

A tragic accident occurred to our Boeing 707 VT-DJJ 'Gauri Shankar' while landing at Bombay Airport on June 22, 1982, after the printing of the July 1982 issue of the Magic Carpet. 13 passengers and 4 members of Air-India staff lost their lives in the accident. R.I.P.

-Ed.

AIR-INDIA

Magic



Carpet

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Editorial

HECTIC YEAR AHEAD

THE remaining months of 1982 are expected to see a great deal of hectic activity for Air-India. At the end of July, Air-India will have branched out from Boeings to the Airbus and on July 29, the first A300B4-200 is expected to be handed over to Air-India at Toulouse. The second aircraft will follow soon after and the third in November.

In the meantime, various other activities which have been simmering for many months will gradually be reaching boiling point. October 15 will be the 50th anniversary of the birth of commercial aviation in this country. Exactly 50 years ago on that date, Mr J. R. D. Tata took off from Karachi in a Puss Moth with only a bag of mail to keep him company. He landed at Ahmedabad to refuel and finally touched down on the mud flats of Juhu at 1330 hrs. This signifies the birth of what is today Air-India and Indian Airlines.

In the meantime, preparations for the third Himalayan Rally will be hotting up and approximately 70 cars, both Indian and foreign, will be flagged off on October 30 from Delhi before they head for the mountains. The 3800-Km route has been broken up into four legs with overnight halts at Naini Tal, Mussoori, Manali and finishing off at Delhi on November 5. Air-India, as usual, is playing a very important role in this rally and, but for participation of the national flag carrier, the rally would never be able to acquire an international flavour.

And finally comes the *piece de resistance*, the IX Asian Games in New Delhi. The stadia, flyovers and new hotels are nearing completion as the nation prepares to host sportsmen and sportswomen from more than 30 Asian countries. The opening ceremony will take place in the 75,000 capacity Jawaharlal Nehru Stadium on November 19 and the Games will conclude on December 4. Once again Air-India is closely involved in the Asian Games as the official carrier. We are transporting sportsmen from all over Asia together with their equipment and to remind all concerned of our involvement, the official Mascot 'Appu' can be seen frolicking on the nose of our aircraft! □

- Capt J. R. Martin

HIGH PRECISION MACHINE

OUR Engineering Department have installed a high precision jig-boring machine in their central repair facility building in the engineering complex in Bombay.

Installed in a climate-controlled room, the Machine has a positioning accuracy of .001 mm and contains an electronic digital read out system. It is intended for fine precision boring and milling jobs to

obtain utmost geometric precision and high surface finish.

Several fixtures required by the Jet Centre for engine and aircraft components repair work can now be fabricated locally by this machine.

The photograph shows our D. E., Mr M. S. Balasubramanian commissioning the machine on June 1, 1982. □



Photograph taken during the signing of the Airbus agreement. Shows from left to right Mr Ranjit Jayaratnam, the Chairman Mr Raghu Raj, Dy Managing Directors Mr C. L. Sharma and Capt D. Bose. In the background are seen from left Mr Y. H. Gunja, Mr S. K. Datta, Mr K. Peresam and Mr Hanil Vardhan.

AI Signs Airbus Agreement

AIR-INDIA and Airbus Industrie have signed in Bombay an agreement for the purchase of three A300B4-200 Airbus aircraft.

The signatories to the agreement were Mr Raghu Raj, our Chairman, and for Airbus Industrie, General Sales Manager Ranjit Jayaratnam.

Also present on the occasion were Dy Managing Directors Mr C. L. Sharma and Capt D. Bose and Area Sales Manager Jacques-Marie Coache and Contract Manager David Wilson of Airbus Industrie. □

Two aircraft will be delivered in July/August and the third in November this year. They will be operated on our Gulf and Kuala Lumpur/Singapore routes, thus releasing capacity of 747 aircraft for Air-India's operations to Canada commencing later in the year, as well as replacing the capacity of the older 707 aircraft which are being phased out.

Air-India's Airbus aircraft will have 22 first class and 216 economy seats, and will be able to carry approximately 9 tonnes of cargo at full payload capacity. □

New DO
Capt Narayanan

CAPT C.P. NARAYANAN has been appointed Director of Operations in succession to Capt D. Bose, whose appointment as Dy Managing Director was recently announced in the Magic Carpet.

Born in Malaysia in 1926, Capt Narayanan took his Commercial Pilots' Licence from the Madras Flying Club in 1948 and joined Airways India in 1949. Transferred to Air-India in 1955 from Indian Airlines, Capt Narayanan has flown Dakotas, Skymasters, Constellations, Super Constellations, Boeing 707s and 747s.

He was Operations Manager Western Division, London, from 1975 to 1979 and Dy Director of Operations from 1979 till his present appointment. Capt Narayanan is married, with four daughters. □

CASS SYSTEM A SUCCESS

CARGO Accounts Settlement System is proving to be a simpler and efficient way for most cargo agents to handle their financial transactions with air carriers. Over fifty percent of the agents doing business with Air-India have elected to use CASS, sponsored by the International Air Transport Association, and nary a complaint to date, George W. Paetow, Cargo Sales Manager, U.S.A. and Canada, reports.

