

ODYSSEY AI – 02 with Shariar Karim's “MILESTONES AND MEMORIES”

LAST FLIGHT : AI – 01 on 30.06.2020 “Prayer, Profile, Preface” and “ It’s Time”

THIS FLIGHT : AI – 02 on 03.07.2020 “Mortal Creator – Immortal Creation”

NEXT FLIGHT : AI – 03 on Saturday 4th of July,2020, “ From the Heart to Seoul”



“ MILESTONES AND MEMORIES - 02 ”

NAMASKAAR, WELCOME ABOARD FLIGHT AI- 02
ON FRIDAY, THE 3RD OF JULY, 2020

Turning back the pages of history,
Today we have reached 3RD JULY, 1996

This Day that Year, We remembered a -

“ MORTAL CREATOR – IMMORTAL CREATION”

Bobby Kooka, Chairman of Hindustan Thompson Advertising, Chairman of the Indian Motion Picture Export Corporation, and Chairman of Air India Charters is credited with creating AIR-INDIA's iconic mascot the Maharajah.

From a mere symbol on a stationary pad it rose to embellish the hoardings around the world and came to represent both the Airline's image and India's rich culture of hospitality..

It strode like an immortal corporate colossus globally for 50 years before its mortal creator Bobby Kooka passed away. This poem, printed in the Magic Carpet, is a tribute to the Man who gave us the Maharajah.

Here we get a glimpse of the different avatars of one man's creation.



I AM THE MAHARAJA

I am **Indian**,
No matter where, I roam.
My airline is, **AIR-INDIA**,
And **India**, is my home.
I wear, many costumes,
To many countries, I go,
But at heart I'm always,
Indian,
And will always, remain so.
I say Namaste, to the world,
To my friends, in every nation,
But I love my, **AIR-INDIA**,
And am proud to be, **Indian**.
I am a Maharajah,
But to everyone, I'm dear,
For I hail, from a haven,
A land they call, **India**.

- Shariar Karim

MAGIC CARPET

SEP - OCT 1996



MORTAL CREATOR – IMMORTAL CREATION

I was born, in Nineteen Forty Six,
The brainchild, of a master creator,
To adorn his letter heads, I was affixed,
And became, a symbolic character.
Life was then, infused in me,
As I stepped, out of paper,
A living expression, I came to be,
Of humour, wit and caper,
My Airline's mascot, I soon became,
As I travelled, both far and wide,
Earning for my country, and people a name,
And a place in their hearts, to abide.
My mortal creator, though now no more,
Will be forgotten - never,
As his creation from days of yore,
He'll live on in me for ever,
I thank him for what, I am today,
It was he ,who brought me here,
And though he's gone, so far away,
For me, he'll always be near.

- Shariar Karim



BOBBY KOOKA
NOVEMBER 7,1912 - JULY 3,1996