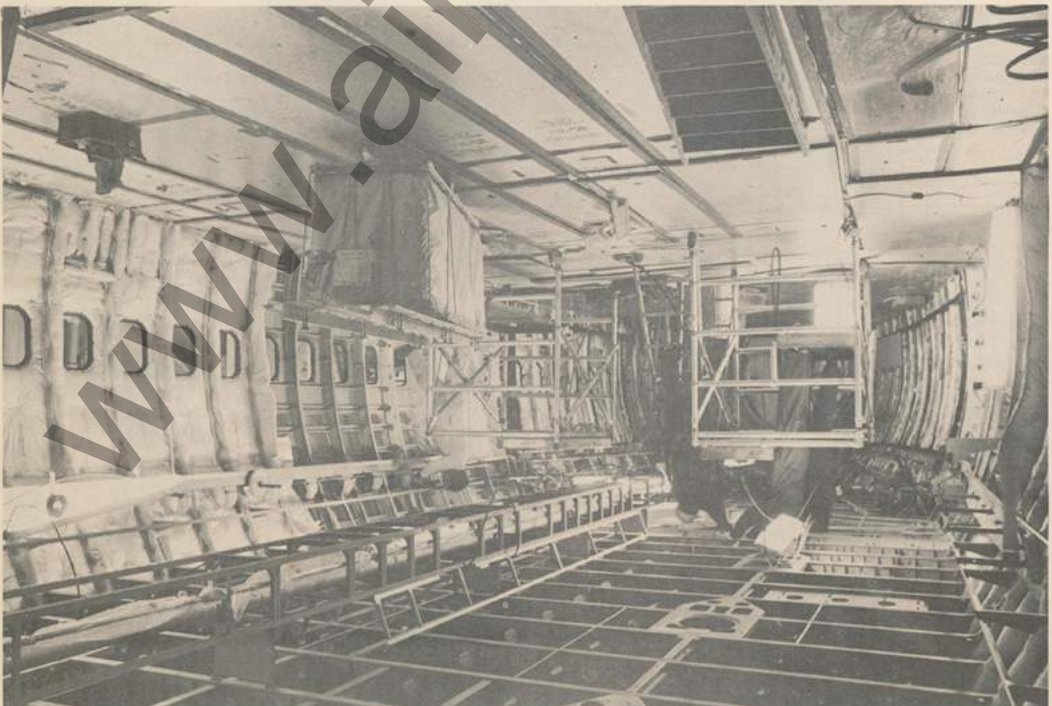
upta will have the
equipment, specially,
the pattern and with the
l touch a number of
he 707s.

ht would be operated
rease in man-power is
al assembly, regardless
various stations which
oing 747, Emperor

747 ASSEMBLY SEQUENCE
FINAL ASSEMBLY
WING
FIRST FLIGHT



EMPEROR CHANDRAGUPTA



The Air-India team with the trophies



AIR-INDIA

Sweeps All Prizes

THE 6th Joint AI/IA Badminton Tournament, hosted by Air-India was played at the Corporation's Indoor Stadium, Madras, from September 11 to 14, 1977.

Air-India won both Ladies and Gents Team Championships convincingly and comfortably.

The following are the results:-

Air-India beat IA-Delhi by 3 matches to nil: 1st Singles - A.R. Suvarna beat M.C. Midha 15-3, 15-1. 2nd Singles - V. Mody beat O.P.S. Sharma 15-1, 15-1. Doubles - Mody and Suvarna beat V.K. Sadan & C.P. Dhan 15-5, 15-0.

Air-India beat IA-Madras by 3 matches to nil: 1st Singles - V. Mody beat Sankaran 15-2, 15-2. 2nd Singles - A.R. Suvarna beat Swamy 15-3, 15-2. Doubles - V. Mody and Suvarna beat Sankaran and Swami 15-0, 15-7.

Air-India beat IA-Calcutta by 3 matches to one: 1st Singles - V. Mody beat S.K. Biswas 15-1, 15-2. 2nd Singles - A.R. Suvarna lost to B.C. Poddar 15-2, 13-15, 6-15. Doubles - Mody and Suvarna beat S.K. Biswas & G.K. Dey 15-6, 15-2. 3rd Singles - A.Y. Jawdekar beat G.K. Dey 15-8, 15-6.

In the Ladies team championship Air-India beat IA-Calcutta and IA-Madras by 2 matches to nil: 1st Singles - Sujata Jain beat S. Ahmed 11-3, 11-3. Doubles - T. Malkani & S. Jain beat Gupta & S. Ahmed 15-4, 15-2. **Air-India beat IA-Madras by 2 matches to nil:** 1st Singles - S. Jain beat Alpha 11-1, 11-1. Doubles - T. Malkani & S. Jain beat Alpha & Sanfrancisco 15-1, 15-4.

In the individual Championships we won all the six events: Men's Singles - V. Mody (AI) beat A.R. Suvarna (AI) 15-1, 15-4. Men's Doubles - V. Mody and A.R. Suvarna (AI) beat T.N.D. Pillai and A.Y. Jawdekar (AI) 15-3, 15-3. Ladies Singles - S. Jain (AI) beat T. Malkani (AI) 11-1, 11-1. Ladies Doubles - S. Jain & T. Malkani (AI) beat Alpha and Sanfrancisco (Madras) 15-1, 15-3. Mixed Doubles - S. Jain & V. Mody (AI) beat T. Malkani & A.R. Suvarna (AI) 15-4, 15-3. Veteran's Singles - T.N.D. Pillai (AI) beat S.K. Biswas (Calcutta) 15-1, 15-0. Sujata Jain & V. Mody won the triple crown.

Capt J. Joseph, Regional Director, Indian Airlines, Madras, inaugurated the Tournament, while Mr Polly Umrigar, former Test Cricketer distributed prizes to the winners and runner-up players.

MIND OVER MATTER



SUGGESTION AWARD WINNERS

MR H.J. MODI, Sr Aircraft Technician and Mr P.K. Pimple, Sr Aircraft Technician both in the Components Overhaul Division and Mr P.V. Vasudevan, Sr Aircraft Technician in the Accessories Overhaul Division were presented with awards of Rs.100/- each and Rs.200/- respectively for making significant suggestions. Mr Modi was able to improve service life of food trays in the 747 first class section, while Mr Pimple who is a three-time award winner suggested improvement on food trays used on the 747s. He also suggested modification of the Aerotherm Standard chair backrest frame. Mr Vasudevan suggested locking of the armature on the rod to prevent it from becoming loose. This is an attachment on the turbo-compressor regulator on the 707s. While congratulating the three award winners, Mr Om Sawhny, Director of Engineering, wrote that he hoped "you will continue to display the same interest and enthusiasm with a view to achieve better efficiency."