Some 600 IATA agents are now participating in the programme in North America which was started last year. Fifty-four IATA carriers are now in the CASS programme which makes it possible for an agent to handle the fiscal details with all of these carriers with a single report and a single payment. The programme is not mandatory but those agents who have participated in it voluntarily seem satisfied. Agents participating merely provide a count of the number of airbills, bundle the paper together and forward this material on to the CASS settlement office.

Among the benefits cited; one submission for all CASS carriers; no preparation of Sales Reports, including nil reports;

one net payment to all airlines; agents may offset amounts due to them from other prepaids; uniform procedures between Agents and Airlines; reduced mailing costs; easy conversion to new system; reporting may be done centrally for an agent or by office; complete confidentiality with processing done by an independent, neutral group. Best of all, CASS costs the agent nothing.

The system, it is claimed, is extremely flexible and can be made compatible with Agents Automated systems, exchanging or providing magnetic tape to either agents or airlines at minimal cost. Additional benefits are on the way including a neutral airwaybill and fully computerized tariff information. The ultimate objective of CASS is to establish the electronic production of airwaybills for agents by creating a centralized data bank of all tariffs which will be fully accessible to all IATA agents.

The CASS programme will ultimately be worldwide in scope. Participation in CASS will in no way compromise an agent's business privacy or an airline's client roster nor will the confidentiality of the relationship between agent and carrier be breached. □

C.B. Rawat



Mr Chander Bhan Rawat, who is Sr. Traffic Assistant at Delhi Airport, recently enjoyed a unique distinction of being nominated on the Harjan Welfare Board by the Lt. Governor of Delhi.

Conveying this to the Magic Carpet, Mr H. S. Banga, Regional President of Air Corporations Scheduled Caste & Scheduled Tribe Employees' Association (Delhi Region), said that the nomination of Mr Rawat is not only an honour for himself but also for Air-India.

Mr Rawat, who holds Degrees in Arts and Law and a host of Diplomas, will serve on the Board for 1982-83. He is also actively associated in Delhi with Dr. Ambedkar Samaj Kalyan Samiti, as Founder Secretary; Down Trodden Emancipation Society as Treasurer; and ACSCTEA as Branch Secretary. □



Rakesh, son of I. J. Tripathi of Finance and Accounts Department, who secured 83.34 per cent in V Standard this year in St. George High School, Bombay.

ACHIEVERS



Vrinda, daughter of V. K. Kuty of Accounts Department passed the Secondary School Certificate Examination this year with distinction. She secured 85.1% marks, thus topping the list for S.S.C. from Air-India Modern School and the whole area of Santa Cruz (East) high schools. Congratulations to Air-India Modern School for achieving the special distinction of 100% results in S.S.C.



Kashmira, daughter of Sr Security Officer at HQ, M. Fanibanda, obtained The Bai Meherbanoo D. Nanavati Prize, The Jehangir C. Donwala Prize and The Maneckjee Cursetjee Prize for English for Standard IV from The Alexandra Girls' English Institution, Bombay.



Raina Mendonca, wife of Peter McKeon of Air-India, Sydney.

Indian Girl Makes Good in Australia

ONE of our sales representatives in Sydney, Mr Peter McKeon has married Raina Mendonca, formerly of Bombay. Raina, a former Miss India, participated in the Miss World Quest in 1979 and proved to be a fine representative for India.

In addition to being a fine model, Raina has developed excellent acting skills. This has led to some important roles in Australian television programmes

such as 'Sporting Chance' and the 'Young Doctors'. Her big break, however, came when Raina bagged a lead in a major Australian movie to be shot in Hong Kong and Australia. This will be titled 'Far East' and with the great popularity being enjoyed by the Australian movie industry all around the world, it is certain Raina has a very bright future.

— Liam Kenny

Air-India in Bahrain

Air-India in Bahrain recently inaugurated its new office premises on Tijjar Road. Photograph below shows the exterior view of the office. In the other photograph our Manager, Mr Joe Gomes is seen presenting a certificate to Ms Anisa Moh'd Al Naimi, Travel Consultant, on successful completion of a basic ticketing course at the Air-India Staff

College, Santa Cruz. Looking on from left to right are Mr S. L. Dias and Mr Haider H. Ali. □



DONATION

At a recent Blood Donation Campaign at Air-India's complex at Santa Cruz, 87 staff donated 26,100 c.c. of blood to the Indian Red Cross Society. □

Air-India Staff College Progress Report

WITH a modest beginning when it did not even have a permanent home of its own, today Air-India Staff College has undergone a sea change and enjoys the status of being among the top notchers in the international airline industry.

Traffic Training School, as it was known 20 years ago conducted its entire staff training activity in the crew room of the Airport. The school was under the late Mr D. P. Mitra, who was at the time our Manager-Santa Cruz. Over the course of eventful years, the school has graduated into a full-fledged College and is now known as Air-India Staff College.

From bare training facilities and teaching faculty, it has now a gamut of full time instructors and other staff under stewardship of Mr M. Khairaz, Principal, and Ms G. Lobo, Vice Principal.

In order to keep abreast and ahead of the rapidly changing commercial and marketing environment and because of the fiercely competitive nature of the airline industry the College has constantly equipped and re-equipped itself with modern training aids and tools, and has in its premises a well-stocked library and up-to-date reference material. Towards this goal, Air-India has deputed Instructors from the College to attend from time to time courses conducted by other carriers such as the one by the United Airlines, "Train the Trainers".

