LAUNCHING A NEW MAGAZINE is, to some extent, like planning one’s first child — and I mean no disrespect to anyone. Conception of a magazine, in this case an inflight magazine, calls for a great deal of thought. The financial aspect is possibly the most important. Is the magazine going to support itself and, if not, who will? How does one set about obtaining advertisements, at what level should one pitch the tariff (so as to maintain the prestige and at the same time keep out the paan-bidi advertiser), is it going to be financially viable? Worry, worry, worry.

Then, the content — knowing full well that you cannot please everyone all the time. What will go into it, how much editorial matter should it contain vis-a-vis advertising, how much colour and how much black-and-white, what should be the proportion of India articles to those on countries we operate to?

How about authors? How do you set about commissioning them and photographers, how much to pay them is worst of all, how do you reject the copy of a prominent author if you find it no good (yes, that is precisely what happened to the undersigned who had to face the wrath of one of India’s top writers whose article had been summarily rejected).

And finally, the name of your child. We selected ‘NAMASKAAR’ and we think it is a good name. ‘NAMASKAAR’ saw the light of day on Dec. 1, 1980, appears once every two months and has just celebrated its first birthday. It has had its detractors (originating mainly from those who did not get the contract) and has gone through its teething troubles.

But like good parents, we shall guide our child through its period of infant trials and tribulations. We shall nurse it, stand by it, do our best to improve it until one day, maybe, it will stand on its own feet.

We have pleasure in reproducing on this page, the cover pages of the first six issues of ‘NAMASKAAR’. May it soon grow to maturity!

J.R.M.
Laughter with CRY

Three Members of 'Circus Magic' travelled on our services to Bombay recently at the request of CRY — Child Relief and You, a registered charitable organisation in India. CRY asked Circus Magic to spend six weeks touring India to take part in parades, performances with TV appearances in Bombay, Delhi, Madras and Calcutta. They delighted members of Air-India crew prior to departure from London with an impromptu performance — aside (see picture).

The birth of CRY itself, is a fascinating story. Rippan Kapur who works for Air-India's inflight service department, the main person behind this movement, had long felt the need to do something for the slum children of Bombay, who were missing so much fun in their lives due to two basic reasons — money and attention. "We felt we could use resources like time and professional skills to create funds for existing child welfare organisations, thus contributing indirectly to work which we are not able to undertake directly," explains Rippan. CRY was thus started during the International Year of the Child by a group of young people drawn from various fields.

Rippan gives nearly all his spare time after working hours to this organisation. But why the name CRY? It was his friend Ruikmii who helped him think of a suitable name for their organisation. They first thought of the word 'child' and what they wanted for the child was 'relief'. So now it was child relief — and relief came from contributions from others. So Child Relief and You came to be known as CRY.

To promote its various efforts for children, CRY began working on an exciting and unusual programme this year. Rippan described how he managed to get the English clowns to entertain the kids here. As my job takes me to different parts of the world, I approached an English weekly called 'Time Out' to print a free advertisement which read: "Play Robin Hood in India. Charity doesn't end at home. Entertain the poor of India." Several people and theatre companies responded. People like Glenda Jackson came forward with the offer of sending Equity, the theatre company, to perform in India. However, CRY decided to raise funds for children by entertaining them instead of adults. Finally a troupe called Circus Magic was chosen.

As Air India was giving the troupe free passage to India — and the group would be put up with a good Indian family, all their needs would be looked after. Then coming to India around the time when it was Children's Day (Nov. 14) was the main idea.

The troupe, will help launch a campaign to raise funds for educational and entertainment facilities in schools. The clowns Robbie, Jomo, David and Jan have already put up spectacular street and charity shows to raise money for CRY in Bombay.

FT Tax Payable at Booking Office

Air-India passengers will no longer suffer the inconvenience of standing in a separate queue at the international airport at Sahar to pay the Foreign Travel Tax when proceeding abroad. A special counter has been set up in Air-India's booking office at Nariman Point, courtesy the State Bank of India, where passengers may now pay the Rs. 100 FTT on production of the necessary travel documents.

Kenya Airways' Delegation Visit Air-India

A Kenya Airways' delegation led by its Chairman Mr. Mama Wanjigi visited Air-India facilities in Bombay recently. During their visit to the Booking Office they were welcomed by the Manager Western India and were shown round the Booking Office and were explained the working of the Computer Reservation System. Later they met the Chairman, Mr. Raghu Raj who held discussions with them.
केंद्र एनएसवी के प्रतिनिधि- मंडल ने एएसएस फेसिलिटिज का दोष दिया

हुला ही में, केंद्र एनएसवी के प्रतिनिधि- मंडल ने अपने जमाने की भीम मान्यताओं के लिए इस प्रकार इस एनएसएस-सी-एससी का दोष दिया। इस केन्द्र की सीमा के लिए अपने प्रतिनिधि-मंडल जिसके प्रति ऐसा प्रतिक्रियांक प्रेरित होते हैं। इस केन्द्र के अवधारणाओं के तहत आते हैं।

हिंदी बैठक

एनएसएस- सी-एससी दिनों के बारे में राजनीतिक मानवता के निर्माता ने इस एनएसएस-सी-एससी के बारे में अपने प्रतिनिधियों के साथ-साथ सीओ सरकार के सीमा निर्माता के साथ-साथ एनएसएस-सी-एससी के बारे में प्रतिनिधि समिति के साथ सीओ सरकार के प्रति रखा।

बैठक की निमित्त भी शासन में पर चलने के साथ-साथ सरकार के सीमा स्थित बैठक निमित्त विवादित धारा निर्माता के साथ सीओ सरकार के साथ रखी।

बैठक 40 निर्माताओं के साथ निमित्त शर्तों के प्रतिनिधि समिति ने नि:शुल्क प्रदर्शन पर दोष दिया।

बैठक 3.45 बजे समाप्त हुई।

विदेश-यात्रा करने का कारण में देख

एनएसएस- के प्रति शोधन यात्रा करने के लिए है।

स्थानीय कंट्रोल बोर्ड

हुला ही में शोधन कंट्रोल बोर्ड की तुर- गुंडा यात्रा हुमा। इसके अतिरिक्त भी की बैन्च, जिसके आदेश के लिए अपने प्रतिनिधि के साथ रखा। भारत की राजस्थान से एनएसएस-कंट्रोल बोर्ड का तुर-गुंडा यात्रा।

एनएसएस- के प्रति यात्रा करने के लिए है।

स्थानीय कंट्रोल बोर्ड

हुला ही में शोधन कंट्रोल बोर्ड की तुर- गुंडा यात्रा हुमा। इसके अतिरिक्त भी की बैन्च, जिसके आदेश के लिए अपने प्रतिनिधि के साथ रखा।

एनएसएस- के प्रति यात्रा करने के लिए है।

स्थानीय कंट्रोल बोर्ड

हुला ही में शोधन कंट्रोल बोर्ड की तुर- गुंडा यात्रा हुमा। इसके अतिरिक्त भी की बैन्च, जिसके आदेश के लिए अपने प्रतिनिधि के साथ रखा।

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एनएसएस- के प्रति यात्रा करने के लिए है।
1981 वर्ष के कुछ महत्त्वपूर्ण संदर्भ

संस्लेखीय राजभाषा संबंधित का एंटर इंडिया में देश

राजभाषा अभिव्यक्ति 1981 की दीर्घ 4 के अनुसार जनवरी, 1986 में संस्लेखीय राजभाषा संबंधित का दक्षिण भारत में देश का दीर्घ 4 के अनुसार जनवरी, 1986 में संस्लेखीय राजभाषा संबंधित का दक्षिण भारत में देश का दीर्घ 4 के अनुसार जनवरी, 1986 में संस्लेखीय राजभाषा संबंधित का दक्षिण भारत में देश का दीर्घ 4 के अनुसार जनवरी, 1986 में संस्लेखीय राजभाषा संबंधित का दक्षिण भारत में देश का दीर्घ 4 के अनुसार जनवरी, 1986 में संस्लेखीय राजभाषा संबंधित का दक्षिण भारत में देश का दीर्घ 4 के अनुसार जनवरी, 1986 में संस्लेखीय राजभाषा संबंधित का दक्षिण भारत में
AIR-INDIA and the Government of India Tourist Office in the UK were joint hosts of the First India Holiday & Travel Mart held for the British travel trade in the Cafe Royal, London recently.