Mr Bhatnagar of Inflight Service

Our Chef Recomend

LAMB CURRY

Ingredients:

Lamb : 1 Kg. (without fat and bones, cut into ½" cubes), spinach : 300 gms, onions : 300 gms, garlic : 15 flakes, ginger : 30 gms, red chilli powder : 1 teaspoon, coriander powder : 2 teaspoons, salt : to taste, ghee/butter clarified : 100 gms, tomato concasse : 100 gms and cardamom powder : ¼ teaspoon for flavour.

Method:

Cut and boil spinach with little salt but without water and grind it or pass it through the machine to make a fine paste. While cooking do not cover the pan and ensure it does not get discoloured.

Pass the onions, garlic and ginger through the mincer/machine to make a fine paste. Heat ghee/clarified butter, add the paste of onion, garlic and ginger along with red chilli powder and coriander powder. Keep on frying, stirring all the time, until the paste is brown on medium fire. This may take 10 to 15 minutes depending upon the fierceness of the fire.

Add lamb pieces and salt and fry for 5 minutes, add tomato concasse and fry for another 10 minutes.

At this stage add the spinach paste and cardamom powder. Add enough mutton/chicken stock just to cover the meat pieces and let it cook uncovered until soft and there is semi thick gravy.



Mr Appusamy Felicitated

AIR-INDIA'S Managing Director, Mr K.G. Appusamy, was felicitated by members of the Aeronautical Society of India, Bombay Branch, at a function held recently at the Air-India Executive Club in Bombay.

Addressing the audience, Mr Appusamy emphasised the need for a combined and co-ordinated effort of all sections of the aeronautical community. He hoped that institutions like the Aeronautical Society would provide the necessary lead in this direction since its

members are drawn from various technical disciplines of aviation.

Earlier Mr Om Sawhny, President of the Society while welcoming the Chief Guest paid rich tributes to Mr Appusamy's contribution to the growth of aviation in India. On behalf of the members he wished Mr Appusamy continued success in all his efforts to promote not only the image of Indian Aviation. Mr P.S. Ganapathy, Hon. Secretary, proposed a vote of thanks.

ON THE MOVE..... UP

The following staff have been promoted :

Commercial Department :

Messrs S.K. Verma, H.M. Kaul, H.K. Malik and Ms C. Chellaram as Commercial Managers; Mr D.V. Gidwani as Sr Station Manager. Messrs R.B. Sharma, T.R. Arora, G.S. Singh, M. Khosla, N.S. Mathur, A. Khwaja, Muzaffar Ali, B.R. Satyanarayana Rao, S.K. Syal, S. Ghose and S. Mukherjee as Station Managers. Messrs S.S. Bambardekar, D.R. Deshpande and K.V. Joag as Asst Station Superintendents.

Engineering Department :

Messrs R.N. Chuckerbutty and K.J. Bhandari as Asst Engineering Managers; Messrs K. Venkatraman and S.S. Gokhale as Asst Supdts.

Finance & Accounts Department :

Mr J.J. Rindani as Asst Financial Controller; Mr C.K. Mirchandani as Accounts Officer; Messrs O.P. Nangia, H.C. Shah, J.A. Shah and N.S. Shenoy as Sr Accounts Officers.

Ground Handling Department :

Mr N.V. Moghe as Transport Engineer.

Inflight Service Department :

Mr N.A. Turner as Manager-Inflight Service; Mr J.J. Naigamwalla as Manager-

Cabin Crew; Messrs P.P. Joshi and G.A. Naik Chodenkar as Station Supdts. Messrs B. Fernandes, J.S. Joshi, R.R. Gonsalves and S.S. Vasisht as Asst Station Superintendents; Ms S.G. Naik Chodenkar as Secy. to Dy Director-Inflight Service.

Operations Department :

Mr K.R. Karandikar as Asst Manager-Admin; Mr S. Venkatesan as Sr Flight-Despatcher; Mr T.C. Padmanabhan as Asst Admin. Officer; Messrs M. R. Borkar and R.V. Pai as Flight Despatchers.

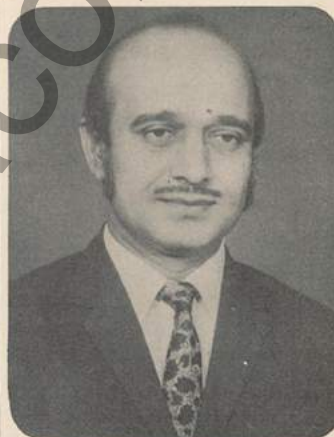
Stores Department :

Mr M.V. Bichu as Manager Printing; Messrs B.N. Jawdekar and S.R. Deshmukh as Asst Supdt. Stores; and Mr G. Nagappan as P.A. to C.S.P.

Headquarters :

Capt. J.R. Martin, Public Relations Manager in the grade of Commercial-Manager; Mr R.K. Sattawalla, Dy. Public Relations Manager as Station Manager; Mr Naosherwan Nalavala, Asst Public Relations Manager as Station Superintendent; Mr S.S. Chakraborty as P.A. to Controller of Communications, Mr S.L. Bapat as P.A. to Dy Director, Management Information Services and Mr R.S. Iyer as Office Assistant.

APPOINTMENTS



The Maharashtra Government has appointed Sales Officer D.R. Bhalerao (left) and Storekeeper A.S. Waghmare as Special Executive Magistrate.

AIR-INDIA QUIZ



Question to Nov. Quiz

1. This man looks familiar! who is he?
2. When and where was this picture taken?
3. This man is a professional artiste. Which section of the arts does he represent?

Answers to Oct. Quiz

1. Mr Lal Bahadur Shastri.
2. In 1965.
3. He was the Prime Minister of India after Pandit Jawaharlal Nehru.





CHAIRBORNE

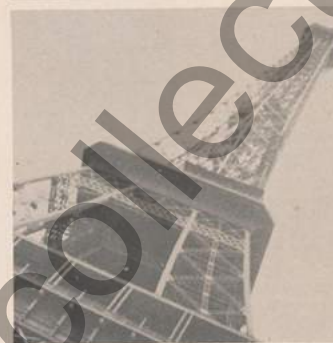
WITH NAOSHERWAN NALAVALA

INDIA EVENING



AN India Evening was held recently at Alwiyah Club at Baghdad. A variety of cultural programmes were presented and the evening was topped with a scrumptious Indian repast. Among the distinguished invitees were Mr D.S. Kamtekar, Indian Ambassador and his wife. Photograph shows Mr G.D. Subramaniam, Manager-Iraq and his DSM, Mr P.A. Joseph welcoming the distinguished guests.

POT SHOT



WE welcome photographs of historic and scenic beauty. S.A. Thakur of Civil Works & Properties, has sent us an unusual photograph of the Eiffel Tower. We would appreciate more staff to send us photographs of their travels abroad or of whatever subject that interests them. We will print them in the Magic Carpet from time to time.

WELL DONE



IN the past few years, the children of Air-India staff have been doing exceedingly well in the various examinations. Recently, fourteen-year old Darsana, daughter of Mr H.V. Desai of Planning, secured 80.6 percent marks in the SSC examination, and ranked second in the Sardar Vallabhbhai Patel Vidyalaya. It makes us

happy to record the activities of young scholars and we are sure that others too would emulate them and distinguish themselves in their respective examinations.

