Magic Carpet

VOL. 11. No. 6 THE STAFF MAGAZINE OF AIR INDIA JUNE 1967

From the G.M.'s. Desk :

"Earn and Save Foreign Exchange"

I AM TALKING to you through the medium of the Magic Carpet after five months. During this period, I have visited some of our stations and met some of you. I have no hesitation in saying that I have been impressed by the sincerity of purpose with which you work and the hard work you put in.

Air Marshal M. S. Chaturvedi

Today I propose to talk to you on a very serious subject which affects not only the Corporation but also the country as a whole. In its turn, it is bound to affect the posterity — your children and mine and the entire future generation.

Heavy Drain

The Country is passing through a crisis of foreign exchange. There has been a heavy drain on it on account of rapid industrialisation of the country, large defence expenditure and import of such essential commodity as food. You will agree that political independence has no meaning if we have to depend on others economically. Therefore, we have to make a Herculian effort to improve our foreign exchange position. When I say we, I mean each one of us, individually and collectively.

Our Corporation's transactions, both income and expenditure, are mainly in foreign exchange. As such there is a large scope for not only earning it more but also saving it more. I want you to do both to the best of your ability. Let us resolve to make an intensive drive to sell as much as possible so that we can achieve maximum results and, at the same time, limit our foreign expenditure to the minimum.

Slip System

In this connection, I propose to take certain measures which perhaps are going to put some of you to some personal inconvenience. One of them is the introduction of slip system for the operating and cabin crew. We are spending a very large amount of valuable money in foreign currency on postings abroad. A large portion of this amount can be saved by adopting a slip pattern. I know that most of the air crew do not like this system because it keeps them away from

(*Contd. on page* 2)

Mr. Dubash Joins IATA

MR. ADI F. DUBASH, our Director of Planning and International Relations, has been appointed Compliance Director of the International Air Transport Association from July 1, 1967. On that date IATA's Enforcement Office will be renamed Compliance Office. Mr. Dubash will join IATA in June prior to taking over the duties of Mr. Rudolph Feick, Chief Enforcement Officer, who will retire at the end of the month.

In his capacity as Director of Planning and International Relations, Mr. Dubash dealt with international air transport agreements, pooling arrange-

(*Contd. on page* 2)

MOOMBA QUEEN

(For Story See Page 2)

www.airindiadirector.com

GO-GO CAR

Fijian Island Vehicle in Australia

AIR-INDIA recently made use of a Fijian island vehicle, called a Go-Go car, for promotional purposes in Sydney, Melbourne and Adelaide.

Holding the wheel is Air-India District Sales Manager for Victoria and Tasmania, Mr. Bruce Macklin, with Melbourne receptionist, Miss Cynthia Hatton, close to the Maharajah symbol.

Fiji Service

The vehicle in vivid tropical colours, aimed to create interest in tourism to Fiji during its public appearances in Australia. Air-India linked its Fiji service in the promotion and gained wide coverage in press and on television.

Air-India Flight Thrills 'Moomba Queen'

ON A BRIEF visit to Bombay last month was lively Miss Patsy Earp, who was recently crowned the Melbourne "Moomba" Festival Queen for 1967. Accompanied by her chaperon Mrs. Edna Ingersole, Miss Earp arrived in Bombay enroute to London on our Boeing 707 service on May 3, 1967.

The 19-year-old Australian Beauty Queen, who is a receptionist in an advertising agency in Melbourne, found her flight on Air-India "thrilling." For the London-born Miss Earp it was the "first flight" outside Australia aboard a giant inter-continental jetliner.

Miss Earp said she won over 300 contestants for the title, which included a cash prize of 500 Australian dollars and a three-week tour of the United Kingdom and the Continent. The contest was sponsored by the Melbourne City Council and the "Sun" newspaper.

At a news conference organised at our Commercial Headquarters, she explained that "Moomba" was an Australian aboriginal word meaning "let's get together and have fun". The "Moomba" Festival is held every year in Melbourne to promote tourism in the State of Victoria, Australia.