Currently its activities concentrate mainly on conducting craft courses. Normal courses of 10 working days, and 5 days Refresher Courses are conducted on Fares and Ticketing by Instructors Messrs S. Raju, P. Majumdar and S. Ghosal. They are assisted by Instructor Mr S. Chowdhury from Calcutta. Basic

and advanced training in Traffic is under Instructors Mrs A. Michigan and Mr A. Goregaokar. Basic and Advanced Cargo Courses are held by Instructors F. Nadirshaw and S. V. Iyer. A 10 working-day course is devoted solely to Load and Trim Sheet. One of the latest additions is the introduction of a 1½ hour session to improve staff attitudes towards the clients. Representatives from the Inflight Service Department also attend these sessions.

The scope of this institution now embraces Air-India personnel, passenger and cargo agency staff, members of the General Sales and Handling Agents and those nominated by the Department of Defence. Other airlines also make use of its facilities and they include Indian Airlines, Royal Nepal Airlines and Alyemda. While its training headquarters are in Bombay, courses were also conducted at Calcutta, Delhi, Madras, Dhahran, Hong Kong, Muscat, Sharjah, Geneva, New York, Mauritius, Bangkok and Tokyo. Programmes have also been conducted at Bangalore, Cochin, Hyderabad, Kathmandu, Lusaka and Dar Es Salaam. And recently it has conducted four capsule courses in London on 'Fares and Ticketing' and 'Traffic'.

This remarkable achievement has been made possible by the untiring efforts put in by the faculty whose experience ranges from ten to thirty years. Their normal working day begins at 0800 hours when the classes commence. Participants (generally) continue working in the classrooms till approximately 1600 hours on working days. After class hours Instructors are called upon for guidance on matters related to the courses in session. Alternatively Instructors prepare



M. Khairaz

training material for the next day or plan for future courses in Bombay and outstations. Recently the Instructors spent one week in the field to obtain a better idea of the requirements of our field staff.

The Principal acts as the co-ordinator of the Joint International Air Transport



Air-India Dar es Salaam staff with Mr P. Rodrigues, our Manager (second from right) and Mr S. Raju (extreme right) from the Staff College during the Basic Fares and Ticketing programme in Dar es Salaam.

Association/Universal Federation of Travel Agents' Association and International Air Transport Association/Federation of International Association of Travel Agents professional training programme for passenger and cargo agents respectively in India, Nepal and Sri Lanka. Specialists from IATA member airlines and agencies jointly run and monitor these programmes which are administered by the Agency Training Unit in Geneva. Diplomas are awarded to candidates who pass such basic and advanced diploma courses. Additionally, the Principal is a member of the IATA/UFTAA and IATA/FIATA Technical Panel and Training Council on Agents' Professional Training.

Air-India Staff College exhibits films twice a month, once in its own auditorium and once in the Air-India building to acquaint staff with new developments. The Staff College also issues a monthly bulletin, the 'Pacesetter'. The bulletin publishes selected excerpts from reams of material which each month pour into the College. □

ON THE MOVE... UP

The following staff have been promoted:

ACCOUNTS DEPARTMENT

Messrs P. G. Karkhanis, S. B. Bachana (Osaka) and G. W. Gadkari (Geneva) as Sr. Accounts Officers.

CIVIL WORKS AND PROPERTIES DEPARTMENT

Mr A. A. Kotnis as Sr. Engineer (Civil), Mr G. V. Kamik as Manager-Admin., Mr J. A. D'Silva as Asst. Admn. Officer and Ms O. J. Rebello as Secy. to the Controller of Civil Works and Properties.

COMMERCIAL DEPARTMENT

Cdr. Joginder Singh (Delhi), as Sr. Stn. Manager and Messrs G. D. Subramaniam (Osaka) and G. Mathias as Sr. Stn. Managers; Messrs M. C. Pereira, T. I. Gopalakrishnan, E. G. Coelho (Doha), M. C. Menon as Station Managers; Messrs G. O. Barnabas (Bangalore), S. S. Ragnawan (Delhi), K. Subramanian, D. J. Mobedji, D. R. Tawde, R. B. Joshi, M. S. Medhora (Calcutta), R. Soosai Raj (Madras) as Station Supdts., Ms Kavita Kapoor and Ms K. R. Desai as Asst. Chief Artists; Ms S. A. Gupte as Sr. Artist.

COMMUNICATIONS DEPARTMENT

Mr P. K. Shukla (Delhi) as Asst. Commn. Manager.

ENGINEERING DEPARTMENT

Mr H. S. Bathla (Singapore) as Sr. Engineer; Messrs S. G. Kulkarni, S. K. Garg, A. V. Joshi (Doha), S. S. Sohoni, R. S. Kaushik, N. K. Chakrabarty, Jit Singh, A. M. D'Souza, G. Ramani, S. R. Balakrishnan, S. P. Mitra, R. K. Sharma, M. V. Shirali, K. Bhaskaran and H. C. Khanna as Asst. Supdts. and Mr K. M. Parameswaran as Secretary.

MANAGEMENT SERVICES

Mr H. R. Banerjee as Systems Manager and Mr A. K. Rastogi as Dy. Systems Manager.

STORES AND PURCHASE DEPARTMENT

Mr A. N. Sridhar as Stores Manager.