SPORTSMEN MEET



IN Bangkok recently, Air-India Manager and former Indian Test Cricketer, G.S. Ramchand greeted 'King' Pele aboard an Air-India flight bound for Calcutta. Pele, seen with G.S. Ramchand and Capt. Dasgupta, was mobbed by the ground staff, who were privileged to see him on the aircraft. The great Brazilian soccer player, described as a "peerless performer", visited Calcutta with the Cosmos team and played an exhibition match with Mohan Bagan. The match ended in a draw.

CAPT. KALIA ONE-UP

ONE Sunday morning while flying over Baluchistan at an altitude of 33,000 ft and flying at a speed of 650 m.p.h., passengers heard the Commander of our Boeing 747, Capt. Kalia announce on the public address system, "Ladies and Gentlemen, We have with us on board the Melody Queen Lata Mangeshkar, who on the 108th birth anniversary of Mahatma Gandhi will sing a song to you in honour of the Father of the Nation."

And to the surprise of the passengers, including the Union Finance Minister Mr H.M. Patel, Lata Mangeshkar sang in a mellifluous voice. The song "Allah Tero Naam, Iswar Tero Naam, Sabko Sanmati De Bhagwan", words taken from the original prayer sung in the presence of Mahatma Gandhi. Ms Mangeshkar was applauded and so was Capt Kalia for having persuaded her to sing.

WEIGHT-WATCHERS



THIS little booklet published jointly by the Diabetic Association of India and Air-India, and printed in the Air-India Press, is a treat for those who are always wanting to reduce weight without feeling famished.

AWARD FOR MR SHARMA

AT a recent Departmental Heads Meeting, Mr C. L. Sharma was presented the "Distinguished Alumnus Award 1977" of the Railway Staff College, Baroda. The award was accompanied by a citation and a symbolic souvenir embossed with the Railway em-

blem. The Managing Director, Mr K.G. Appusamy (photo above) complimented Mr Sharma and said that he hoped he would reach even greater heights in the Corporation. The Heads of Departments joined the MD in felicitating Mr Sharma.

MD ON IATA EXEC COMMITTEE

THE Managing Director, Mr K.G. Appusamy, has been elected member of the Executive Committee of the International Air Transport Association. The Executive Committee is a policy making body of the Association. Mr Appusamy was a member of the IATA Technical Committee for over 10 years when he was the Director of Engineering before he became the Dy Managing Director of Air-India in 1973. During this period he was Chairman of the Committee for a year.



FLAMING FLAMENCO

AIR-INDIA in association with the Embassy of Spain and Taj Mahal Inter-Continental organised Spanish nights in Delhi and Bombay. The star attraction at these evenings was Queti Clavijo, the prima donna of the Flamenco. Queti has successfully danced in sixty countries and recently she toured the USSR and gave a hundred concerts in 27 cities. She was awarded the Tchaikovsky gold medal in Moscow.

In one of her evening performances in Bombay she presented in flawless technique, the La Cana, and later transformed the words of the great Spanish poet and musician Federico Gracia Lorca into a flaming Flamenco number. Juan Morales and David Lainfiesta accompanied Queti's dance numbers. When Queti dances her entire being vibrates with joy as she tap dances to the throb of Spanish music.

TASTE OF SUCCESS

AS articles and photo-features pour in to show what a tremendous success 'Destination-South India' was, kudos go to the Department of Tourism under the stewardship of Ms Vatsala Pai and Ms S. Jagannathan and Air-India's Tourism

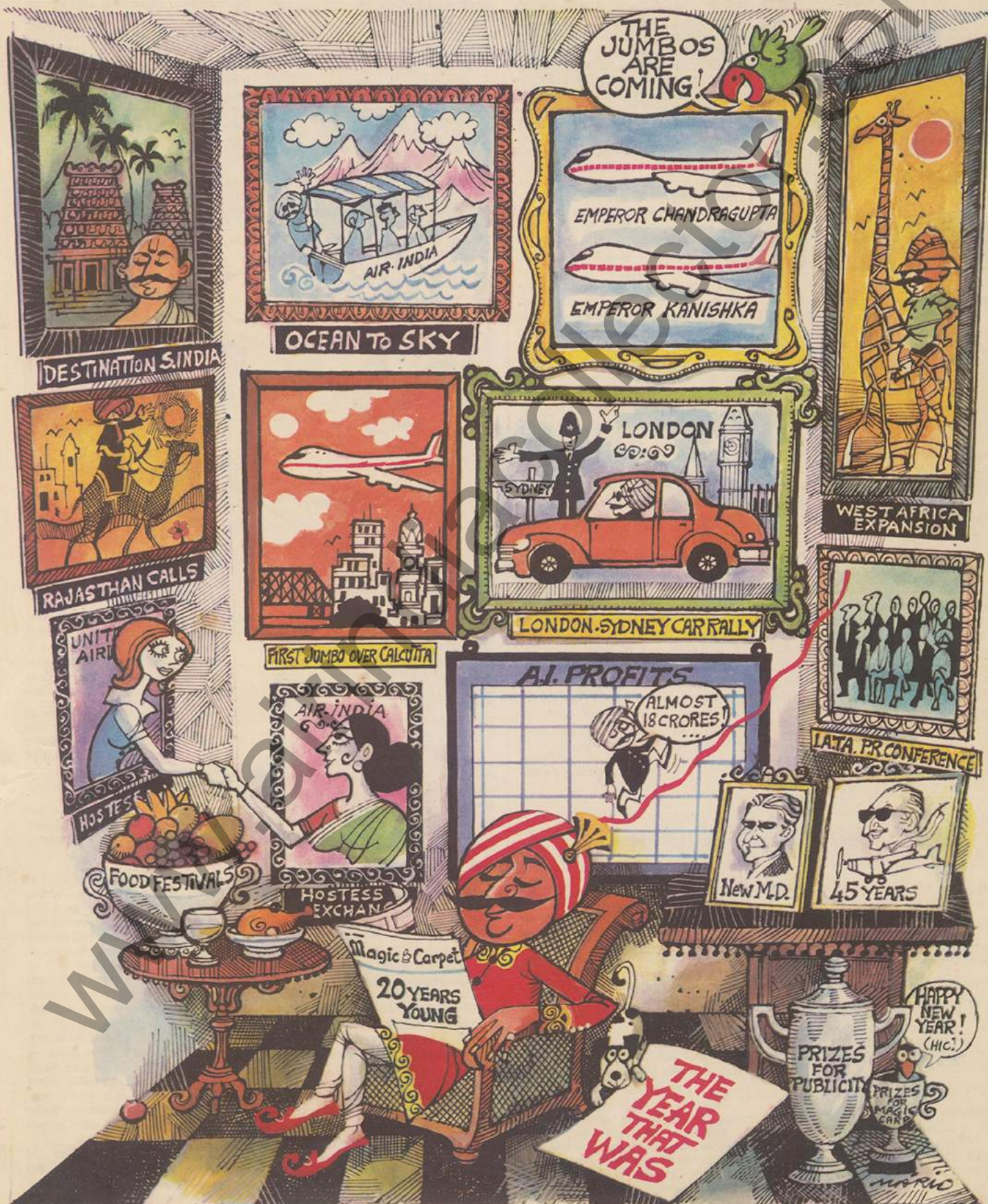
Section under the leadership of Mr J. Meher-Homji. Now their sights are trained on the 250th celebrations of the City of Jaipur, and with the spadework already done, they hope to make the celebrations a runaway success.