The purpose of the Travel Mart was to increase the trade's understanding and appreciation of India as a holiday destination. The morning seminar was attended by over 100 tour operators and travel agents, and was followed by an exhibition in an adjacent room.

The India Travel Mart was opened by His Excellency Dr. Sajid Muhammad, High Commissioner of India, who described the many and varied attractions of India for holidays. The seminar moderator, throughout the morning, was Geoffrey Gray-Forton of International Conference Promotions Ltd.

The first Open Forum of the seminar was a discussion with tour operators who offer holidays to India. They were all optimistic about the future growth of the UK market for holidays in India, but they also felt that India suffered from a lack of identity in the minds of most people.

Mr. Harish Malik, Regional Director UK, described how Air-India had made a profit since December 1980 and said that he was confident that this performance would be maintained. He agreed with the tour operators that India had a poor image for many people in the UK, and explained why this was not a true reflection of the real India. Mr. Malik explained Air-India's marketing efforts directed at first class and executive class travellers, and forecast that 1982 would produce a dramatic growth in tourism from the UK to India because of the Festival of India and other events which would focus public attention on India.

On the platform for the Second Open Forum were Ghazali Turang, Director of the Government of India Tourist Office for the UK and Eire, Allan Fernandes, Vice President, Sales and Marketing for Oberoi Hotels, and Ramesh Jamaldad, Deputy Commercial Manager of Indian Airlines.

Mr. Turang said that there were insufficient funds at present to finance an effective image-building campaign, but he hoped that increased funds would be made available in the future. Mr. Jamaldad described the rapid expansion of Indian Airlines, and regretted that the airline was not well known outside India because it had no representatives abroad.

Mr. Allan Fernandes recounted the recent increase in hotel accommodation in India, and assured the trade that the expansion would continue. He said that the Pacific Area Travel Association was starting a determined effort to persuade the Government of India to recognize the importance of tourism and its potential for foreign exchange earnings.

The 1982 Festival of India was elaborated upon by Sir Michael Walker, UK Chairman of the Festival and Mr. Stanley Hodgson CBE, the Festival's UK Director. The educational aspects of the Festival were emphasized particularly in relation to the youth, and both the Chairman

International Congress of Christian Physicists, Mr. Sushanta Sen of the Association of Indian Engineering Industry, London, and Mr. Arun Sood of Hawker Siddley International Ltd.

The state of trade between India and the UK was examined by the speakers, and the effect that the recession has had on this. Mr. Prakash explained that India was now exploiting the UK market for non-traditional Indian exports, and the response had been good despite recession.

The final Open Forum took the form of questions from the audience directed at the morning's speakers. There was much interest in the question of the hotel tax in India, and the possibilities for persuading the Government to remove this or to devote the revenue from it to promoting tourism.

The first India Holiday & Travel Mart was concluded by Mr. John Lancaster Smith, President of the Institute of Marketing Travel Industry Group and former chairman of ABTA. In his summing up, Mr. Smith said that the seminar had demonstrated the enormous potential of India as a holiday destination. Although a lot had been done to provide a tourist infrastructure, much more needed to be done, particularly in terms of improving India's public image and identity and in improving communication between the British travel trade and the Indian tourist industry. The Travel Mart itself had been an excellent forum for communication.
A GOOD BEGINNING FOR THE NEW YEAR

With the launching of this new service, Air India has now provided to the people of Punjab a new gateway to the U.K.," proclaimed Mr. A.P. Sharma, to the great applause of the vast gathering. Our Union Minister for Tourism and Civil Aviation, then proceeded to trace the history of Air India from its nationalisation in 1953 to the present day and to outline the growth of the airline over the last 25 years both in terms of fleet as well as in its international operations.

A new year, a new route. A new Indian online station and a new online station abroad. 1982 was a good beginning for Air India as many distinguished people gathered at Amritsar for the launching of the first Air India Birmingham flight.

On the that at Amritsar International Airport at Raja Sansi sat Mr. A.P. Sharma, Punjab's Chief Minister Sarabjit Singh, Punjab Education Minister Sardar Sardar Singh, President of Punjab Haryana Kaur Bhutto, Raja Sardar Singh, MP Mrs. Amarjeet Kaur, Punjab Education Minister Sardar Harcharan Singh Badal, Mr. K.R. Bhattia, MP and Sardar Iqbal Singh, MLA of the Raja Sansi Constituency. Also on the platform in the glittering winter sunshine was, of course, Air India's Chairman and Managing Director Mr. Bagri Raj.

Among the audience at this event, the scintillating ceremony were many eminent personalities — Mr. A.H. Mehta, Chairman and Managing Director of Indian Airlines, Mr. G.R. Kalladripa DGCA, persons prominent in the Punjab government as well as in industrial and commercial fields, and senior Air India directors Capt. D. Bose, Mr. Malcolm Barret, Mr. S.R. Sharma, Mr. K.K. Gadgil and Mr. R.K. Thadani.

A Dream Comes True

A few opening words from Sarabjit Singh, and our Chairman then addressed the gathering. "Not all our dreams come true," he said, "but share the pride of the people of Punjab that this dream has today been fulfilled. India is now in a position to carry itself safely and comfortably the people of Punjab from the very heartland of their noble state directly to Birmingham, the heartland of their industrial and economic activity in the U.K. These passengers who embark in this Boeing 707 shortly before noon will disembark in Birmingham in time for a late tea this very evening."

Mr. Bagri Raj paid a special tribute to the Govt. of India and particularly Mr. A.P. Sharma, and the Chief Minister of Punjab, both of whom had given their encouragement in this bold step, and to the Punjabi fraternity "who have consistently supported Air India over the years and have kept the national flag aloft."

Air India's Chief Executive then presented silver plaques commemorating the first Punjab-U.K. flight to the two guests of honour, Sardar Darbar Singh and Mr. A.P. Sharma.

At 10.50 a.m. the commère announced: "In about two minutes from now, Air India's Boeing 707, the LOTINT will be touching down," and precisely 120 seconds later Capt. J.P. Singh in VTS's left-hand seat obliged when the reverse-thrust rear of the engines received great applause from the gathering. Later, at 11.18 a.m., the commère was to say: "An aircraft on the ground makes no money, and in exactly 32 minutes from now, LOTINT will start taxing, will then take off from Amritsar and head for Moscow and Birmingham" and at 11.50 a.m. on the dot, the aircraft moved off from its parking bay.

Soon after the plane landed, Mr. C.L. Sharma, Dy. Managing Director who was representing Air India when the first flight landed later in the day, Mrs. Rama Sharma and Capt. J.P. Singh disembarked from the aircraft to join the audience, and were roundly applauded.

In a few well-chosen words, Mr. R.L. Bhatia MP and Sardar Harcharan Singh Badal then expressed their pride and joy on this auspicious occasion before giving way to the Chief Minister.

Sardar Darbar Singh offered his compliment to our Minister and our Chairman on the new service which, he said, would enhance export prospects. He wanted that the passengers on this flight should carry with them the blessings of their countrymen.
A message of congratulations from the Governor of Punjab, Varah Aminuddin Ahmed, was then read out before Mr. A.P. Sharma had the pleasant task of launching the historic flight and wished his voyage to passengers and crew. Mr. Sharma cut a tape at the foot of the gangway and 56 passengers embarked. The flight left with 135 passengers in 135 economy-class seats, one of them being a six-month baby-arms.

**Coordination and Preparation**

In the short time available, the first India—Birmingham flight was a masterpiece of coordination. Amritsar had never taken a 707 before. Indian Airlines would be handling the flight, ground equipment had to be positioned. Flight crew had to familiarise themselves with the airport, and the entire operation had to be made commercially viable. It was here that the Punjab Govt. team, led by Mr. T.C. Puri, Chief Secretary, rendered invaluable assistance.