Mr. Dubash Joins IATA

(*Contd. from page* 1)

ments, schedules tariffs and commercial planning of Air-India.

Mr. Dubash joined Air-India in 1946 after serving in the Indian Army as a Major. Since then Mr. Dubash has worked in various departments and is today regarded in international air transport circles as an authority on aviation matters.

DPIR

As Air-India's operations increased during the post-war period, Mr. Dubash became Commercial Manager-Traffic in 1957. He then took over the newly created post of planning Controller in April 1960. After a short spell in Textile and Chemical Industries, Mr. Dubash rejoined Air-India at the invitation of the Management in the senior position of Director of Planning and International Relations.

Appraisal

Commenting on Mr. Dubash's appointment, Mr. K. Hammarskjold, Director General of IATA, said: "Mr. Dubash's very extensive practical experience in commercial and traffic matters makes him extremely well suited to head the Association's compliance activities. One of his first tasks will be to make a complete appraisal of the aims and functions of compliance activities which may result in some reorganization of the compliance services." Mr. Hammarskjold noted that an initial move is being made in the direction of such a reorganization by the adoption of the name of Compliance Office.

Earn and Save Foreign Exchange

(*Contd. from page* 1)

their families for as much as a week at a time. They have expressed their dislike of this system through their unions more than once. I, therefore, wish to make it clear that I have no intention of imposing my decision arbitrarily on you. I have had a detailed study made of this subject especially from financial angle. A copy of this has been given to the unions. I am awaiting their response which, I have no doubt, will be favourable. This would enable us to save foreign exchange which in the present context of things is going to be a substantial amount.

Jawans

As I have said above, it would mean living away from your families for as much as a week at a time. When you think of this, I would like you to think also of our Jawans who spend 3|4th of their life in jungles and high mountains away from their families. And I assure you that you will be shocked if you came to know what remuneration they get in return. Their only rewarding thought is that they are undertaking this sacrifice to make their country a better living place for their children.

Noble Cause

The second point I wish to make is regarding contribution to Bihar Relief Fund. An appeal from the Chairman has already been published in the Magic Carpet. I would, on my behalf, urge you to give as much as you can for this noble cause. Our countrymen in Bihar are passing through a worst famine in living memory and nothing we do can be too much in alleviating their sufferings.

M. S. Chaturvedi
Air Marshal

Aeronautical Society of India

Bombay Branch

THE Bombay Branch of the Aeronatutical Society of India has elected five members of our staff on its Committee for 1967.

They are: Mr. P. D. Baliwalla, Chief Engineer, Technical Services; Mr. Om Sawhney, Chief Engineer, Maintenance; Mr. M. S. Balasubramaniam, Supdt. Piston Engine Overhaul Shop; Mr. V. R. Subnavis, Senior Technical Officer; and Mr. I. S. Gopalkrishnan, Senior Technical Officer.

Aruna Sansare and Arvind Gokhle in "Zopi Gelela Jaga Zala."

Capt. V. N. Shirodkar addressing the members on the First Anniversary Day

Mandal Celebrates Foundation Day

AIR-INDIA'S Maharashtra Mandal celebrated the Foundation Day on May 1, 1967. To mark the occasion, a "Variety Entertainment" was organised at the Sydenham College hall on April 30 and a Marathi drama "Zopi Gelela Jaga Zala" was staged at the Jai Hind College Hall on May 1.

In a special message to the Mandal. Air Marshal M. S Chaturvedi, our General Manager said, "In the present day life of stress and strain and ever increasing worries, the need for an organisation like the Maharashtra Mandal which forms a forum for meeting of people with common cultural interests and provides opportunities for healthy cultural and educational activities, cannot be over-emphasised. The efforts made by the Members of the Mandal for successfully organising a two-day programme of "Variety Entertainment" and staging a Marathi Drama "Zopi Gelela Jaga Zala" deserves to be commended".