AIR-INDIA

Magic Carpet

VOL. 21 NO. 12

DECEMBER 1977





ON THE JOB

THIS attractive girl with the winsome smile who toured around Europe giving Bharat Natyam performances and getting rave notices is none other than Geraldine D'Souza, today an Air-India receptionist in the Booking Office. Gerry was hell and bent on joining the airline, because as she says, this gave her an opportunity to travel round the world. She had already been bitten by the travel bug when a dance tour took her to Germany, Switzerland, Belgium, London, Austria, Italy and Rome. She joined Air-India in 1970.

Gerry holds a diploma in German from the University of Vienna in Austria. Her ability to speak German fluently has given her an edge when she accosts Continental travellers. In 1974, Gerry along with another receptionist, was chosen to represent Air-India at a tea party organised by the Vice-Chancellor of Germany in Bonn. This has been her finest experience and honour for Air-India.

Gerry presently works at the Agents Counter, where she does not come in direct contact with passen-

Q. Could you give some details of the new Teledyne AIDS and the GPWS system for Air-India aircraft?

A. Aircraft Integrated Data System (AIDS)/Expandable Flight Data Acquisition and Recording System (EFDARS).

With the FAA requirements for installation of digital type crash recorders on wide-body jet aircraft, we studied capabilities available equipment and systems for continuous recording of various parameters recommended by FAA. The system chosen is Teledyne system which is the expansion of earlier airborne flight recorder system and which provides recording of additional parameters such as aircraft altitude, positions of control column, control surface and high life devices and engine thrust. This capability would greatly facilitate accident investigation and incident analysis. Since the system records these parameters continuously, it

can also be used in aircraft and engine performance monitoring.

The Expandable Flight Data Acquisition & Recording System (EFDARS) selected by Air-India has the capability to record approximately 60 parameters of flight data. Out of these about 24 parameters are considered mandatory by FAA for accident investigation. Our second and third Boeing 747 aircraft have now been modified with the EFDARS system with a capability to record FAA mandatory 24 parameters.

Apart from installation of a crash-protected, magnetic tape recorder for recording 24 parameters due to some problems in retrieving and processing all recorded data from this recorder on routine basis, an additional recorder called Quick Access Recorder (QAR) which has a removable cassette has also been installed on these aircraft. However, our fifth 747 aircraft was delivered with QAR

installed as a part of complete EFDARS.

The Ground Proximity Warning System (GPWS) continuously monitors aircraft instrumentation and provides pilots with advance notice of unsafe flight i.e. proximity to the ground or dangerous closure rates. Both aural and visual warnings are provided in the cockpit. Air-India's fifth Boeing 747 aircraft was delivered by Boeing with the GPWS installed. In view of the importance of the operational safety provided by this System, installation of the same has now been completed on all our Boeing 707 and 747 aircraft. The GPWS installed on Air-India airplanes is manufactured by Messrs Sundstrand to ARINC characteristics 594.

Readers may send us questions on any aspect of airline operation. We will co-ordinate the answers and feature them in the Magic Carpet.

gers but helps them through their agents. Her work includes, ticketing, fare construction, reservations, hotel booking, Reserve Bank formalities and handling of Visas. Her work is complex and demanding and keeps her on her toes right from the start of day. "You sort out one problem and there is another waiting for you. You never know what's coming next", she says. But as the saying goes 'complexity adds more spice to your life', Gerry loves every moment in Air-India, because her job is so challenging. Patience, tact and diplomacy are her handmaidens on the job.

Besides Indian classical dancing, Gerry is a talented pianist and enjoys music and singing. A mother of two kids, she finds time for all the things she wants to do and has patterned her life systematically. Very active and friendly, Gerry has the knack of charming passengers and making them sworn travellers on Air-India. Her husband worked for Air-India for 20 years and has recently left us for greener pastures.

*Dolly Potia
Public Relations Trainee*

LRC at Calcutta



AIR-INDIA Management is considering the possibility of introduction of a Superannuation-Group Insurance Scheme for all India-based staff", stated Mr J. N. Mogrelia, Dy Director of Finance and Secretary of Labour Relations Committee, at its 8th meeting held in Calcutta recently.

The Management has also formed a Committee to review the existing Provident Fund Regulations so as to remove anomalies and increase benefits to members of the Fund. Mr R.N. Dhople, an elected member of the Labour Relations Committee and nominated member on the Provident Fund Committee, explained in brief the salient features of likely recommendations of the Committee as under:-

i) The rate of interest to be declared on Provident Fund balances should be on par with that declared by the Central Government from time to time for funds managed by Provident Fund Commissioners. The shortfall, if any, in the actual amount of interest earned by the Fund should be made good by the Corporation.

ii) As per the existing Regulations, interest is declared on opening balance standing to the credit of the member. The recommendation is for giving interest credit on the balance + 50% of additions by way of subscriptions and employer's contributions, during the year.

iii) As against the present calculations of interest on the full amount for the entire period of repayable withdrawals, calculation of interest on the reducing monthly balance is recommended.

iv) The minimum qualifying period of membership for Permanent Withdrawal should be reduced from 15 to 5 years in respect of Housing and from 20 to 7 years for marriage/education purposes.

v) Additional Dearness Allowances I, II and III should be counted for Provident Fund subscriptions and contributions.

Welcoming the Committee, Mr H. D. Billimoria, Manager-Eastern India, expressed satisfaction over amicable settlements of the problems of his region. He explained in brief various welfare measures introduced in Calcutta.

The Committee further discussed various local items such as a Holiday Home in Eastern region, subsidy for canteen at Booking Office, Calcutta, besides general problems like improvement of canteen services at NTB, amendment of service Regulations in respect of Appraisal forms etc. and arrived at appropriate conclusions wherever feasible. These will be made known to staff in due course.

The Committee concluded its deliberations after approving the Holidays for the year 1978.

R.K. Sattayalla

Magic Carpet 20 YEARS AGO

HOUSING COLONY DECLARED OPEN AT SANTA CRUZ

MR Y.B. CHAVAN, Chief Minister of Bombay declared open AIR-INDIA INTERNATIONAL'S modern housing colony at Santa Cruz.

THE WINNER

OUR District Manager at Aden, Mr A.W.P. Crasto came up a lucky winner in a local raffle. The prize - an Austin A.35 Saloon. Congratulations to him. Travelling must certainly be easy for him whether on land or up in the air.