On Dec. 11, 1981, a proving flight was carried out at Kara Saasi and members of all the departments concerned worked together to make the operation a success. Mr. N.L. Mittal, Regional Director, India, took charge of the whole exercise and was ably supported by Northern India Manager T.K. Rao, Amritsar Manager Hari Vash and a band of enthusiastic officers. At the other end, Mr. F.H. Malik, Regional Director-UK and the Air-India Manager, Birmingham and many others were making similar preparations. As devoational songs and a military band saw off the LHOTSE at Amritsar, Jhangra dancers and a brass band would receive the aircraft at Birmingham together with the Lord Mayors of seven cities in the vicinity.

The commencement of this flight from the city of the world-renowned Golden Temple to Birmingham will fill a long-standing need of the large North Indian ethnic community now settled in the Midlands.

The flight will operate on Sunday and Tuesday from Bombay at 10.30 a.m. (local time) and complete its 1,160-kilometer journey to Delhi (in 1 hour and 50 minutes), arriving in Delhi at 09.20 a.m. It will leave Delhi at 10.10 a.m. for Amritsar covering the route distance of 442 km. in 55 minutes, and will depart for Moscow at 1.50 a.m. The distance of 457 km., to Moscow will be covered in hours and 10 minutes. The flight reaching Moscow at 05.30 p.m. (local time). From Moscow it will embark on its journey to Birmingham at 04.35 p.m. arriving there at 08.25 p.m. (local time) after flying 2,003 km. in 5 hours and 50 mins.

On the return sector, the flight will leave Birmingham an hour and 30 minutes after arrival, viz. at 09.45 p.m. (local time) the same day and will follow the same route pattern arriving in Amritsar at 10.45 a.m. (local time) the following day and reaching Bombay at 03.00 p.m.

Starting with just one weekly service to London in June 1988, Air India now operates extensive scheduled passenger and cargo services from Bombay and four other Indian cities—Calcutta, Madras and Trivandrum: to Afrik (Addis Ababa, Nairobi, Lagos, Seychelles, Mauritius, Dor el Salam, Lagos and Calcutta); to U.S.A. (New York); to Europe (London, Paris, Amsterdam, Frankfurt, Geneva, Rome and Moscow); to West Asia (Dubai, Abu Dhabi, Bahrain, Dubai, Bahrain, Kuwait, Aden, Dacca, Jedda, Basra, Khayam and Jiddah); to East Asia (Dacca, Hong Kong, Tokyo, Osaka, Kuala Lumpur and Singapore); and to Australia (Perth and Sydney).

With the introduction of the services to Amritsar and Birmingham, Air India now has a total of 44 domestic stations in its Magic Carpet route network.

With the new service well and truly launched, it now falls upon Regional Director Nani Mittal and his team in Northern India to sustain it by keeping it economically viable. We have no doubt— as Mr. Mittal proposes a vote of thanks to the distinguished gathering at Amritsar and as LHOTSE roars off over the horizon—that they will all make it a thundering success.

J. R. MARTIN

**Artists impression of Birmingham Airport**

A visit to the famed Golden Temple by crew of the proving flight.

Mr. A.P. Sharma waves goodbye to the crew.

Sushan Saldanah from our Special Handling Unit welcomes passengers at Bombay Airport.
Al Wins Badminton Tourney in Kuwait

In the first International Airlines Invitation Badminton Tournament sponsored by Kuwait’s Al Qadsia Sporting Club Air-India swept the championships. The Air-India team was contested by Kuwait Airways, Air Lanka, British Airways, Lufthansa and Scandinavian Airlines teams. Each tie consisted of 9 matches, two men’s singles, two women’s singles, two men’s doubles, one women’s doubles and two mixed doubles.

In the semi-finals, Air India beat Scandinavian Airlines 5—4 and with the same margin won over Kuwait Airways in the finals.

The Indian Ambassador to Kuwait, Mr. S.J.S. Chatwal was present on the occasion. Mr. Khalid Ahmed Al Homaid, President of the Club distributed the prizes.

In a letter to Mr. B.P. Baliga, President, Air India Sports Control Board, Mr. S. Shrikant, Manager Kuwait writes: “The matches arranged were through successfully for Air India and our boys and girls very boldly outplayed the opposing parties. The finals were sensational especially when the host airline put up a very hard fight. In the finals we won two women’s singles, one women’s doubles and two men’s doubles.”

PROFILE

VIJAY MANJREKAR
A Great Professional Cricketer

A Tribute
by Ted Dexter

I COUNTED Vijay Manjrekar Air-India’s fast-paced officer as a key figure in my cricketing education. Until I saw him bat, at considerable length, when I’d England in India, on my first cap-a-rant assignment, in 1969-70, I had never appreciated the extent to which a batsman could be in total — and I mean total — control of what he was doing, and of everything the bowler was trying to do to him. Obviously, this can only happen on perfect pitches where everything is in the batsman’s favour. But, bearing in mind that I had seen Sobers and Worrell play in the West Indies, speaking volumes for Manjrekar’s skill. It was the way Manjrekar could place the ball — yes, it was his placement which impressed me most, and particularly his stroke for which he could be remembered with reverence.

Manjrekar was a master of playing in these, his own conditions. That is not to say that he did not play well, effectively, dashing, and even splendidly, on many occasions outside India, and indeed he is well remembered for excellent performances in England. Nevertheless, it was his ability to place the ball unerringly off the straight and best length ball bowled by any pace bowler to gain him a single towards the end of an over (with absolutely no danger to himself or to his partner) that I remember most.

I remember some classic encounters — rather than partnerships — between Manjrekar and the much loved Polly Umrigar when neither, as non-strikers, would be even hinting at backing up on the fifth and sixth balls of the over. Similarly, if they had the strike, they would be pressing hard for the single which, if they were lucky, they might persuade their partner to take. Anyway, there is a lesson, if not learned, at least witnessed at some length and used to good personal advantage on occasions thereafter.

Take Modi on Manjrekar: Manjrekar faced fast bowling better than most of his colleagues. He can look back with justifiable pride at the way he tackled Trueman and Hutton at their most menacing. He was one of the few batsmen like myself who were better at playing the ball leaving the bat than the one coming in. He was an artist, seeking and achieving technical perfection.”

Modi on Manjrekar again: “He was a truly great cricketer. It would be hard to leave him out of any Indian side — but he was an artist of variable moods... He was greater than the statistics would seem to suggest... Like Vijay Merchant and Vijay Hazare, Vijay Manjrekar was cast in the classic mould. He had all the strokes in the game, and, like a true master, appeared to have all the time in the world in which to play them... In the art of batsmanship he never seemed to need a lesson. If one quality had to be singled out, it was his concentration. He was put within himself. Then the inevitable shadow falls: the age is creeping in.” However, after 1969, his batting was confined to the business of keeping the ball out of his wicket. His main scoring strokes were a square-cut and push past mid-wicket. Yet he was a difficult batsmen to dismiss. This, surely, is an affectionate kiss of death to a man whose earlier batting was a thing of joy, not laden with ornament or flourish, but embellished with grace and artful ease.”

Like Worrell, Manjrekar was an export to the Central Lancashire League (1966-68). He played for Castletown Moor and in his first season scored 1,456 runs — average 161.77. A great professional cricketer, by any standard.

Sports Control Board

The Sports Control Board was reconstituted recently with Mr. B.P. Baliga as President, M.R.R. Awarudi as Vice-President and Mr. R.D. Manjrekar as Secretary. The other members are Mr. J.N. Naik (Treasurer), Mr. T.N.D. Pillai, Mr. R. Varma, Mr. G. Clement, Dr. A.K. Misra, Mr. J.R. Boccmony, Mr. M.K. Karnar and Capt. S.G. Maulick.
ACHIEVERS

Ranjit Sawant, son of P.M. Sawant of Air-India Press, stood first in the 800 metres sprint at the School Annual Athletic Meet held recently in Bombay. He was declared the Best Sportsman of the Year and awarded a Certificate of Honour by the Bombay High School Sports Association.