Chief Guest Mr. T. V. Lalvani, our Industrial Relations Adviser

AIR-INDIA PAINTINGS AT AUCKLAND FESTIVAL

TWENTY-THREE contemporary Indian paintings and a set of six 18th century Rajasthani miniatures from Air-India's impressive art collection were on display from May 13, 1967, to May 28, 1967, at New Zealand's Auckland War Memorial Museum to highlight this year's Auckland Festival.

The exhibition, opened by Mr. S. N. Chopra, Indian High Commissioner to New Zealand, revealed for the first time in New Zealand the range of forms, images and ideas which pervade artistic life in India.

Miniatures

Besides the set of six 18th century Rajasthani miniatures symbolising the old in Indian art, the paintings selected by Air-India for this exhibition represent the finest in contemporary art in India. The exhibition includes the work of such contemporary masters as Mrs. B. Prabha, "Keeping Company"; S. Chavda, "Invocation"; M. F. Hussain, "Horses"; Prof. N. S. Bendre, "Birds in Zoo"; Shanti Dave, "Footprint of Time"; Jyoti Bhat, "Lady with Parrot"; K. H. Ara "Flowers in Brown Vase"; B. Vithal, "Nude"; Krishna Khanna, "Girl on Swing" and others.

Khajuraho

An interesting inclusion in the exhibition was "Khajuraho" of Roy Dalgarno, a well-known Australian painter residing in Bombay for the last eight years.

Well Done

CONGRATULATIONS to R. Padmanabhan, former Operations Assistant, who is now undergoing training for Indian Police Service.

IPS

Padmanabhan joined Air-India as a temporary stenographer in 1960 and took a Bachelor of Arts degree whilst in service. He passed the IPS competitive examination in July 1965.

DROUGHT RELIEF FUND

IN RESPONSE to our Chairman's appeal last month the Air Corporation Employees' Union, the various Guilds and Associations of Air-India have issued a joint appeal requesting the staff to contribute liberally to the Prime Minister's Drought Relief Fund. The Personnel Department has now issued a circular explaining the procedure for sending staff contributions to the Fund.

Members of the staff in India contributing one day's

www.indiaairlinesfleet.com

Michael Talati during the traditional ceremony at St. John of Lateran's Basilica.

Unexpected Honour

FOR 12-year-old Michael it came as a pleasant surprise — and an unexpected honour. And so was it for his parents, Mr. and Mrs. George Talati. "We were delighted and thrilled", said Mr. Talati, who is our Manager in Rome.

Reason: Michael was among 12 boys selected by the Vatican for a traditional ceremony on Maundy Thursday (day before Good Friday) when Pope Paul VI washed and kissed their feet to commemorate Jesus Christ doing it to his 12 Apostles before the Last Supper. The event was televised.

Gold Medal

Michael was later presented with a gold medal and chain by His Holiness as souvenir and was allowed to keep the lovely surplice which was specially made for him for the occasion. ■■

Hunter's dream Comes true

by A. S. Desa
Engineering Department

ONE Monday morning Edd walked into my office minus his cigar but with a broad grin on his face. "What's so good Edd?" I asked, "Well, I have done it at last — I have bagged my first tiger!".

Edd Pettitt is the Boeing Airplane Company Representative at our Technical Headquarters. He has been here since 1965.

Born in Dallas, Texas, Edd grew up, as his sturdy figure shows, on a farm helping his Dad to raise corn, cotton, cows, hogs and garden orchard peaches, plums and berries. And whenever anyone broaches the subject, his face lights up.