A.I.I. SPONSORS RADIO QUIZ SHOW IN SYDNEY

AIR-INDIA International's offer of overseas air trips as prizes in "WHEEL OF FORTUNE" is claimed by STATION 2CH SYDNEY to put the programme among the biggest single station day-time quiz shows in the world.

GLASGOW: A.I.I.'S NEW LINK

AIR-INDIA International recently opened a new office in Glasgow, Scotland, adding another chain to our vast list of stations all over the world.

Mr M.A.S. Dalal, Regional Traffic Manager, United Kingdom, received the guests at a special cocktail party held by A.I.I. and a film on the MAGIC CARPET ROUTE from London to Tokyo was shown to everybody present.

FROM THE G.M.'S DESK - DECISION TO SELL CONNIES

SOME of you must have heard that the Management have decided to sell the three Constellations and buy two new Gees.

Two Super Constellations are, commercially speaking, almost equal to three Constellations. When we get our new Gees, therefore, we shall have precisely the same productivity. We shall, however, have a much greater flexibility.



Bernie's Punch-Line

COMEDIAN Bernie Winters flew with us to New York recently. He was visiting the States on a personal invitation from Mohammed Ali's manager to watch the title fight between the Champion and Ernie Shavers. He was greeted on board our flight by

hostess Kiran Jetley (left) and Dhun Shroff (right), but insisted on keeping his wife Siggy in the picture. Bernie comes from a boxing family, so may be this is the reason for his humour and his famous 'punch line'.

Travelators

LONDONERS are hopeful that the extension to the London Underground, which will involve a new station at Heathrow, will be open in December. It is expected that this new line will carry eleven million passengers each year, and the new station, right in the middle of Heathrow Airport, will have platforms 44 feet below the heart of the airport complex. The station will be linked by subway from the various airport terminals and these subways will have travelators to avoid walking long distances. It is indicated that the journey to Earls Court from Heathrow will take thirty minutes and the single fare will be seventy pence or if travelling to Kings Cross it will take approximately 45 minutes at a cost of 90 pence.

It is certainly hoped that this will ease some of the congestion with traffic going to the Airport, and will also avoid the change at present from the underground at Hounslow West to the bus to London Airport. However, it remains to be seen as to how difficult it is going to be for passengers who have a lot of baggage, to travel on this service, although London Transport say that the coaches they are going to use for the new trains will have extra floor space near the door for suitcases.

The last train will leave Central London at 2350 hours, and the first arrival from Central London at the Airport will be 0630 hours and it is anticipated that during the day there will be a service every four minutes, but this frequency will drop to about seven during the evenings and Sundays.

LONDON HI-LIFE WITH TREVOR TURNER



Surprise For Two

SURPRISE! Surprise! for John Duxbury and his wife Merry from Ventnor Isle of Wight, when they boarded an Air-India jumbo at London Airport in October, to emigrate to Australia. They were chosen to celebrate their departure with us and also to mark the 21st Anniversary of the commencement of our London to Sydney service, which fell on the same day and they were making their long flight to Australia to start a new life. For this Christine Rangopal offered them champagne to celebrate in high style.

Cowan's Triumph



HOT from their success in the Singapore Airlines London to Sydney Car Rally, Andrew Cowan (right) and his co-driver Mike Broad flew back from Australia to London with us in October. Having undertaken this marathon car rally and no doubt having experienced considerable discomfort on their outward journey, they obviously appreciated the comfort of a jumbo flight back to London. Andrew Cowan is no newcomer to car rally success, in as much as he was also the winner of the 1968 London to Sydney Car Rally. Not to be outdone by two such gruelling experiences as he stepped on to the tarmac at Heathrow he said, 'I would do it all over again'.

Pop Star Passenger

ELTON JOHN, the pop star, flew with us to New York from London in October. Elton John, who is also well-known in England as Chairman of the Watford Football Club, has been a regular passenger of ours over the years. The pop star was visiting England to participate in a concert of pop music. It was at this concert that Elton pulled off his beret to show his shock of transplanted hair - a gimmick aimed at shocking his audience, who know him as practically bald.



THE TOP THREE

Top three revenue-rankings for April/August 1977 are :

Middle East & Gulf	19.1%
East Asia	12.0%
Africa/Aden	10.1%

The above figures reflect Progressive Surplus over Target.



**7th Asia/
Regional PR
Bom
Nov. 23**



K. G. APPUSAMY,
Managing Director,
Air-India.

IATA has today about 110 member airlines and covers about 80% of the entire world civil air transport operations. IATA's main objectives are 'To promote safe, regular and economic air transport for the benefit of the peoples of the world and to provide a form of collaboration amongst air transport enterprises'. I have been personally associated with IATA work for over 20 years in the past mainly in the technical field and I can confidently say that IATA has successfully fulfilled its objectives. Over 75% of IATA's work is concerned with development and improvement of the infrastructure of which international aviation rests. Only about a quarter of its efforts is connected with tariff negotiations and yet, in the past twelve months, due mainly to the deficiencies in the regulatory framework under which IATA airlines operate, there has been growing criticism by governments and Press against IATA tariff setting processes. IATA's major achievements and contributions to the development of international air transport is being overlooked by the critics simply because of the difficulties encountered in the tariff field.

THE AIMS OF IATA TO PROVIDE

safe, regular and economical air transport for the benefit of the peoples of the world, to foster air commerce and to study the problems connected therewith;

TO PROMOTE

means for collaboration among the air transport enterprises engaged directly or indirectly in international air transport service;

TO CO-OPERATE

with the International Civil Aviation Organization and other International organizations.

A section of the audience.



CONF

THE 7th IATA Asia/South-West Pacific Relations Conference, organised by Air India in collaboration with Indian Airlines was held on 23 and 24, 1977 at the Centaur Hotel, Bombay. It was inaugurated by the Mayor of Bombay amidst impressive fanfare. Fifty delegates from twenty-seven airlines attended the two-day conference.

Air-India's Managing Director, Mr K. G. Appusamy, welcomed the delegates to the Conference, while, the opening address was delivered by IATA's Assistant Director General for Public Relations, Mr Vladimir Slivitzky. Mr Patara of Alitalia, who is also the Chairman of the Public Relations Advisory Committee, thanked the organisers for giving the delegates a warm welcome.

On the first day of the Conference, Mr K. G. Appusamy, IATA's Regional Director for Asia & South-West Pacific, presented a paper on regional airline problems and the response. Air-India's Commercial Director, Mr K. G. Appusamy, who participated in the discussion, spoke on the subject of Traffic Conferences and why agreements are more and more difficult to arrive at. His deep knowledge of IATA affairs acquired over the last two years made his talk unusually interesting to the delegates. Mr K. G. Appusamy, who substituted for Mr Craig Saxton, Manager of Corporate Relations, read a paper on his behalf. The sessions were moderated by Air-India's Managing Director, Capt J.R. Martin.