Devesh Desai of Air-India Modern School, Bombay, won the first prize in the Shalimar Cold Storage Open Painting Competition held recently. His award is a year's school fees. 525 students of schools in the suburban participated in the competition.

Deepak P. JadHAV, son of Changrajand Mr. P.S. JadHAV secured first place in the Weight Lifting Competition held by the Maharashtra State Weight Lifting Association at Kolhapur recently.

Mr. P. Vasudevan, Sr. Stenographer in the Operations Department, Bombay, recently passed the post graduate diploma in Industrial Relations & Personnel Management with distinction.

Mr. Ashok Tyagi, Secretary to the Manager, Trek & Mountain Tours, secured 69.7% in the Post-Graduate Diploma in Tourism from Delhi University recently.

Sushil Kumar, d/o Mr. Kalicharan, Sr. Loader at Delhi Airport, stood first in the 5th Standard Science examination among students from 16 schools. She was awarded Rs. 50/.

Margaret D’Souza, d/o Flight Navigator, Mr. S.J.T. D’Souza, was adjudged the best Cadet of the Senior Wing of Maharashtra Girls Battalion (NCC) during the year 1980-81.

Mr. S.H. Patel making a presentation to Mr. V.B. Revankar, Captain of the A.I. team.

CARROM STATE TOURNAMENT

This year our Carrom Team participated in the Maharashtra State Carrom Championship and were declared Runners-up. Mr. V.B. Revankar captained the team which included Mr. C.B. Kadam, Mr. D.M. Karkhante and Mr. P.D. Wadkar from Engineering and Mr. V.L. Zite, Mr. B.D. Kirti and B.S. Virker from Ground Services Department.

Mr. S.H. Patel, President of the Maharashtra State Carrom Association gave away the prizes.

A-I Employees Join Hands

The Bhoomi Pooja of the Air-India Employees Co-operative Housing Society named 'Trishul' was recently held when Mr. Raghunath Raj laid the foundation of the society. The proposed society is located at Manoli, fairly close to the New International Passenger Terminal. One hundred and sixteen members from various departments of Air-India have formed this housing society. Addressing the employees, the Chairman said he was happy that efforts were being made by the Air-India staff to form an Air-India colony and he assured them of Management's assistance.

OBITUARIES

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

Mr. Phoolchand Tarachand Kanoojee, Operator, Ground Services Department; years of service: 20.

Mr. Sebastian Fernandes, Head Vendor, Canteen Services, Personnel Department; years of service: 21.

Mr. Nileshwar Ramakrishna Date, Station Supervisor, Commercial Department; years of service: 27.

Mr. Ramchandra Shivram Dhotre, Sr. Cleaner, Engineering Department; years of service: 22.

Mr. Tako Abe, District Sales Manager, Fukuoka; years of service: 8.

Mr. Mohammed Yusuf, Inflight Supervisor, Inflight Service Department; years of service: 34.

Mr. Nanhebala Seethalak, Changrajand, Engineering Department; years of service: 35.

Mr. Duvvuranth Ramakrishna Kamat, Sr. Technical Assistant, Engineering Department; years of service: 25.

Mr. Pumma Sankar, Traffic Assistant, Commercial Department; one year of service.

Mr. Laxman Ganpat Chavan, Head Cleaner, Catering/Cabin Service, Inflight Service Department; years of service: 27.

Mr. Balu Bhagoji Kambale, Aircraft Technician, Engineering Department; years of service: 5.

Mr. Prabhakar Potlaji JadHAV, Sr. Cleaner, Catering/Cabin Service, Inflight Service Department; years of service: 23.

Ms. Neela Narayan Tapola, Clerk, Accounts Department; years of service: 8.
Magic Carpet wishes its readers
A Happy New Year for 1982
May all your dreams come true

JANUARY
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W . 6 13 20 27
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WHEN the first international flight from Amritsar arrived at Birmingham on January 3, a brass band struck up a celebration song and a group of Indian dancers welcomed Air India's Dg Managing Director, Mr C.L. Sharma as the first passengers disembarked. The flight was greeted by the Lord Mayor of Birmingham, the High Commissioner for India and the RD-UK.

Mr Sharma was interviewed on BBC and the programme was broadcast in the West Midlands. To the interviewer who asked him how he felt coming into Birmingham, Mr Sharma said, "Oh, it felt magnificent, and the sight which I saw on the tarmac was absolutely marvelous. All those colourful Bhangra dancers, and the brass band, and we were greatly privileged and honoured to have three Lord Mayors present there, and the Chairman of the County Council, and the airport authority representatives, and of course, His Excellency the High Commissioner for India. I think it was a very, very touching and colourful reception and we are greatly heartened. And I think that gives us the confidence for the future of these operations to Birmingham."

When Mr Sharma was asked why Air India had decided to set up the Amritsar-Birmingham flight, he replied, "Well, Birmingham is the second largest city in U.K., and we have a very large Indian community here. I believe in the Midlands the total is almost about half a million, and a very large number of them come from north India. In the past, if a person wanted to go to Amritsar, he had to go from Birmingham to Delhi then change a flight to Amritsar, which mean an overnight stay if his flight didn't reach at the right time, whereas now he can go straight through in just, what, 9½ hours, he saves time and he saves money, both."

Birmingham Mayor Returns Visit

The Lord Mayor and Lady Mayoress of Birmingham paid a return visit to India, courtesy Air India and the Mayor of Bombay, Dr. A. U. Memon. Mr and Mrs K. Barton visited Bombay (where they spent a day at Air India's Headquarters and the Santa Cruz base, and were given a civic reception by the Bombay Municipal Corporation), Delhi (where they called on the Prime Minister, Shrimati Indira Gandhi, Mr A. P. Sharma, Minister of Tourism and Civil Aviation and Mr P. N. Bahl, Administrator of New Delhi, who hosted a civic reception), Agra (to see the Taj) and Amritsar (where they were hosted by the Punjab Government).
"Tourism — The Wonder Industry" was the theme of the pavilion of the Ministry of Tourism & Civil Aviation at the prestigious India International Trade Fair held in Delhi recently. Distinctively designed in tones of blue and white, the pavilion attracted large crowds for the duration of the fair. Several leading personalities including our Minister and the Governor of Sikim visited the pavilion.

The pavilion represented the joint participation of three wings of the Ministry — Air India, Indians Airline, ITDC, EAAI and Dept of Tourism — each of which highlighted their role and contribution to the promotion of tourism.

The unique and compact display was designed and fabricated by Mr’s Hindustan Thompson Associates, Delhi, whose concepts and designs were selected from proposals submitted by three different agencies.

The Air India section of the display "The Magic Carpet" presented the image of Air India as a modern, progressive international carrier with a worldwide network, and emphasised its role in promotion of tourists to India.

Visitors to the pavilion were greeted at the entrance by a life-size card cut out of an Air India hostess, her hands folded in the traditional "Namaste" greeting. Up a few steps and into the aircraft fuselage amidst the soft strains of Indian boarding music, an Air India hostess handed out specially designed mock boarding cards to each visitor.

Two Air India hostesses were specially deputed to the pavilion for the entire duration of the fair to meet and talk to visitors, disseminate information about Air India and distribute Air India publicity material.

Special attraction to the pavilion were prizes offered by the participants to holders of the lucky number boarding passes — free tickets to Indian destinations offered by Air India and Indian Airlines, and free hotel accommodation offered by ITDC.

Mr Raghu Raj draws the lucky number boarding pass at the Air Pavilion.

Our Chairman, Mr Raghu Raj, made the second lucky draw at the pavilion amidst a large gathering. A Press Conference was held at the pavilion for about 30 members of the press, and the pavilion received有利 reports.

CROSSWORD

CROSSWORD CLUES

Across:
1. Use it to descend safely.
2. Get in.
3. First airmail stop in the world.
4. Southern flight operators with threads.
5. Common this is not so common!
6. Without Ropy it could be bread.
7. Workshop equipment.
8. Self-Captain — or car driver?