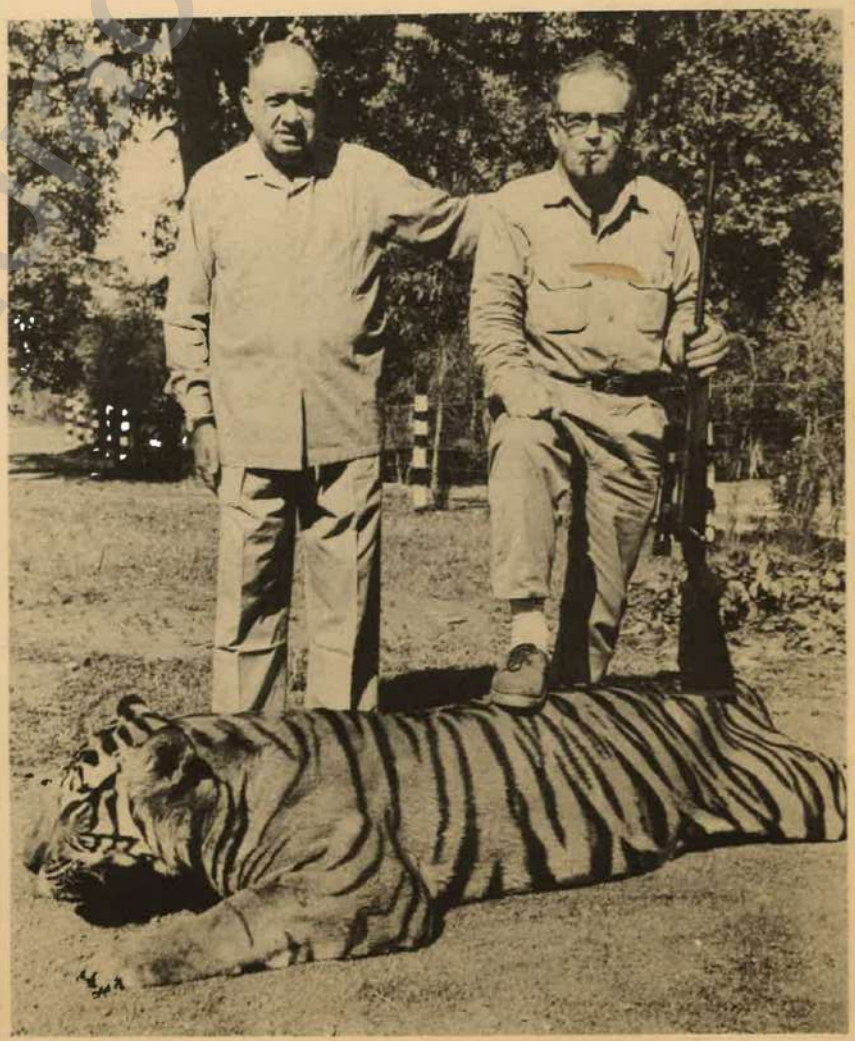
One Shot

After a busy working week with Air-India, Edd usually disappears for a week-end hunting trip. But the hunter's dream — a tiger had eluded him until recently. Then one day in the wilds of Madhya Pradesh he saw his first full grown striped tiger and downed him with one shot. It was 9 ft. 1 in.

One Better

His nineteen-year-old son, John, a student in the U.S. who came down during his vacation did one better. He shot a 10 ft. 6 in. tiger in U.P. last month. John is still trying for a panther. We have no doubt he will get it.

Mr. Edd Pettitt, the Boeing Company Representative at THQ with his friend K. Z. Alvi.



From the Mailman

The April target has been beaten by 19.5 per cent; but much more could be earned if the Airport Managers in India and abroad, spent a little more time in securing mail traffic.

We are not receiving all the mail allocated to AI, and appreciable quantities of transit mail are being carried away by other airlines.

Banquet attended by Major General Parkes, the Lieutenant Governor of British Columbia and General J. N. Chaudhuri, the Indian High Commissioner to Canada. Vancouver also sponsored a programme of "Tourist Attractions of Media" at the local Lion's Club to an audience of 150 distinguished members.