John Tilton, Public Relations Manager for Air India, moderated the late morning session. Mr K. G. Appusamy, Public Relations Manager (Africa & Arab States), Dr A.A. Azizi, Dy. Manager of Public Relations (Mr Hossein Voddjan Doust, his behalf) and Mr Ajit Gopal, Public Relations Manager of Indian Airlines, presented their views on the aspects of the introduction of new aircraft.

The highlight of the post-lunch session was the screening of films by Robert Cousins, Public Relations Manager of Qantas and an excellent film tracing the history of the airline.

W Pacific Conference May 24, 1977

ELAL
NEW ZEALAND

AIR CZECHOSLOVAKIA
AIR CZECHOSLOVAKIA

SABENA

AIR NIUGINI

Alitalia

QANTAS

MEA

IRAN AIR

SUDAN AIRWAYS

JAPAN AIR LINES

CP Air

PIA

SAS NAC

Indian Airlines

C. SARIN,
Managing Director,
Indian Airlines.

WHILE you would no doubt be concerned with specific areas of current interest it would perhaps be well to share a thought for the role of public relations in general, and in aviation in particular.

I will share with you an interesting quote from William Farley and believe me, no offence is intended. Speaking of the PR man, he says: 'The back slapper is gone. There isn't any room for him in PR any more. The huckster, the joke-teller, the glad-handed, hard-drinking, loud talking publicist is not a man you can depend on to handle your programmes. He's a phony and everybody knows it. He hides inability under a coverlet of bravado.'

There is a lot more to it however than a mere change in style. One has to look at the totality of the scope and content of the PR function in the world of business as we find it today. PR cannot remain impervious to the sea change in the size and structure of corporate management and to the new dimensions of time and space in so far as aviation is concerned.

VLADIMIR SLIVITZKY,
Asst. Director General,
Govt. & Publicity Affairs, IATA.

ECONOMICALLY over the past few years the air transport industry has been facing a situation of limited growth. There are, of course, areas where growth has been and is quite spectacular such as to the Middle East, but by and large we have had to adjust to something between 0 and 8% per annum compared to the 14 + 15% we have been previously accustomed to. Coupled with that the industry is incurring unprecedented increases in cost — I hardly need to elaborate on that: fuel, labour, navigational and landing fees you have all experienced the effect of those. And unfortunately there are no major productivity gains on the horizon — our new aircraft will not produce the kind of productivity improvements we experienced 15 to 20 years ago during the transition from piston to jet, nor anything approaching these gains. All this leads to a short fall in profits and consequently in capital for new equipment. And yet it is estimated that over the next 10 years IATA carriers will require some 70 billion dollars to replace obsolete equipment and to allow for growth.

IATA PUBLIC RELATIONS

In the field of public relations, IATA maintains a worldwide information programme, furnishes source material for students of air transport, acts as a spokesman for the industry and provides a number of special publicity and promotional services.

The work of IATA's Public Relations Department, guided by the Public Relations Advisory Committee, also includes the organization of PR Conferences and Regional Panels as part of its effort to foster cooperation among the public relations offices of member airlines.

CONFERENCE ROUND-UP

The Regional Public Relations Conference of the Middle East and North Africa was held in collaboration with the IATA on November 23 at the Conference Center, Mr. Muri S. Deora, Managing Director, Indian Airlines, presided over the opening sessions.

G. Appusamy and C. Sarin welcomed the keynote address by Mr. Muri S. Deora, Managing Director, Indian Airlines, and Mr. Giovanni Patara, Chairman of the IATA, who extended a warm welcome.

Mr. R.A. McGowan, Managing Director, Middle East and Asia, read the Public Relations Report, Mr. Inder Sethi, Managing Director, Indian Airlines, read the Public Relations Report, Mr. Inder Sethi, Managing Director, Indian Airlines, read the Public Relations Report.

Mr. R.A. McGowan, Managing Director, Middle East and Asia, read the Public Relations Report, Mr. Inder Sethi, Managing Director, Indian Airlines, read the Public Relations Report, Mr. Inder Sethi, Managing Director, Indian Airlines, read the Public Relations Report.

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and the mythological Icarus to the modern day wide-bodied jets exhibited by Tonao Senda, Managing Director and Vice-President Public Relations, Japan Airlines. The moderator for the session was Mr. Giovanni Patara.

The next day, Ms S. Jagannathan, Director of Tourism, Government of India gave a slide presentation on India and discussed the Public Relations aspects of airline involvement in tourism, along with Mr. Arnold Sherman, Public Relations Director and Manager, Tourist Relations, El Al. The moderator for the early morning session was Marjorie Crowley, Public Affairs Editor, New Zealand, National Airways Corporation.

The pre-lunch session was a fairly unusual one when Mr. M.J. Akbar, Editor, Sunday Magazine, Mr. M.K. Das, Asst Editor, Financial Express, Mr. Pushpinder Singh, Editor, Vayayan, and Mr. Bikram Vohra, Editor, For You, aired their views on media and the world air transport industry. It was one of the liveliest sessions of the whole Conference and the delegates appreciated the forthright comments of the gentlemen from the Fourth Estate. The moderator was Mr. Claus Dehio, Press & Information Manager-International, Lufthansa.

In the afternoon session the Public Relations aspects of airline magazines was discussed when Mr. Gerald Dick, Public Relations Manager, Air Niugini projected a film on tourism in Niugini. Mr. Egil Von Rosen of Scandinavian Airlines System discussed the 'Scanorama' magazine, of which he is the General Manager. Mr. Adney Smith, Public Relations Manager, C.P. Air was the moderator for this session.

Mr. James Arey, Director, Public Relations, Pan American Airlines substituted for Mr. Willis Player, Senior Vice-President and read a paper on the Public Relations aspects of relations with government officials and legislators. Mr. Vladimir Slivitzky also read a paper on the same subject, while the proceedings were moderated by Mr. Sami Rababy, Senior Vice-President, International and Government Affairs, Middle East Airlines.

During the final assembly at the end of the day Mr. Anthony Vandyk, Public Relations Director reviewed the proceedings and the house later unanimously elected Capt J.R. Martin as Regional Panel Chairman for the 1979-81 period.

The Mayor, Mr. Muri Deora, lighting the traditional lamp assisted by two Air-India ground hostesses Ms S. Mandal and Ms G. D'Souza.



FONNE FOLLIES



SIX digits, a sequence of clink burr-burr, a ringing tone, and you are through from Santa Cruz to Nariman Point.

That, at least, is the theory.

It doesn't always work out that way, especially during the Bombay monsoon.

There is no doubt that keeping in touch, is easier today with the telephone, than it was 160 years ago, when it took days for carrier pigeons and couriers to reach their destination with news.

There seems to be no excuse for failing to keep in touch, well, yes, there is.