He certainly is a valuable asset to our Air-India team led by that never tiring Officiating Sports Officer, Mr R. D. Manjrekar. □

WELL DONE

Mr R. Sukumar, from Traffic, Delhi Airport, recently attended Delhi University for a Post-Graduate Diploma in Tourism, which he has now completed with 61.7% marks. The intensive programme on tourism included: Tourism, Travel Organisations, Tourism and the Economy, India-The Tourism Destination, The travel agent and Marketing and Research Techniques. Other subjects in the curriculum were: Accommodation, Catering and Transportation. Well done! □



INTENSIVE COURSE

AIR-INDIA Loading Supervisor, Richard Pereira has completed a tough 10 day Fork Lift Truck instruction training course at the Barlow Handling Training Centre, Maidenhead.

The course is designed to prepare the trainees to be fully approved instructors to train their operators on site.

Air-India's fork lift truck operators at Heathrow in the Ground Handling Division are involved in the loading of everything from the smallest to the largest consignment, including famous race horses.

Richard's intensive training programme commenced with a tough competence test for skilled driving. He is now able to effectively instruct fellow lift truck operators at Heathrow in a safe and correct manner. □

VIKRAM DUTT

(Contd from page 3)

In 1979-80 Vikram was invited for a National Camp which included promising youngsters on the threshold of Test cricket. West Zone's under 22 and Bombay University's cricket teams have benefited from his remarkable bowling. A devastating spell of six for twenty-eight (6-28) against Central Zone's under 22 tourney is still today one of his best achievements in top grade cricket. His regular appearance for the Dadar Union in Bombay with leading Indian players is yet another feather in his cap.





A paper back edition of NINE ATOP EVEREST being presented to the Prime Minister, Mrs Indira Gandhi, by Capt M. S. Kohli, Dy Commercial Director-Tourism.

Management Training

A series of 11 programmes covering 200 Air-India Executives, Senior Managers and Officers from all walks of Air-India has been launched by the Management Development Division of our Personnel Department.

As explained by Mr Raghu Raj, our Chairman and Managing Director in his inaugural address, in view of the recession in the international airline industry and because of severe constraints laid down by the spiralling fuel prices and huge capital investment, a training of this nature will play a very pivotal role in acquainting the participants with the current technological and industrial scene.

The subjects included in the programmes are Communications' Selection and Interview Techniques, Performance Appraisal, Managerial Effectiveness, Discipline and Disciplinary Procedure and Basic Supervisory Skills.

The faculty for this programme was drawn from the Personnel Department and comprised Mr P. M. Thakur, Industrial Relations Manager, Mr V. N. Malya, Personnel Manager, Santa Cruz, Mr M. V. Ramnathkar, Dy Personnel Manager and Mr T. R. Natarajan, Personnel Officer.

A separate faculty was formed specially for the Officers of the Ground Services Department and the programme held at Delhi was conducted by Mr T. R. Natarajan, Mr A. K. Mundhwa and Mrs S. M. Mulky.

For the programme planned for 1982-83, certain standard modules are developed or acquired by the Personnel Department and it is proposed to include in its scope over 500 Executives, Senior Managers and Officers. □

Maharajah Cricket

The Residents Association of our Colony in Delhi departed from their earlier practice and gave this year Annual Maharajah Cricket Tournament a wider participation with 32 teams taking part in this prestigious event.

The tournament drew reputed cricketers like Ashok Malhotra, Raman Lumba, Gursharan Singh, Ajay Jha, Ved Raj, Deepak Chopra, N. P. Singh and Deepak Sharma.

The final was played between Youngsters (Sonnet) and Ajmal Khan Coaching Centre (Subhania), the two local "A" division giants. The Youngsters won the beautiful Maharajah rolling trophy designed by Mr S.M. Ahmed who is Sports Secretary of the Association in the Colony. The Prizes were distributed by



Capt Sanjeev Chopra of the winning team receiving the Maharajah Trophy from Mr Rao and Mr Ahmed.

Mr T. K. Rao who is our Manager-Northern India.

— Ms H. Kumar

Vikram Dutt

In Vikram Dutt from Personnel and Industrial Relations, Air-India has a cricket player of promise. Vikram has been a key player for Air-India ever since he joined the Corporation three years ago. Well built and standing slightly over 5 ft 9 inches, his consistent performance has earned him a place in the Central

Zone Team against the visiting English side last winter.

Representing Uttar Pradesh in Northern India in 1981-82 Ranji Trophy season he captured 18 wickets in 4 matches, his best effort being four for fifty-two (4-52) against Rajasthan. In the Ranji Trophy quarter final against Tamil Nadu in Southern India, S. Venkataraghavan, a former Indian Test player, had a special word of praise for Vikram's pace bowling abilities.

(Contd on page 6)

Our own Building at Trivandrum

THE Mayor of Trivandrum, Mr Freddy Pereira, performed the ground breaking ceremony for our new building at Trivandrum in Kerala. On the same occasion Mr P. G. Bhandarkar, Controller of Civil Works & Properties Department and his wife performed the foundation stone laying ceremony.

The proposed new building is located at Museum Road in a prestigious area which was originally earmarked by the local government for parks. The State Government released this site for Air-India, in order to enable the national carrier to better serve the interest of the travelling public in the region.