Our Dallas office was busy at that time in organising the first Big Game Hunters' Convention held in San Antonio. The Convention drew 600 big game hunters, three shikaris from India and 40 "white" hunters from Africa and our own white hunter, Malcolm Whilde.

riage took place in Bombay. Wa
As our representatives in

*(from l. to r.) Mr. Kohli, Executive D
Chairman of the First International B*

www.airindiaconnect.com

The Lord Mayor of Birmingham and the Lady Mayoress attended a Cocktail Party arranged by Joe Harvey, District Sales Manager for Birmingham. (from l. to r.) Ann Palmer, from our Birmingham office; Joe Harvey; The Lady Mayoress; The Lord Mayor; Mrs. Harvey and the R. D.–UK.

JANE CHAPMAN from the Bond Street Booking Office counter is pretty and she knows it. Some years ago Jane entered the 'Dairy Queen' competition and won. Now she has gone and done it again; she was crowned 'Miss Ealing' recently. Well done Jane!

Jane joined Air-India in 1960 and has travelled a great deal all over the world.

Everyone made a fuss when hostess Glynne Evans arrived in London one day last month. Reason: she had completed three million miles on our jets. It seemed she was the only British girl to have flown as many miles as this. And that was NEWS. Glynne received some well-earned congratulations and publicity both in the U.K. and on the Continent.

Sheri Irani, our London Reservations Manager, has recently been made Secretary of the London Interline Reservations Group. While on the subject, we must mention that Raj Vaide who has recently

(*Contd. on page* 11)

Jane Chapman from our Bond Street Booking Office Counter who was recently crowned 'Miss Ealing'.

Air Hostess Shakuntala Thadani, left, and Jayne Coelho greet their colleague, Glynne Evans, centre, with flowers at Heathrow Airport on her arrival from Cairo. She had flown 3 million miles since 1958.

www.airindiacollector.com

PHIL ZITO, our Sales Promotion Manager and his able assistant, Lucien Colotti have bagged two more prizes for us. The Service and Merchandising Creativity Award of Merit is for Design and Production for our Calendater, which attempts to clarify the confused situation on fare applicability at different times of the year.

The other award is a case of "how to succeed without really trying." The Yonkers Chapter of the United Nations Association of the United States of America Inc., presented us with the Yonkers Airlines League Sports Promotion Award for Bowling. It was won by an "Air-India" team, wi hout any A. I. personnel participating in it.

At their annual international Supper, they dubbed our Maharajah as the "H. H. Maharajah of Yonkers-pur" and all the guests, including the Ethiopian Ambassador to the U. N., M E. Endalkachew Makonnen, had to bow to him.

Offline Activity

Our acting D. S. M. in Vancouver, G. S. Singh, helped spotlight Air-India with our participation in the Indo-Canadian Cultural Association Centennial Banquet attended by Major General Parkes, the Lieutenant Governor of British Columbia and General J. N. Chaudhuri, the Indian High Commissioner to Canada. Vancouver also sponsored a programme of "Tourist Attractions of Media" at the local Lion's Club to an audence of 150 distinguished members.

Our Dallas office was busy at that time in organising the first Big Game Hunters' Convention held in San Antonio. The Convention drew 600 big game hunters, three shikaris from India and 40 "white" hunters from Africa and our own white hunter, Malcolm Whilde. Among the guests was the Honourable John Connally, Governor of Texas and Mr. H. Jersig, Commissioner for Wild Life in Texas.

Alan Yarrow, D.S.M. Detroit, in the line of duty, had himself surrounded by 1500 women at a Benefit Lunch organised by St. John's Hospital Guild in the auto capital of the country.

Our D.S M. in Seattle, Bob Thayer, was kept busy with the influx of Air-India delegates to the PATA Annual meeting led by Mr. S. K. Kooka, Commercial Director. The delegation included Mr. P. F. Mahta, Regional Manager, U.S.A. and Canada, Mr. Tony Pinto, Regional Manager, Australasia and Mr. Merwan Nanporia, Manager, Japan.