Have you ever tried telephoning across the Runway and other offices in and around the Airport, and God Help you, Nariman Point? It can take up the entire day. I have an uncanny feeling, William Bell must be turning in his grave at the state of the telephone system as it is today. You sit in the office starting at the instrument, waiting for the ring to connect you, or keep dialling. Nothing happens. Your irritation mounts; the wretched instrument begins to look like an enemy. Marshal Mc Luhan, was right when he described communication network as "extensions of our physical and nervous systems".

It is said that in Switzerland the things run like well-oiled cuckoo clock, but Bombay telephones don't seem to have mastered the technique!

Messages and conversations are so garbled that it could be in another language. When, and if, you do get through, holding on tenaciously to a life-line, and remembering to use your highest pitch, with luck, on the twenty-second Hello, a faint voice answers — the end result, incoherence.

Calls made early in the morning, finally come through in the evening, or in the middle of the night, at home. In this case your natural reaction is to tell the Operator what he can do with his wretched line, but if the Boss happens to be at the other end, it is better to listen, grunt, and gently explain that you are not at your best in the middle of the night. Of course, the next day may find you on the mat, or out of your job, thanks to the telephone system. The Operator may be sympathetic and charming, but it is a totally frustrating experience. Not being a tech-

nical wizard, I can only guess that this is perhaps due to obsolete mechanical equipment being patched up instead of being junked in favour of modern electronic items, and of course, the system appears to be invariably overloaded during working hours.

And talking about crossed lines—that's another story.

Once, when answering a call at Air-India Staff College, Santa Cruz, a voice said —

"May I speak to Mr 'X'?"
I said: "Mr 'X' is in the classroom."
He said: "In the bathroom?"
I said: "No, no, I said classroom."
May I take a message and whom shall I say called?"

He said: "Mr Aaron, spelt"
I said: "I know, Aaron, as spelt in the Bible."

He said: "But, I'm not from the Bible"

I said: "Granted"

He said: "Tell Mr 'X' of Pest Control"

I said: "Mr Aaron, I'm sorry, but this is *not* Pest Control."

He said: "Christ! (not from the Bible!!)"

"I guess I have the wrong number — I'm sorry, I have been a pest."

Well, that's that, then.

Anyway, one takes comfort in the knowledge (apart from the well-oiled system of Switzerland), that foreign countries are also notorious for this sort of thing. The United States boasts the speed and efficiency of their telephone system, but I believe that Pierre Salinger, Press Secretary to the late John F. Kennedy, tells how early one morning in 1961, the President was in his bedroom, when a special top-secret telephone, used only in emergency, began to ring. The President expecting the worst picked up the receiver.

"This is the President", he said. There was a pause.

"I must have the wrong number", came the startled voice. "I'm trying to reach a French laundry."

Well, have another try with your telephone, and with luck, you might get the Prime Minister.

Yvonne Bickers

TT Tourney

THE very first Inter Offices, Table-Tennis Tournament was conducted by Air-India recently at the University Sports Pavilion, Marine Lines, Bombay. Forty-eight teams participated in the Men's Team Championship while 8 teams participated in the Women's Team Championship. Four silver trophies were presented to the winners and runners-up.

On the first day of the match Mr P.V. Gole, D.P. & I.R. inaugurated the Tournament (right), while Mr Farookh Khodaiji was the Chief Guest. Ms Kaity Khodaiji distributed the prizes to the Teams on the last day of the function.



Mr P.V. Gole trying his hand at playing Table-Tennis.

Engineers Win Bridge Matches



Men at play

THE Inter-Department Bridge Tournament was played at the Recreation Centre, Santa Cruz recently. Over 13 Teams participated in this Tournament. The Engineering Department comprised Messrs V.S. Rane, T.R. Srinivasan, L.M. Shilotri, M. N. Somasundaram and Madan Mohan who won the Championship by

defeating the Accounts Team which Comprised Messrs R. A. Watve, R.D. Samant, S.R.R. Chavli, C.M. Amin, R.C. Mehta and N.V. Sabnis.

Brig. M.P. Joseph, Controller Civil Works and Properties, distributed the prizes to the winners and runners-up.

New Commercial Manager-Publicity



MR S.S. DABHOLKAR, 45, has been appointed Air-India's Commercial Manager—Publicity in succession to Mr J.B. Cowasji who has retired. Mr Cowasji will remain as a consultant.

With a diploma in fine arts from the J.J. School of Arts, Bombay and a Licentiate of the Society of Industrial Artists, U.K., Mr Dabholkar was with J. Walter Thompson (now Hindustan Thompson) as Art Director and later as a Senior Accounts Executive. For a three-year-period he studied Publicity in the Central School of Arts and Crafts in the U.K. and worked in the London Office of J. Walter Thompson.

In 1968 he joined Tata Engineering and Locomotive Company Ltd., (TELCO) in Bombay as Publicity Officer and later became head of their publicity Department.

Mr Dabholkar is a vintage car buff and has entered his 1933 model Austin in several car rallies in Bombay. He has won a number of prizes in different categories.



AIR-INDIA BOOSTS GOODS TO USA

AIR-INDIA in collaboration with Bloomingdale's, a New York based department store chain, launched a major promotional venture in India to export Indian merchandise, particularly consumer goods. This announcement was made by Mr Marvin S. Traub (below), President of the Company, at Press Conferences held in Delhi and Bombay.

Mr Inder Sethi (above), Commercial Director of Air-India, who is actively involved with the promotional campaign, said that the three-week programme would be launched from April 1978, under the patronage of India's ambassador to the United States, Mr N.A. Palkhivala. The target for sale of Indian merchandise has been set at \$ 5 million a year through the chain of department stores belonging to the American Company.

Mr Sethi explained at the Press Conferences that although Air-India was mainly catering to the tourist traffic, it was also interested in increasing the Corporation's earnings through promotion of exports. The promotional venture sponsored by Air-India with the American Company, he added,

would be the largest promotion of Indian consumer goods in the United States. Air-India had already held similar ventures in collaboration with Australia. It was negotiating for a similar type of venture with France, he added.

Mr Traub described the venture as one of the largest promotion of Indian consumer goods in the United States and the largest outside India.

Bloomingdale's, he said, had been the leading American store, in developing Indian merchandise since 1966. "We thought that this is the appropriate time to broaden the base of interest in Indian products in our markets," he added.

Mr Traub said that Air-India, which had always believed in the promotion of Indian music, dance, art and handicrafts abroad, planned in collaboration with Bloomingdale's, during the campaign, to take to the United States a substantial number of artists and craftsmen, many of whose crafts had never been seen there. For instance, for the first time, American customers of Bloomingdale's would be able to see weaving of a carpet by an Indian weaver.



Success Spree

THE U.K. Air-India Hockey Team has again been on its travels. They had a most successful tour to Puerto Rico where in San Juan they played three games against the national team and excelled themselves on each occasion by winning 7-2, 5-0 and 4-0. The Puerto Rican team are staging the Pan American Games in 1979, and in the opinion of Philip Kenny from Traffic London who is the Captain and Secretary of

the Team, the Puerto Ricans gained a lot of experience by their matches against our boys. Both Philip Kenny and Charles Clyne also from Traffic, London, appeared on Puerto Rican television for thirty minutes during a sports programme. During the interview they were able to mention not only the activities of our sports teams, but also the services and frequencies offered by Air-India from London to various parts of the world.