Down:
1. Beware of the result when you apply this.
2. Backwards or forwards, it goes round.
3. Civil Airworthiness requirements move over the road.
4. East side of the city makes you smooth.
5. Will you live longer at sea by tightening it?
6. Birth in South Africa?
7. A mixed up mountain.

Mr. Nanda addresses the participants.

COURSE ON SC/ST RESERVATIONS FOR A-I ADMINISTRATORS

EMPHASISING the necessity of a change in outlook towards Scheduled Caste and Scheduled Tribe candidates in public enterprises, Mr. R.K. Bhole, MP, inaugurated last month a two-day course for Air India Administrative Officers on reservation for SC/ST candidates in public enterprises. Mr. Bhole is Chairman of the Parliamentary Committee on Welfare of Scheduled Castes and Scheduled Tribes and a former justice of the High Court.

A large section of Scheduled Castes and Scheduled Tribes has logged behind socially and economically, in spite of efforts made over the last 30 years, said Mr. Bhole, and public enterprises had a particular duty in this regard.

Earlier Mr. S.K. Nanda, Air-India’s Director of Personnel and Industrial Relations said that Air-India had been scrupulously following all the directives of the Central Government in this regard. In fact, Air-India had achieved 18 to 19% reservations in case of Scheduled Castes and was doing its best to reach the percentage required for Scheduled Tribes. The two-day course was being conducted by senior officials from the Ministry of Home Affairs and the Bureau of Public Enterprises led by Mr. B. S. Yadav, Director, Institute of Secretariat Training & Management.

Answers on page 7 (Compiled by A.K. Basu)
A Floral Oasis In The Concrete Jungle

November December... the most pleasant months in Hong Kong, and this also happens to be the time of year when both local residents and tourists alike enjoy a visit to the Ocean Park's Annual International Flower Festival. This colourful flower show is designed to stimulate a keen interest in nature by promoting a better knowledge of flowers and plants from different lands.

Once again Air India was represented and, this year we had a display of dried flower arrangements. Grace Courtinho from Headquarters gave us the benefit of her experience and expertise. With the help of an interesting array of dried flowers, ikebana and foliage, carefully selected and gathered, and using some typical Indian containers - beakers, clay pots, urns and a beautiful copper Abah, which drew many "oohs" and "ahhs" from the half million visitors to the festival, Grace produced a colourful and attractive display.

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By the Tail

Some Heads of State collect memories, some even enemies. However, Prime Minister of New Zealand, the Hon. Mr Robert D. Muldoon, is a self-confessed model aeroplane enthusiast. Perhaps, subconsciously, he feels he can soar above the myriad problems he must face in running the affairs of New Zealand. Our Area Sales Manager, New Zealand, was recently privileged to add an Air India model jumbo to Mr Muldoon's collection. Picture shows our Area Sales Manager, Mr Tony Fernandez making the presentation to Mr Muldoon.

Traffic to India, Mr G.D. Subramaniam, Manager, Air India, Osaka arranged a series of Bharata Natyam performances in the Kansai area. Ms Usha Krishnamurthy from the Air India Delhi office was flown by Air India to perform in Toyonaka city, Osaka, Takatsuki city and at the Kobe club in Osaka.

Spotlight Correspondent, Mr Lionel Mee called the occasion "a truly fascinating and enjoyable evening when the food was varied and spicy and a really memorable experience." Each of the dances was explained by Ms Krishnamurthy before being performed and the correspondent added "Ms Krishnamurthy's eyes, limbs and body seemed to be totally in sync with the music." The Manager's wife, Ms Saroj Subramaniam gave a more recital on veena and played several items all of which kept the listeners spellbound.

Vikram Hits Out

Vikram Kaul, Asst to RM-ME, Dubai, played a scintillating knock of 42 the other night against the International Cricket XI, at the Al Maktoum Stadium in Dubai. The International XI was led by England Captain Mike Denness and included stalwarts like John Snow, Pat Pocock, Intikhab Alam, Robbin Hobbs and a host of English County cricketers.

Playing for Dubai Cricket Association - President's XI, in the floodlights, Vikram in partnership with Ex-Pakistan Captain, Mushtaq Mohammed flogged the rival attack at run-a-minute rate. His 42 included two sixers and seven fours.

We learn that, back home, the Indian Cricket Selectors are having a headache searching for sound middle order batsmen against the English tourists. Vikram is all set to respond to any distress call!
A RAINBOW BEHIND EVERY DARK CLOUD
Social Welfare in Air-India

By Naosherwan Nalavala

Over the years social welfare activities have gained momentum in Air-India under the stewardship of Dr. Vijai Kumar and the Air-India Medical Clinic. Today attitudes in healing have changed, and with this metamorphosis, patients within the Corporation are being recognised as ‘persons’ rather than disease entities. Our doctors have over a period of time helped remove the stigma of even diseases that were at one time shunned by society.

Experience has shown that a number of patients undergoing medical treatment in hospitals live in crisis situations, which are both emotional and social, and a number of resources have to be mustered to face the situation effectively. Latent fears and anxieties add to the patient's suffering. During the course of an interview Air-India's Medical Social Worker, Ms Noella Pinto, who has for the last two years been assisting employees face threatening life-situations with equanimity and strength, emphasised the need and necessity for more sympathy and understanding towards those employees within the Corporation who were victims of social ills or even subconscious medical fears. She quotes the case of an employee who refused to undergo surgery because of a fear that he may never survive it. He, and the fears of his family, and any misconceptions he may have had about surgery, were explained away in the Clinic itself and the patient successfully underwent the operation.

Air-India is one of the few public sector organisations in India who extend medical facilities even to employees' families and in their own social milieu. The medical social worker visits employees in hospitals, discusses problems with their families and with the doctors and nursing staff and becomes a link between the hospital staff on the one hand and the Corporation—medical officers on the other. Air-India consistently employs the handicapped as well as respects human dignity by putting them in jobs that are in keeping with their abilities. Victims of accidents on the job often suffer from psychiatric disturbances or those afflicted with life-threatening diseases often need patience and perseverance from the employees they work with.

Ms Pinto narrates her role of dealing with patients suffering from tuberculosis, leprosy, cancer and psychiatric illnesses. "Initially it is very difficult for them to visit me once a week. Once the barrier is broken down, I hold counselling sessions to help employees accept and handle their disease in terms of the emotional and physical impact it would have on their lives." Noella narrates the case of a certain Air-India staff who was diagnosed as suffering from a life-threatening disease. "This man was driven to depression and began to question the purpose of his life. At one point he wanted to end it all. It is only when we intervened did he understand and accept the disease and agree to its treatment and cure. Today, this employee has completed one year of treatment and he is hopeful of seeing himself completely cured. The major problem I face with most employees is persuading them and stressing the need for regular family check-ups and continued medication as prescribed by the medical officers."

To rehabilitate an employee suffering from an incapacitated condition, consequent to an accident often requires kid-glove handling. Decisions have to be taken whether the employee should return to his old job or be fitted into a new one, keeping in mind his qualifications, experience and the condition he is in. The medical staff at the clinic consequently advises section heads to look after handicapped staff with love, compassion and care.

It is the attitude that helps to heal medications.

While most diseases, illnesses and defects can be taken care of with the advances in science, the industrial problem of alcoholism to be handled with greater caution and standing. While in some circles alcoholism been treated as a social problem within the confines of the home, it is now widely proved the serious repercussion on the working life individual as well. Absenteeism, delinquency, poor work performance and accidents, major malaise gripping problem drinkers

Alcoholism is an illness when alcoholic control their drinking because they are ill bodies and minds. In Air India, medical well as the medical social worker have valuable contribution in solving the problem of alcoholics. Ms Pinto described the process we get to know of a problem drinker in the employee to establish the extent of the problem and the motivation of the employee to seek treatment for his illness. Based on the outcome of my interview I refer the employee to a psychiatrist, who in concurrence with the social worker decide whether or not the employee hospitalisation. Psychotherapy sessions with a psychiatrist brings into focus psychological contributing to the employee becoming an alcoholic. Once the employee is able to identify and address the factors, we advise him very strongly to attend Alcoholics Anonymous meetings. I have viewed five staff from various categories who have been attending Alcoholics Anonymous and being helped by the medical social worker in a Getting their chronic drinking habit.