There was a sound of wedding bells in the air for G.B.S. Mani, a bachelor of long standing, whose marriage took place in Bombay. As our representatives in the bridegroom's entourage, we had Mrs. Betty Seidenwand, secretary to Bill Shaw, our Dy. Sales Manager, and Mrs. Nilda Zenghara, secretary to John McCourt, ASM, New York, who flew all the way to Bombay to attend the wedding. The grapevine has it that they were there to make sure that Mani did get married.

Housekeeping

Mani, who wears a wide variety of hats under the catch-all title of Administrative Assistant, is the final repository of all our office problems, from a stuffed and overflowing sink to a stalled automobile. This office housekeeping, we hope, has equipped him to handle housekeeping of another sort.

From J. F. K., we have an interline wedding to report. Lee Sceblo, one of our passenger agents at the airport, was married to Eddie Melendez of Eastern Airlines recently.

On the subject of weddings, we recently discovered that one of our young men in the Accounts Department, Dennis Bischoff, also a bachelor, flew to Liverpool to bring back a 50 lb. cake for a cousin's wedding in Cincinnati, Ohio. The cake, he tells us, rode in his lap all the way. We admire his ability to resist reducing the weight of the cake in the most obviously tempting way.

M. Chudasama

Miss Pallavi Patel and Alan Yarrow, D. S. M. Detroit at the Benefit Lunch sponsored by the St. John's Hospital Guild in Detroit.

Mr. Philip Zito, Sales Promotion Manager and his Assistant, Lucien Colotti with the Yonkers Airlines League Sports Promotional Award for Bowling presented by the Yonkers Chapter of the U. N. Association of the U. S. A.

(from l. to r.) Mr. Kohli, Executive Director of Allywn Mercury, New Delhi; Mr. Jersing, Commissioner for Wild Life, Texas; Mr. Tennison, Chairman of the First International Big Game Hunter's Convention; Honourable John Connally, Governor of Texas with Mrs. Myra Setwart and Malcom Whilde, D. S. M., Dallas.

London Letter

(*Contd. from page 9*)

taken over as Interline Representative in London, has announced his engagement to BOAC Hostess Gillian Littlejohn. This seems to be in keeping with his designation and we wish them both every happiness.

When not courting, Raj has been organizing some Interline weekend trips to New York. Incidentally, our Interline trips to India are gaining in popularity and our colleagues in other airlines speak highly of the itinerary.

'Kubla Khan'

India is to be the locale for a new British film 'Kubla Khan' which is just about to go into production. All the stars and the film unit will be travelling with us. The Director, Brian Desmond Hurst has been to Jaipur making his plans for production which he hopes to commence later in the year. In addition to the star-studded cast, we have it on good authority that they will be supported by 22 elephants and 2,000 horses for some of the early scenes of this epic picture.

Trevor Turner

Obituaries

We regret to report deaths of Air-India staff who died on April 21, 1967. They are Capt. H. S. Mehta and Mr. A. E. Pereira, Office Assistant in our Accounts Department.

Capt. Mehta who died in Singapore was 39. He joined Air-India in May 1957 after flying with the Indian Airlines Corporation and Indamer Ltd. He gained his command in September 1966.

Mr. Pereira who was 51 at the time of his death, joined Air-India in March 1967. He was ill for some time.

We tender our sincere condolences to the members of their families.

Third Annual Day

AIR-INDIA Model School celebrated its 3rd Annual Day at St. Mary's School in Bombay on May 2, 1967.

Speaking on the occasion, the Chief Guest, Air Marshal M. S. Chaturvedi, our General Manager, said, "The School will get all the support from Air-India so that the institution will be not only the best in Bombay but will be the best in India."

The Day's programme included dance, skit and drama presented by the children of Air-India and Indian Airlines Corporation's employees attending the School.