LETTERS

Holiday Homes

While it is heartening to note that Air-India has embarked on 'Destination South India' project, it is a sad fact that it has only one Holiday Home in the South (Mahalipuram) for the benefit of staff. I do not want to harp on the oft-repeated theme that South is being neglected, but I cannot help feeling that South India, which boasts of exotic beaches, towering temples, wild life sanctuaries and world famous hill stations, deserves better treatment. Can I hope that Management will sympathetically consider my request to open more Holiday Homes in places like Ooty, 'the Queen of hill stations', Kovalam, 'Paradise on earth' and Bangalore, 'the garden city'.

V.G. Moorthy
Line Stations Section
Engineering Department
Santa Cruz

Service Gift

As per our Managing Director's recent Circular, Management has decided to make a parting gift to staff who retire after 30 years of service in the form of a Demand Draft for Rs.750/-. I feel that those staff who have joined in the middle age group of 30 to 40 years will be deprived of this magnanimous gift by the Management, as they would retire long before completion of 30 years service. Therefore, it would be in the right perspective if the service period is reduced from 30 years to 25 years. I would also suggest that the amount be raised to Rs.1000.

Similarly, I would also suggest Management reduces the service period of 25 years to 20 years to enable the staff to qualify for a watch.

S.K. Mitra
Admin. Officer
Madras



Dr V. Ramchandran presenting a Certificate of Appreciation to Mr I. D. Sethi, C. D.

Staff College Anniversary

THE Air-India Staff College celebrated their 15th Anniversary in October at the Staff College Auditorium, Bombay.

In his speech Dr V. Ramchandran detailed the activities of the College. Later the Commercial Director, Mr I.D. Sethi, who

was the Chief Guest, lauded the activities of the College and at the same time stressed the need for more broad-based management programmes. Several departmental heads were present. Mr R. Tewari, Asst. Commercial Manager-Cargo proposed a vote of thanks.

AIR-INDIA QUIZ

Answers to Nov. Quiz

1. Frank Sinatra Jr.
2. In November 1967 at JFK Airport, New York.
3. He is a singer.



Questions to Dec. Quiz

1. How many employees can you recognise in this group photograph? Please give us their names and their designations.
2. Where was this photograph taken?
3. The wife and daughter of one of the employees in this picture are still serving Air-India. Can you name the members of the family who are with us today and in which sections are they?



CONSIGNEE SELLING

Air-India is making special efforts to earn cargo revenue by 'consignee-selling'. Tokyo has recently done an excellent job by carrying 24,000 bottles of Guinness Beer weighing over 18 tons on our services from London to Tokyo. Kudos go to our Manager, Mally Gomez and his

staff for putting in extra effort in getting this valuable contract. Photograph shows Mr J. Oizumi, our Cargo Sales Representative, holding a banner, which translated reads: "SAPPORO GUINNESS CO AIRINDIA - M.S.A.S. AIRLIFT 24000BTLs GUINNESS BEER LONDON - TOKYO".



KHAR GYM TOURNNEY

Mr K.G. Appusamy, Managing Director, was the Chief Guest at the prize distribution function of the Open Table-Tennis Tournament at the Khar Gymkhana in Bombay recently. The Tourna-



ment, organised by Mr B.P. Baliga, Asst Engineering Manager-Production-Planning, who is also the President of the Gymkhana, was a runaway success. Over 400 competitors took part in the Tournament and the event was highly acclaimed by sporting bodies in

EVEREST HERO

In recent months mountaineers have been very much in the news. Sir Edmund Hillary with his 'Ocean-To-The-Sky' expedition took the country by storm. In September the Mersyside expedition scaled an unknown peak in the Himalayan region, while the school-boys from London climbed Mount Kolahoi. While the youngsters were busy with active climbing, the doyen of mountaineers, Tenzing Norgay launched his book "After Everest" in London with much fanfare. Our publicity department was actively involved in publicizing both the man and his book. The publication is a pot-pourri of reminiscences and recollection of past glory, as Tenzing narrates, assisted by the co-author Malcolm Barnes, his joys and sorrows after his momentous victory over Everest. Photograph shows Tenzing with his book at the Air-India Maharajah Lounge at Heathrow.



Bombay. Photograph shows Mr K.G. Appusamy presenting the Womens Singles Championship Trophy to Ms Kiran Wardekar.

NEW RD-UK



Mr Eric Pereira, 53, has taken over as Air-India's Regional Director-UK from November 1, 1977, after having served for almost five years as Managing Director of Hotel Corporation of India. A graduate of Bombay University and a former Naval Officer, Mr Pereira has been with Air-India since 1946 and has held a number of responsible positions within the airline. Before his appointment as Managing Director of Hotel Corporation of India, he served for a two-year period as Commercial Manager-Cargo.

October is the month when Hindus throughout India bow down to pray to the gods and goddesses and celebrate Diwali and Dassera with much eclat. On Dassera day this year various departments called in priests and held prayers at their place of work. HCl staffer, Rajesh Anchan, as well as other employees of the Corporation gathered to perform pooja in the Restaurant of the Air-India Building in Bombay. Mr Arun Kumar, Manager-Catering services, organised the pooja and the variety entertainment programme which followed. Both functions were well attended.

IN LOVE WITH AIR-INDIA



Madame Han Suyin who visited India recently travelled on our service from Hong Kong to Bombay and later from Bombay to Geneva, where she lives with her husband Col. Vincent Ruthnaswamy. A writer of distinction, she has authored a number of books on China and is probably the most well-known Chinese woman after Madame Chiang Ching. Among her famous books is a trilogy on China: The Crippled Tree, Mortal Flower and Birdless Summer. Her recent book on Tibet, 'Lhasa' was very enthusiastically received by both the public and the press in India and abroad. Han Suyin's conversation is always interspersed with comparisons between India and China, and she now hopes to come for a longer stay to this country to write a personal history on the life and times of the Indian people, with special emphasis on the status of women. A friend of India, she has warm words to say about Air-India and finds travel on our airline most "quite and relaxing."

MD ON IATA TASK FORCE

The MD, Mr K.G. Appusamy has been nominated to the "task force" which is to review IATA's rate-setting machinery. The team of five members has unlimited freedom to explore the shortcomings of the airlines present rate-making structure and distribution system.

AT THE HELM

Air-India's Public Relations Manager, James R. Martin was unanimously elected Chairman of the International Air Transport Association's Asia/South-West Pacific Regional Public Relations Panel for the 1979-81 period at a two-day conference held in Bombay last month (see story pages 4 and 5). The region, which extends from the Mediterranean to South-West Pacific, is the largest in comparison to the North American and European regions.

A MONTH OF POOJAS



www.airindiacollector.com