Take this 40-year-old man, married with children. He is an alcoholic, though he had a drink for over a year. Before stopping, he could scarcely wait to get to the bottle at the end of his working day. "I never thought about it on the job", he explains. "I fought too hard this job to chance losing it because of drinking during office hours. But after work I would go out of here to the liquor shop close by while I thought he was coping very well..."
drinking. He got his children off to school and himself off to work each day. He did his drinking alone at night, feeling frightened and desolate. His children began to know about his drinking.

"I knew I had a drinking problem," he says. "So I sought the help of the Air-India Chief Medical Officer who introduced me to Ms Pinto. But at that time the only treatment available was hospitalisation. The Corporation was kind enough to bear hospital costs and I was able to detoxify the harsh effects of liquor in my system. I was later introduced to Alcoholics Anonymous and they performed a miracle on me. While I had to go out for treatment of alcoholism, I do hope the Corporation sets up a unit of Alcoholics Anonymous in the Medical Clinic here so that instead of employee alcoholics floundering and searching for treatment elsewhere, they can go straight to the unit for help."

All the alcoholics interviewed narrated heart-rending stories of the urge to drink at all hours and a growing dependence on the compulsiveness of drink. They said they suffered from liver damage, loss of appetite and sleeplessness. They felt that their regular visits to Alcoholics Anonymous had helped them recover completely. One of them mentioned, "In the beginning we baulked. We thought we could find an easier, softer way, but we couldn't. We stood at the turning point. It was then that we joined Alcoholics Anonymous. With all the earnestness at our command, we begged of all those who are victims like the way we were, to be fearless and come forward for help."

While social problems are handled in the clinic by the various people concerned with necessary gentle understanding, the promotion of family planning has gained ground. Dr Jerro Bhada along with the Medical Social Worker has sought to spread the message of family planning to families in Air-India. Techniques of limiting the family are explained in the homes and in various Air-India colonies. From time to time exhibitions, lectures to the operating crew; hygienic analysis of samples of water for consumption on board our aircraft; helping the Operations, Inflight Service and other departments in matters relating to aviation medicine; as well as assisting the operating crew with the licence renewal medical examination."

The aviation medicine sub-centre at Santa Cruz, it is hoped, will play a significant role in the licence renewal medical examination of the operating crew. In India all the research in aviation medicine has been in the field of military flying. Attention has not been paid to civil aviation problems. The centre will help in research activities as well. For example, time zone changes, partial sleep deprivation, irregular working patterns, long hours of flying duty, vibrations and noise are known causes for fatigue. Research studies have not been carried out in these areas. Alcohol, smoking, drugs and diseases reduce air crew flying efficiency and results in performance deterioration. Result oriented short term projects will also form part of this sub-centre's activity. Another important scope of activity for this sub-centre will be investigations of human factors in aircraft incidents/accidents and give suitable recommendations so as to avoid recurrence of such factors.
INDIA COMES TO THE HILTON
AIR-INDIA PITCHES IN AT FOOD FESTIVALS

CHINESE cuisine is considered one of the best and most varied in the world, and so it’s not too surprising to find that the Chinese here, in the past, always preferred to stick to their own type of food. However, recently, eating habits here in Hong Kong have certainly been changing fast — what with Pizza Hut, Spaghetti Houses and the ever popular McDonald’s sprouting up all over, as well as a tremendous variety of international cuisine being served in the restaurants.

Previously, the Chinese here were a bit wary of the “hot lat” (very hot) Indian food, but today they appear to enjoy our spicy dishes, somewhat akin to their own Szechuan style, relishing the “tandoori”, the “Kali Kods” (Samosas) and our curries. Thus this year’s Indian Food Festival at the Hilton Hotel, co-sponsored by Air India and the GOI Tourist Office, proved a great success. Every evening, during the two week promotion, the buffet table at the Golden Lotus Restaurant was laden with Indian specialities, prepared by chefs from the Taj Mahal Hotel, Bombay. Four young dancers, Meleti Swaminthan, Dipali Mehta, Niranjana Paralkar and Vijay Kadam, flown out from Bombay, provided the entertainment — a programme of lively and colourful folk and classical dances, and everyone present had high hopes of winning a trip to India or one of the other attractive Lucky Draw prizes.

"Anything you can do we can do also" (if not better) was the chant of our Area Sales Manager, Philippines, Mr. Y.D. Mathur, who persuaded the Manila Hilton to get into the act, and hold a ten day festival immediately following the one in the Colony. Since the Taj chefs had a previous commitment, Centaur Hotel came to the rescue, sending along Mr. Vilush Kunuppua with a team of three chefs, led by Gold Medallist Chef Parmesh Lal Sharma, no newcomer to this region and a natural PR man, who did a splendid job of introducing our cuisine to the Filipinos. This being the very first Indian Food Festival to be held in Manila, initially everyone appeared to be playing it rather cool, waiting for friends and neighbours to get their mithai burnt first. But gradually, realizing that the food was not that hot — chilli hot that is of course — and with our Maharajah standing in the foyer advertising the festival, together with some excellent TV ads, radio, more and more Filipinos plucked up courage, and appeared to enjoy both the food and the show.

The HCI Team led by Vilush Kunuppua at Manila Airport.

YOUNG ACHIEVERS

R. Gopalakrishnan, son of Mr. S. Ramachandran, Dy. Manager Southern India, ranked sixth in Tamil Nadu in the Higher Secondary Examination held in the State. He secured 92% marks and was consequently selected for admission to the MBBS course in the Madras Medical College. A keen Cricketer, he has represented his school in a number of inter-school matches.

Kumari Ujala Gupte
Kumari Ujala studying in St. Joseph’s Convent High School, Vile Parle (West), daughter of Mr. Vijay D. Gupte, Sectional Storekeeper, was awarded “The Lal Bahadur Memorial Gold Medal 1981” in the All India Child Arts Competition and a National Award Certificate in a cartoon contest conducted by The Child Arts Club, National Council, Hyderabad.

Kevin Paul
Kevin, son of Inflight Supervisor Hector J. Paul, stood first in Bombay in Grade II Piano examination of the Royal School of Music, London. The Bombay Madrigal Singers Organisation sponsored a concert of the ‘famous’ at which he played Diabelli’s Andantino — Op. 125, No. 11, and Beethoven’s Waltz in E flat major. A good student, Kevin is also the goalkeeper of his school football team and a keen angler.

The hosts: Mr. and Mrs. L. M. Khosla and Ms. Vathala Pai.

With food festivals gaining in popularity, one wonders whether the maxim “The way to a man’s heart is through his stomach” applies equally to tourism promotion?

— Soona Rago

Welfare Fund Active

The Air India staff welfare fund was constituted by the Management in 1965. Since then the fund has assisted employees to receive financial assistance in distress due to illness or to those staff suffering from natural calamities like house-collapse, fire, flood and earthquake. The fund at the same time governs the J. R. D. Tata Trust which disburses a sum of Rs. 5000 per annum to staff suffering from cancer, tuberculosis, arthritis and several other ailments.

The fund has been actively encouraging sports activities within the Corporation from a sum of Rs. 21,000 donated by the Sports Control Committee in 1972. Amounts ranging from Rs. 100 to 200 are awarded to children of employees to encourage them to attain proficiency in sports.
M EENAXI MUKHERJII, wife of Flight Purser Ashish Kumar Mukherji, today an outstanding vocalist was a child prodigy at the age of four. She learnt Odissi and danced to fame in the presence of the then President of India, Dr. Rajendra Prasad, the then Prime Minister of India, Pandit Jawaharlal Nehru, and even the present Prime Minister Mrs. Gandhi. A disciple of Pt. Laxman Krishnasa Pandit and Pt. Ramash Nadkarni, she has sung classical Hindustani songs to several audiences. She has also sung for several films, advertisement spots and sponsored programmes. Her renditions are available on records as well. Singing with emotion and rare aesthetic sensitivity, she succeeds brilliantly in evoking in her melodies traditional feeling and originality of treatment. While Kishal and Tappas are her forte, she is a fine ghazal singer as well and has participated in various music conferences all over India. She is now hopeful of representing Air-India at various cultural shows abroad. Recently, she performed for the Ethnic Radio in Perth and gave public performances in Western Australia.