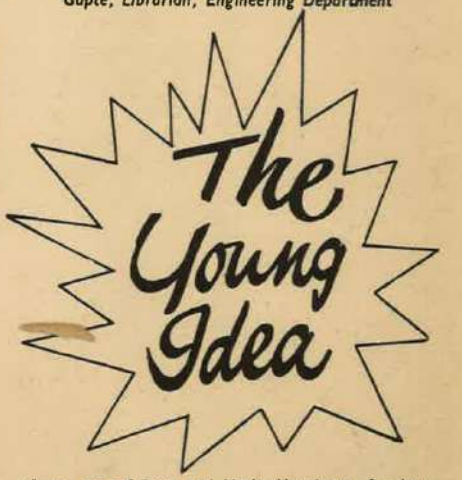
Smitha, daughter of M. R. Karkhanis of Personel Department, receiving Air-India Staff Welfare Fund Prize (Rs. 50/-) from the G. M.

Participants in the Skit "Guess Who" presented by K. G. Class

"Hoop Drill"

Lorin, daughter of R. Luis, Medical Clinic

Jasmine, daughter of B. W. Palkar Stores Department



Meera and Anuradha, daughters of Mrs. Uma Gupte, Librarian, Engineering Department

Cyrus, son of Freni and Hoshi Merchant, Bombay District Office

Subhas, son of E. G. Rangnekar, Art Studio, C H Q

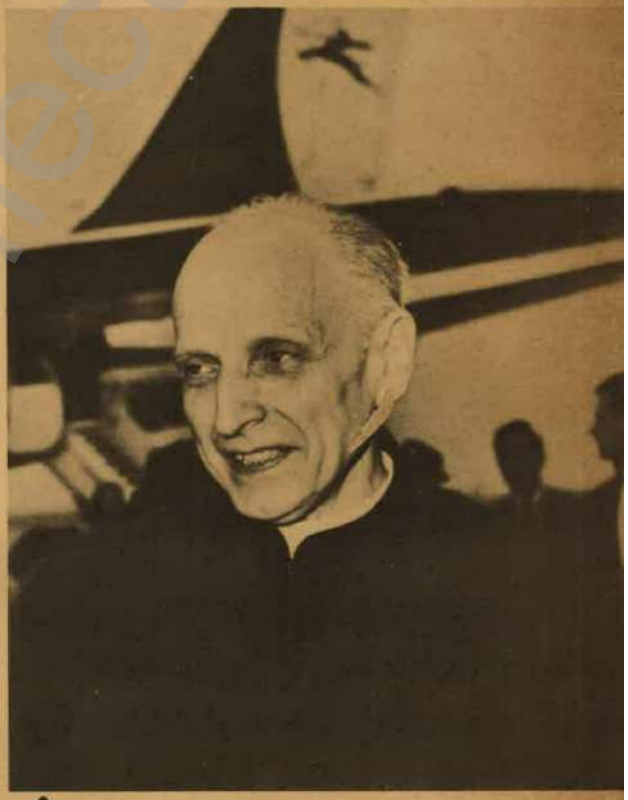
Edited and Published monthly by S. K. Kooka on behalf of the Editorial Board from A. I.'s Commercial Headquarters, Bank of India Building Bombay 1 BR and Printed by S. M. Balsaver at Usha Printers, National House, 6, Tulloch Rd., Bombay-1 BR

www.airindiaclicks.com

American author, Trumam Capote with his bulldog on board our Boeing 707 at London Airport.

David Lean, Producer of the film "Dr. Zhivago" when he travelled on our service.

▲ A group of travel agents from Lebanon leaving on an educational tour of Hong Kong and Tokyo seen here with their leader Mr. E. Karam (wearing glasses).



▲ Father Peter Arrupe S. J., the Superior General of the Society of Jesus who travelled to India for the first time.

Australia's premier folk singing group the Seekers travelled to Europe by Air-India. (from left) Judith Durham, Athol Guy, Bruce Woodley (centre-front) and Keith Potger.

www.airindiacollector.com