The building with a plinth area of 2200 sq mtrs takes into account not only local requirement of enhancing the

beauty of the area, but also in meeting Air-India's future expansion. According to M/s. Pithavadian & Partners, our Architects, the building is scheduled to be completed in August next year at an approximate all inclusive cost of Rs 39 lakhs.

Those present during the colourful ceremony were Mr M. Dandapani, Secretary, Local Administration & Social Welfare Dept and Mr V. Krishnamoorthy, Secretary, Department of Labour, Government of Kerala; Mr Vijaya-chandran, Managing Director, Kerala Tourism Development Corp; Mr N. C. Banerjee, Managing Director, State Bank of Travancore; and other leading dignitaries from Travel Trade Industry.

— T. K. Pal



Our Manager in Trivandrum, Mr T. K. Pal, welcoming the Mayor of Trivandrum, Mr Freddy Pereira.

Cairo Honours AI

AIR-INDIA recently enjoyed a unique distinction when the Egyptian Civil Aviation Department awarded Air-India a certificate of merit for its valuable contribution in the field of Civil Aviation in Cairo.

The Ministry of Civil Aviation, while presenting the award recorded its 'great appreciation towards these efforts which show responsibility, dedication and love in coordinating and assisting the Civil Aviation work in this country'.

The award was presented at a special function held on the National Aviation Day and it was given by Dr. Fouad Kamel Morsy, First Under Secretary, Ministry of Civil Aviation. In the audio visual

media coverage, the spotlight was focused on Air-India.

Air-India, Cairo, also recently had an opportunity to welcome the Indian Film Delegation attending the 5th International Film Festival. At a glittering reception hosted by Air-India, the scores of invitees included H. E. Mr Alfred Gonsalves, Indian Ambassador; H. E. Mr Robert Elliott, Canadian Ambassador; leading Indian film actress Ms Shabana Azmi; Egyptian film actor Mr Mohsen Sarhan; Mr Basu Bhattacharya, leader of the Indian film delegation; and Egyptian film producer Mr Hassan El Imam.

— G. S. Singh



(from l to r) Mr Basu Bhattacharya; Indian Ambassador, H. E. Mr Alfred Gonsalves; Film Star, Ms Shabana Azmi; Canadian Ambassador, H. E. Mr Robert Elliott; Mrs Gonsalves; Mrs Bhattacharya and our Manager in Egypt, Mr G. S. Singh.

Text of the Speech by Mr Raghu Raj, Chairman of Air-India at Tourism Seminar organised by Delhi Tourism Development Corporation in New Delhi.

Seminars and symposia are proliferating in the world of today. While a large number of them can be extremely productive, there is the other variety which consists of a lot of verbiage, hand-shaking and back-slapping, after which everyone goes

country, but the fact remains that Delhi does have tremendous potential and we should exploit this to the full after the Games are over. You will be glad to know that Air-India as the official carrier is closely involved with the Asian Games and is giving the Asiad authorities its fullest support. Each of our planes even sports Appu frolicking on the fuselage near the nose!

My subject this morning is the 'effective international marketing

procedures at Indian airports, the quality of hotel accommodation and domestic transportation (whether by air, sea or surface means), a good system of guides, clean food and water etc. If there is a breakdown in any one of these factors, then the very genesis of the product has broken down.

Our country has everything that a tourist can desire — Magnificent beaches, jungle hideaways, mountains that beckon, and rivers

the cause of Tourism to India and to its promotion, and therefore deeply involved with the Department of Tourism and the various tourist offices abroad. This collaboration goes back 30 years and we have been jointly organising every year 30-35 familiarisation tours of leading travel agents from all over the world to India; there are also tours for top travel-writers, photographers, TV teams, etc.

Over the years, we have also sent Indian dancers, musicians,



Mr Raghu Raj

“Effective International Marketing of the Indian Tourism Product”

home and promptly forgets all about it!

I am of the opinion that this symposium on “Delhi and the Tourist” comes at a particularly opportune moment because in another 200 days from now, Delhi will be humming with activity — both athletic and touristic — with the IX Asian Games in full swing. I therefore congratulate Mr Shaiza, Chairman of the Delhi Tourism Development Corporation for this very timely symposium; I have no doubt in my own mind that the various talks today by people of eminence and the discussions that follow will go a long way in establishing a sound base from which Tourism can take off after the Asian Games are over. Delhi, always considered beautiful, will have emerged as an even better city, with increased hotel capacity, a better network of roads and flyovers, a fully-electrified ring railway and so on.

But we must not sit back on our oars and let the matter rest there. Delhi can rightfully claim to be the gateway of India — on the one side you have the Himalayan states of Jammu & Kashmir and Himachal beckoning with the beauty of their mountains, not to mention Chandigarh and Amritsar's Golden Temple; on the other you have Kathmandu which is becoming increasingly popular with the foreign tourist; then again you have the Golden Triangle of Jaipur, Agra and Udaipur with the Taj Mahal as the focal point. And you cannot, of course, neglect the glorious city of Delhi itself with its marvellous monuments, its greenery and scenery.