Answers to Crossword

P A B A C H U T E
R E A R
C A R
E N T E R B L
O R G A N I
C Y M A N I
S C R E W N E
F U N N Y S E N S E
R O L L S A T A B
E I L A T H E
S S A R L
A U T O P I L O T

WACOs to 747s

WACOs to 747s — a span of 40 years of air transport history in India. Only a few have been lucky to be part of it. Among them was Sadu Pednekar who retired from Air-India some months ago after 40 years with the airline.

Recalls Pednekar: “My first job was salvaging a Waco at Talegaon in October 1942.” He proudly produced a photograph from his album of a plane’s skeleton, stripped of its fabric, lying on a slope. “We rebuilt that in Bombay.”

Pednekar, who is a vigorous and athletic 60 — “I still do 10 laps of the swimming pool” — has a big collection of photographs of his years in Air-India on the job and off the job. He was a total Air-India man, devoted to his work, never tired of it, enjoying every moment of it. And obviously, in the 40s it was not work all the time; there were diversions. Bombay was a much less crowded city; there were staff picnics on Juhu Beach and in the hills on the way to Poona. Pednekar treasures those photographs, most of them taken with a box camera, showing many familiar faces of people who have now retired.

Pednekar, who retired as Inspector, ‘A’, had acquired specialist knowledge in aircraft structural repairs and he handled several important repair jobs in his long career, from the salvage operation of Waco in 1942 to major wing and tail section repairs on 707’s and upper deck modifications on the 747’s. “The fitting of stubbrets on the 747’s was my last job before I retired,” he said.

— K. S. M.

TIME TO PLAY

Air-India has set up a number of recreation centres to encourage staff to play games. For example at the Network Point offices staff can play games during the lunch break. Since it is impractical to have lunch and play games at the same time, it would be advisable that the Personnel Department looks into the matter and makes arrangements for staff to play games at a time and place convenient to them.

D. G. Lad Communications

LETTER WRITERS FATE!

The letter writers are the cream of the society and they are unrecognised opinion leaders! But unfortunately the destiny of letter writers depends upon three main factors — the mood of the Editor, the bias of the Editor against the letter writer and finally the capacity of the waste paper basket kept near the Editor’s table! In case the waste paper basket is full, chances are bright that your letter might appear in the letters column. And if the wife of the Editor has not spoiled the mood of the Editor, or name/surname of the letter writer does not irritate or prejudice the Editor, then too your name is likely to be seen in the letters columns. But if these conditions are not fulfilled then none can help you, however brilliant or popular your letters be with best of humour and literary value expressed therein! In brief, the mood of the Editor and the capacity of the waste paper basket determine the fate of your letter!

— V. R. Haneman
Inspection Records
Santa Cruz

Editor replies:

Not quite true. I am a foul mood right now, my waste paper basket is empty, but your letter has appeared!

—

Ganpathi on a leaf

Mr. M. V. Gokhale from Revenue Accounts writes to say that he has accomplished the impossible. He has painted an image of Ganapathi on the leaf of a tree without cutting it off the tree. Photograph shows Mr. Gokhale posing alongside his work.

Personnel Office Unit at NIPT

For the convenience of staff working at NTB, IPT and NIPIC area in Bombay, a Unit of Personnel Department has been set up at IPT recently. The Unit is situated on the Mezzanine floor of the Cargo Complex near the State Bank of India Office in the IPT. This Unit will undertake issuance of air passages and of interline passages on both international carriers as well as Indian Airlines. At the same time matters connected with ESIS/CMB/Expanded Medical Scheme, transport facilities, issuance of identity badges, processing of PF/Miscellaneous Loans, issuance of ‘No objection certificates’ and canteen facilities will also be undertaken.

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WINTER in Madras is synonymous with balmy days that melt into long nights cooled by the gentle sea breeze. It is also the "cultural season" of the year—a bountiful feast for lovers of music, dance and theatre, culminating in "Pongal"—the annual harvest festival. Madras booking office reflected the festive air by way of an eye-catching Pongal display in its passenger lounge. Gaily decorated mud pots placed in pyramidal fashion girdled with auspicious mango leaves, clumps of sugarcane and looped garlands of "kanakambaram" and jasmine flowers created the mood.

A rare cultural event in Southern India was "Nétanjali"—a dance festival held in the hallowed precincts of the temple of Lord Nataraja, the cosmic Dancer, at Chidambaram recently. Amongst the notables who danced, was Bharata¬nayam artiste, Nirmala Ramachandran, wife of Mr. S. Ramachandran, Deputy Manager—Southern India. Her demonstration/talk on "Traditional Dance Compositions in Bharatanatyam" at the meeting of the Experts Committee of the Music Academy, Madras, won her the award for the best demonstration.

Indian Airlines, Hyderabad, conducted the First Interline and Agents Carrom Tournament at Hyderabad during the first week of December. Anna Mobile and P. Ashok Kumar of our Hyderabad Office walked off with prizes for the ladies singles and mixed doubles events.

A new communications workshop was inaugurated recently at the Cargo Building, Madras Airport by Mr. G.D. Dubey, Controller of Communications. It marks the taking over of maintenance of all communication equipment used in connection with flight dispatch, including Winkie Talksie, High Frequency and Very High Frequency Receivers. A new office for Civil Works and Properties Department was inaugurated at the same time by Mr. D. N. Langam, Manager Southern India. The office is located on the 3rd floor of the Cargo building.

Air-India, Bangalore was recently involved in some "horse trading". A VIP on board our freighter to Tokyo was "Our Opinion" who represented the Indian Turf at the Japan Cup Race held in Tokyo late last year.

Geetha Rao, Madras.

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Ms Anna Mobile proudly receives the Ladies Singles Prize from Ms Ponnaiah, wife of the Commissioner of Police, Hyderabad.

Mr G.D. Dubey inaugurates the new Communications Workshop at Madras Airport

Ms Nirmala Ramachandran receiving the Best Demonstration Award from Ms Kapila Vadanayan.

Edited and Published monthly by Capt J. R. Martin, IN, Air-India Building, 218 Backbay Reclamation, Bombay 400 021 and Printed by Mr. P. D. Marathe at Air-India Press, Santa Cruz, Bombay 400 029.
Capt D. Bose appointed Dy MD

Capt DHRUBA BOSE, 53, has been appointed Air-India’s Dy Managing Director with effect from April 26, 1982. He was Air-India’s Director of Operations. Air-India will thus have two Dy Managing Directors, Mr C. L. Sharma being appointed on November 2, 1978.

Capt Bose has been a commercial pilot since 1951. He moved to Air-India in 1954 and has flown Constellations, Super Constellations, Boeing 707s and 747s.

Prior to becoming Director of Operations, he was closely associated with training. He has many flying firsts to his credit and he was the first Air-India captain to be approved by the Boeing Company as instructor on the 747s.

He is married with two children. He is a keen golfer, swimmer and reader of technical literature.

Mr Sharma Visits Training Complex

MR A. P. SHARMA, Minister of Tourism & Civil Aviation, visited our Operations Training Centre and the Cabin Crew Training School on April 10, 1982. He was shown around by Mr Raghuv Raj, Chairman and Managing Director and Mr C. L. Sharma, Dy Managing Director.

This was the first time that the Minister visited these two establishments. He was received by Capt D. Bose, Director of Operations at the time, near the Operations Headquarters and taken to the Boeing 747 simulator, where he had a brief flight. Afterwards he saw the Flight Safety Mock Up.

