



ODYSSEY AI – 73 with Shariar Karim's “MILESTONES AND MEMORIES”

LAST FLIGHT : AI -72 on 31st May 2021 “Football Strategies for Corporate Goals”
 FLIGHT :THIS FLIGHT: AI -73 on 6th June 2021 “PEOPLE FIRST WEEK”
 NEXT FLIGHT: AI -74 on 8h June 2021 “50th Anniversary of London Flights”





“ MILESTONES AND MEMORIES-73 ”

NAMASKAAR, WELCOME ABOARD FLIGHT AI - 73,
ON SUNDAY 6TH JUNE, 2021

Turning back the pages of history,
Today we have reached the 6TH OF JUNE, 2001

THIS DAY, THAT YEAR WE OBSERVED -

“PEOPLE FIRST WEEK”

The National Carrier launched a special marketing drive titled “People First Week” during the week June 6 – 12, 2001. The week long campaign aimed at re-orienting efforts to focus on Customer Care and upgrading the quality of service offered was appreciated by passengers across the network.


The ‘People First Week’ poem was aimed at securing the involvement of all employees in reaching out and pleasing the customer to retain their faith in
AIR-INDIA.

PEOPLE FIRST WEEK

JUNE 6-12, 2001

People are, priority,
 Every one, a V.I.P.
 On the ground, or in the air,
 People come first, Everywhere,
 Let’s resolve – “To please the guest,
 Each of us, will do our best.”
 Friendly service, gentle care,
 Is what we’ll give them, anywhere,
 Reach out and win them, from far and near,
 Smile and say to our customer’s dear,
 Thank you for choosing AIR-INDIA.
 We stand to by our commitment, made to you,
 Endeavour to fulfill, our promises too,
 Each day, each week, each month, each year,
 Keep faith in your airline, your AIR-INDIA.

- Shariar Karim



Composed and presented to our M.D. Mr. J.N. Gogoi in response to his
 Call to observe the week 6-12, 2001 as “PEOPLE FIRST WEEK”