I am not at all suggesting that we should neglect the rest of the

of the Indian Tourism Product'. Let me first analyse the word marketing and reiterate the well-known economist McCarthy's four-factor classification of marketing-mix, or the four P's, viz product, place, price and promotion, and adapt it to tourism. Firstly, our service to the passenger, and I am glad to inform you that our on-time departures are improving with gratifying regularity. Then places or destinations and routes — our constant endeavour is to eliminate unprofitable routes, reduce frequencies where called for and open up new lucrative routes. Tanzania, Zambia, Zimbabwe and Birmingham are all recent additions to our network and, very shortly, Montreal in Canada will become on-line.

Price, or fare-fixation, is the hard core of our marketing strategy and the multiplicity of our fares — excursion fares, apex fares, super-apex fares, affinity fares, group fares, youth fares etc — is adequate testimony of our desire to remain competitive. But this question of price-fixation would apply equally to hotels, ground arrangements and sightseeing tours. In fact, it is the very backbone of the modern charter concept. As far as promotion is concerned, I shall cover this aspect in greater detail a little later.

Indian Tourism Product

What exactly does one mean by the Indian Tourism Product? I would say it is the sum total of all the goods and services provided to a tourist coming to India — the air fare, good inflight service, smooth

that fascinate. I have spoken to hundreds of visitors. They are happy with their air-trip, they think our hotels are excellent, our beaches, monuments, houseboats or whatever are fascinating, our shopping a real bargain, our people friendly and hospitable and so on. But there are inhibiting factors — the amputated limb of a beggar stuck into the taxi window, the sight of people defecating on the roadside; the slums; the pimps, touts and rapacious taxi-drivers at our airports, the body-search by airport security etc. I am not telling any of you here something you are not aware of but the fact is that even though word-of-mouth publicity by their friends has already psychologically prepared many tourists before they visit India, the culture-shock is still something that hits them with a sledge-hammer.

I do not say we can eliminate all of this overnight, but an effective governmental machinery can eliminate a great deal of these constraints without too much of difficulty. Sometimes I wonder whether a strong sense of consciousness, or should I call it a strong civic sense, by each and every one of us would not be of help. The other day, I was told of a young foreign woman who wandered out of the Oberoi Towers in Bombay onto Marine Drive. She had two small children with her. Immediately, a small army of beggar women with naked babes in arms charged at them. Horrified, they turned around and rushed back to the safety of their hotel. I doubt they ventured out again!

But enough of pessimism — though I would prefer to call it realism — and back to my subject.

Air-India is deeply committed to

singers, writers and chefs to spread the gospel; only last month the Festival of India in UK commenced and I can categorically say that but for Air-India's role in vigorously promoting this most comprehensive and ambitious manifestation of India's cultural history in the shape of sculpture, dance, paintings, literature, films, handicrafts, food and music together with developments in the field of medicine, science and technology — as well as Air-India giving concrete and practical assistance, the Festival could never have assumed the magnitude it has.

The national carrier, as you all well know, is also actively involved in the hotel business with HCI as our wholly-owned subsidiary. Briefly, these are the Centaur Hotel in Bombay, another at Palam to be partially ready for the Asian Games,



Varanasi

a third is planned for Juhu, Bombay, and a deluxe hotel in Srinagar which will link up with a modern convention centre run by the Kashmir Government. There are yet other projects under construction — Buddhist-type hotels at Rajgir and Kushinagar in collaboration with the Hokke Club of Japan to promote Buddhist traffic, and on the anvil is the setting up of a chain of youth hostels all over the country in partnership with the appropriate authorities.

Evolving A New Strategy

Any strategy that remains dormant and static will soon find itself in the doldrums. For many years we have been relying on the traditional tourism-generating countries of the West, viz UK, Europe and USA, and our various Operations carried out hand-in-hand with the Department of Tourism have concentrated on these markets which have reaped us rich dividends. At one stage in the mid-70's, more than 65% of our tourist traffic emanated from the West. But I strongly feel that the time has come to evolve a new strategy. Western countries are reeling under the combined pressures of severe economic depression, with high rates of unemployment and inflation. Money is tight, people appear to have a sixth sense of the dangers of confrontation, and they are holding on to their savings because they do not know when the situation will return to normal.

At the same time, many countries in Asia, free from the shackles of colonialism and industrial depression, are now registering an impressive economic growth. Last year, the volume of trade of Asian countries showed a very high growth-rate with a staggering four billion dollars turnover, this representing fully 40% of world trade. There is an undoubted shifting of the balance from West to East or, to use the new terminology, from



QUEEN OF HILLS : A panoramic view of Simla in the Himachal Pradesh.

North to South, and it behoves us in this country to consequently shift our emphasis to tourism from neighbouring countries. It is important that we fully realise that countries in this region are no longer merely receiving tourists — they are in their own right generating their own tourist markets, not only within their own countries but also to neighbouring countries. Air-India has made a small start in encouraging Buddhist tourists, as mentioned earlier, but this is a drop in the ocean. Daily you read in the newspapers of budget and deluxe tours by enterprising Indian tour operators to Singapore, Hong Kong, Japan, Thailand and the Philippines. But how often do we see people of these countries coming to India on similar tours?

You may well say that the answer lies in charter operations which help to keep the price down. Well, with the support of the Government, we have already taken a decision to promote tourist charters to India commencing later this year from various parts of the world, and I am glad to tell you that Delhi will be the first gateway for these charters. It is now up to all of us — the airlines, the hoteliers, the various governmental agencies and the tour operators to get together in a monumental exercise of co-operation for the mutual benefit of all of us.

It is a pity that tourism to India is not yet being sold in the fiercely competitive manner which is so necessary. It is my belief that the essential quality of promotion is not merely publicity, it is the identification in great detail of potential buyers, together with the establish-

ment of a dialogue and channels of communication with these buyers. Air-India with its world-wide network of offices and with its progressively increasing collaboration with the Tourism Department has over the years dealt effectively with publicising India as a destination. In recent months, this promotion has received a new thrust through a triangular dialogue between Indian travel agents, Air-India and selected tour operators and wholesalers outside India who are in communication with potential buyers. As a result of this initiative, attractive holiday packages have been put together at prices which the average Asian, European or American should certainly find within their reach. I am confident that this new thrust and initiative will succeed in opening the tap for a continuous flow of tourists into India, be it on scheduled airline services or Air-India's special tourist charters; but who, and I am sorry if I am rubbing it in, is going to tackle the beggar, the taxi driver and the three wheeler, who at will makes a dangerous 'U' turn in the middle of a busy street, thus putting off the tourist?

So Much To Offer

India has so much to offer, and it is indeed a sad commentary to make that we have not been able to attract tourists commensurate with our size and the quality of our attractions. Air-India is doing its best. We have set up a Tourism Division right here in Delhi which will look after general tourism, Himalayan tourism, congresses and exhibitions, and charter traffic. They will work in close liaison with the

Director General Tourism in the overall promotion campaign, especially of charter traffic. We were one of the pioneers in the promotion of treks in the Himalayan more than a decade ago. We have concentrated on specialised tours such as golfing, gardening, fishing, ancient monuments, etc.

All this is very well, but we must continue to make concerted efforts to improve our product in an integrated manner. It cannot be solely the responsibility of the national carrier, because we have the additional responsibility of remaining economically viable. I think you are all aware that Air-India can proudly hold its head high as being one of the few airlines in the world to end the last financial year (ending 31st March, 1982) with a profit.

To conclude, it is essential that all of us join together in developing our product so as to meet the requirement of our consumers. At the same time, it is necessary that we identify our consumers to the maximum degree possible and, as I have said earlier, to my mind we should now train our sights on Asia and South East Asia. Once we have sold the product, we must ensure that we maintain its quality at all times so as to give our customers complete satisfaction. We must continuously monitor consumer demands as they vary from time to time and we must make necessary changes to keep up with these varying demands. And finally, we must eliminate all those irritants which are magnified out of proportion by our detractors, if we are to effectively market our tourism product internationally. □

river-front.



FAREWELLS



Mr P. Shanmugam, Eng.



Mr P. L. R. Rao, Eng.



Mr P. N. Wagh, Eng.



Mr J. S. Gill, Ops.



Mr Hector Athayde, LON A/P.



Mr Biwa Masih, GSD, DEL.



Mr B. W. Wartak & L. N. Banaji, Eng.



Mr S. D. Walavalkar, Eng.



Mr J. Roberts, Eng.



Capt S. D. Sqman, Ops.



Mr S. A. Dall, Inft. Serv.



Mr L. L. Menezes, Eng.



Mr A. P. Rao, Eng.



Mr P. S. Wagle, Accs., FRA.



Mr P. Vaz, Eng.



Mr J. Pereira, Eng.



Mr M. R. Patel, Comm.

OBITUARIES

We deeply regret to announce the death of the following staff:

MR. PATTU NATARAJAN, INSPECTOR, Engineering Department; years of service: 10.

MR. N. R. VENKATARAMANAN, SR. AIRCRAFT TECHNICIAN, Engineering Department; years of service: 12.

MR. SAHADEO RAGHO SHIRVANDKAR, SR. PLANT TECHNICIAN, Ground Services Department; years of service: 26.

MR. M.A.PADMANABHAN, FOREMAN, Engineering Department; years of service: 33.

MR. GANPAT ATCHUT PRABHU, JR. OPERATOR, Ground Services Department; years of service: 23.

MR. B.T. GAIKWAD, SR. TECHNICIAN-TAILOR, Engineering Department; years of service: 10.

MR. RAMAKANT BALKRISHNA THOSAR, OFFICE ASSISTANT, Finance and Accounts Department; years of service: 17.

MR. PARSHARAM HARICHANDRA PEVEKAR, SR. CLEANER, CATERING/CABIN SERVICE, Inflight Service Department; years of service: 24.

MR. THYNAVIS MICHAEL ANTHONY, CLERK, Engineering Department, years of service: 25.

MR. CHANDRAKANT SADASHIV DEOLEKAR, LOADER, Commercial Department; years of service: 11.

MR. R. S. GHOLAM, CLEANER, Engineering Department; years of service: 2.

MR. T. N. G. PILLAI, SR. DRIVER, Ground Support Division; years of service: 22.

MR. M. S. HEGDE, CHIEF TELEPRINTER OPERATOR, Communications Department; years of service: 16.

MR. S. R. GURAV, MASTER TECHNICIAN, Engineering Department; years of service: 24.

MR. L. M. MISHRA, SR. DRIVER, Ground Services Department; years of service: 22.

CAPT. I. J. S. MAHNA, SR. CAPTAIN, Operations Department; years of service: 17.

MR. V. R. TANAWADE, PLANNING OFFICER, Engineering Department; years of service: 27.

MR. BHUDEV KALLAN, SR. HANDYMAN, Commercial Department; years of service: 19.

MR. CHANDRASHEKAR SAIBANNA MASALE, CLERK, Finance & Accounts Department; years of service: 17.

Festival of India

"IN THE IMAGE OF MAN"

An exhibition at the Hayward Gallery of the Indian perception of the Universe through 2000 years of painting and sculpture

THE Exhibition, which forms part of the Festival of India 1982, has been organised by the Arts Council in collaboration with the Government of India.

The Image of Man gathers together 500 of the finest works of Indian art from the 3rd century BC to the 19th century. Many are celebrated masterpieces, sculptures originally part of great temples and stupas such as those at Khajuraho, Konarak and Sanchi, while others come from lesser known regions. The loans include hidden masterpieces, for

example two of the sculptures from Amaravati in the British Museum, where for conservation reasons they are not on view to the public.

Each gallery introduces one of the dominant themes that run through Indian life from ancient times to the present day, beginning with the natural world and ending with the mythology of the great

Hindu gods Vishnu and Shiva. Additional features relate these works to life in India today, for example there is a South Indian festival chariot on the outdoor court and displays of ritual shrines. Audio-visual programmes, one on the temple and one on the Mughal and Rajput heritage, show the context of which the works formed a part. □



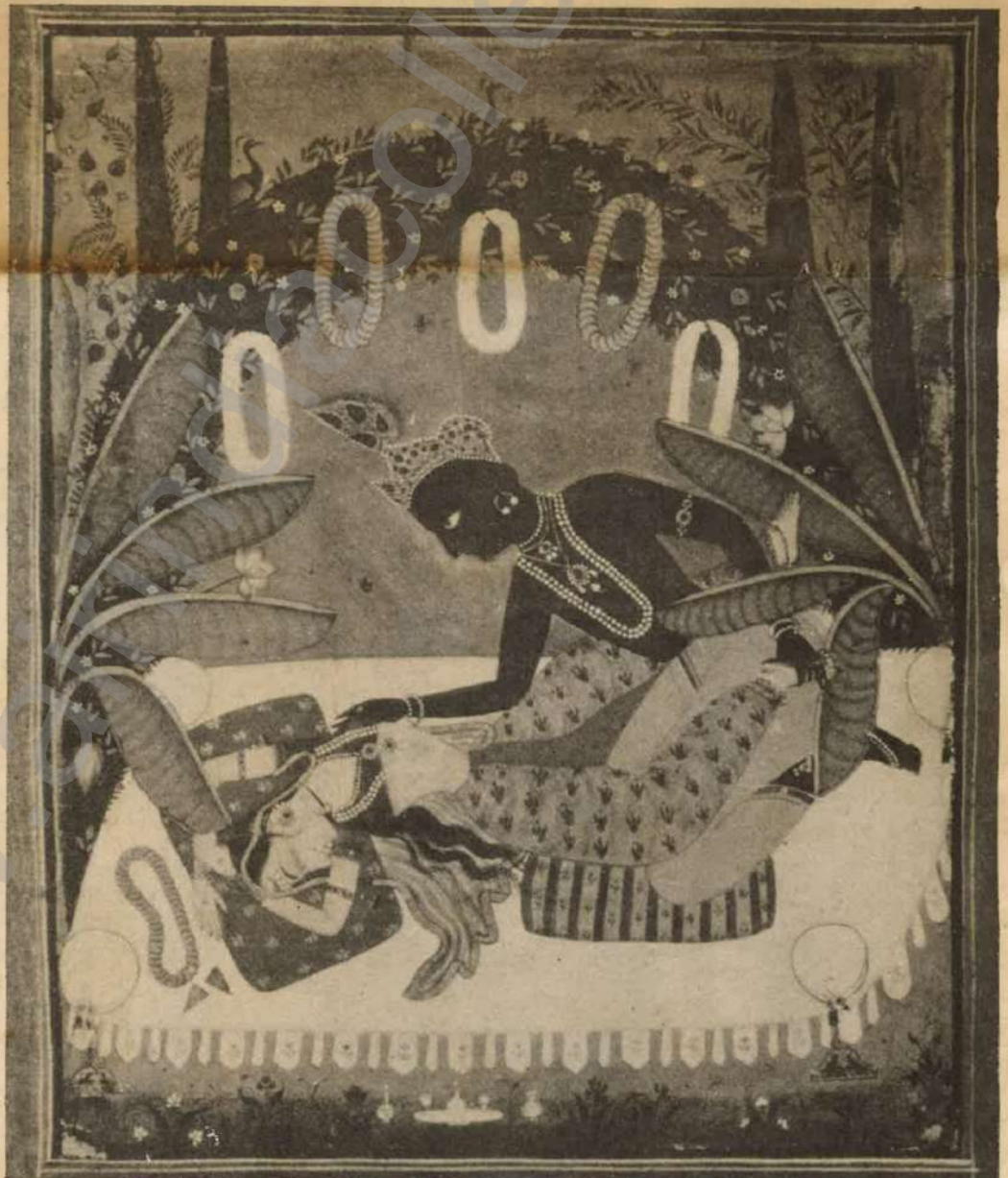
Brahmani Maltraka



Flying Female Warriors



A Four-faced idol



Radha and Krishna