Later on the Minister met the Departmental Heads in the Conference Room at the Operations Headquarters. In his brief speech of welcome, Mr Raghuv Raj reviewed the performance of Air-India in 1981-82 and discussed the plans for 1982-83, including the budget. He enumerated the various steps which had been taken by the Corporation to control expenditure and boost revenues, which had led to improvement in the financial results.

The Minister thanked the Chairman and said that he was pleased with Air-India’s performance. Air-India was operating in an intensely competitive environment and it was therefore essential, he added, for Air-India to measure up to the international standards of operational efficiency.

Mr Kaul Takes over As CD

Mr HARI M. KAUL, 54, has taken over as Commercial Director of Air India from Mr Malcolm Barretto, who has retired. Before his present appointment, Mr Kaul was Regional Director for USA & Canada.

Mr Kaul, who joined Air-India in 1947 in Delhi has had wide experience in the commercial side of airline business, having served as Manager at various Air-India stations in India and abroad, including Tehran, London, Delhi and Frankfurt. At the Headquarters in Bombay, he has been Commercial Manager-Sales and Deputy Commercial Director.

Our Minister Mr A. P. Sharma during his visit to our Training Complex at Santa Cruz. Seen with him in the photograph are our Chairman & Managing Director, Mr Raghuv Raj and Dy Managing Director, Mr C. L. Sharma and Capt D. Bose.
Experience the magic of Air India.

AIR INDIA

It was a magical day for children in Hong Kong when just the right festival fair was provided for them to boost their Lunar New Year holidays with the performance of the Indian wizard, Karuna Sankar, which was arranged by the courtesy of Air India.

The event, which coincided with the Hong Kong Arts Festival was presented by the Arts Festival Society and the Arts Centre. Magical Mr. Sankar played to two full houses and appeared in two separate shows.

His act included the Indian rope trick and it varied from slicing his pretty assistant into three sections to producing white rabbits from a hat. Perhaps one thing the globe-trotting Mr. Sankar did not have but might find useful is a magic carpet.

BETTER COMMUNICATIONS

To improve telephone facilities, the Communications Department organised in Bombay recently a Telephone Supervisory Course.

The Controller of Communications, Mr. G. D. Dubey in his inaugural address emphasized the role of supervisors in improving telephone facilities. He said supervisors should use their Departments occasionally and ascertain problems if any, so that better service could be rendered.

Mr. A. R. Khare, Sr. Dy. Communications Manager in his talk on ‘Effective Supervision’ explained the difference between efficiency and effectiveness.

The highlight of the course were tales by Mr. P. R. Lalit, Divisional Engineer, Bombay Telephone on Line Testing and Fault Rectification, Mr. M. N. Soman, Security Manager, Headquarters on Emergency procedures and Mr. M. D’Cruz, Asst. Reservations Manager, Computer Systems on User’s Point of View.

Mr. V. S. Katre, Dy. Controller of Communications while concluding the training programme requested participants to forward their views/suggestions as feedback.

TRIVANDRUM TALES

A large number of employees have been learning foreign languages, but to Traffic Assistant S. Ramesh goes the credit of teaching a language. He has been asked by Alliance Française of Trivandrum to take classes in French for their beginners and also to undergo a Professorship Course conducted by the French Embassy at Madras for about a month.

Ramesh’s association with Alliance Française and with the Language dates back to 1970 when he started learning French. He completed his Higher Diploma in 1976.

Mr. G. N. Krishnan has taken over as Distinct Reservations Manager, Trivandrum. He was previously Reservations Manager at Madras. We welcome him into our fold.

- K. Krishnokumar

SUGGESTION WELL MADE

Mr. V. Pichumani’s suggestion for payment of Study Grant to staff through pay rolls instead of present practice of making these payments through separate cash vouchers has earned him an award.

Mr. Pichumani is with the Finance and Accounts Department. He was a founder member of the Air India Modern School and was also its President and General Secretary.

BEST COMEDIAN

Mr. Arvind Pore of the Air India Artist group was adjudged the Best Comedian at the recently held Maharashtra State Drama Competition.

He was awarded a silver medal by well known singer Dr. Vasantrao Deshpande on March 1982, for his role as Vasu in the Marathi play Brother Vasudev.

Mr. Pore who is with the Inflight Service Department earned fame for his best comedy performance in the Hindi play Aash Ghatne which was staged in Bombay, as well in Mauritius.
HE IS NO ORDINARY FIREMAN

(In the early part of April Fire Prevention Week was held in the city and Magic Carpet interviewed Air-India’s Senior Fire Officer, Mr. N. P. Shinde on the occasion.)

A fireman’s life is a saga of brave deeds and courageous events and Air-India’s Senior Fire Officer, Narayan Shinde stationed at the Nariman Point Headquarters in Bombay is no exception.

This 46-year-old Fireman has been in the fire prevention and fire fighting operations since 1960, when he joined Bombay Fire Brigade as a Station Officer. But what makes Mr. Shinde’s story unusual is the unfolding of various events that led to the launching of his career in his chosen profession.

Mr. Shinde started his academic career with a Bachelor of Science degree from Bombay University, in 1955. While studying B.Sc., he captained his college cricket team and also played for Bombay College and Bombay University teams. He then had a change of heart and trained his eyes on the legal profession and obtained his degree in law from the Bombay University in 1957.

But what was uppermost in his mind at the time was lure for adventure and the essence of team spirit and team work which he cultivated during his sporting career. It is not surprising then that he finally chose to be a fireman where he could use all these qualities in saving human life and property.

Although simple and unassuming, it is perhaps his background that prompts him into converting a routine conversation on the subject of fire fighting and fire prevention into a crash-course for the Air Indians and other occupants of the Air India building.

For example his prime concern are the do’s and don’ts during an emergency in the building. “These are basically simple instructions but they go a long way in preventing panic buttons being sounded in the entire building, resulting in chaos and perhaps injury or loss of life also,” he says, and adds:

“Don’t run (walk quickly, to the place of safety pointed out by the Floor Officer); don’t panic (calm and take advice from the Floor Officer); don’t use lifts (lifts have proved to be dangerous during fire emergency, instead use stairs); don’t use toilets (your path to safety is likely to be endangered because of fire, heat and smoke); don’t waste time in collecting your belongings (fire, heat and smoke rapidly gain momentum and as such the evacuees are likely to be trapped); don’t get scared of heat and smoke (to avoid heat and smoke, try to be as low as possible to the floor level to find a way out); don’t allow staircases and lift lobby doors to remain open (due to the presence of oxygen, the fire will gain access and engulf unaffected floors through lift and stairwell shafts); don’t disturb the Fire Control Room for enquiries (the Fire Control Room will be very busy in receiving and transmitting messages during fire emergency; and don’t go to the terrace (fire always travels in the upward direction, so evacuees should go down).”

But this is not enough to steer you clear of the danger, he explains, “For this purpose mock drills and fire safety plans are evolved to familiarise all the occupants in a systematic evacuation of the premises. And this is where the physical alertness and foresight of those managing the fire play a vital, life saving role.”

Classic Incident

This is precisely what Mr Shinde cites when he reminds one of a classic incident in the U.S.A. where awareness of what to do prevented the lives of a capacity theatre audience. In a theatre the feature programme was interrupted by the Manager who realised the building was on fire. Instead of revealing this to his patrons, he coolly informed them that the Management have decided to perform at this very moment a mock fire drill and he requested them to file out row-by-row and then return. He even offered refund for those who did not wish to return. This timely act paid very rich dividends in saving human lives as the building collapsed shortly after the panic-free evacuation was completed!”

Mr Shinde, who came to Air India in 1980 has been absorbed in the Corporation since February 1982. He is the recipient of Best Fireman Trophy in 1970 which was once again awarded to him in 1973. He was also rewarded as Best Fireman by the Rotary Club of Bombay in 1976.

From his vast wealth of experience his one advice to all is: “Putting out fire is the responsibility of his unit and that of city’s Fire Department. But preventing the fire is the moral obligation of all in the building.”

― R. K. Sattavadi

ITALY IN LOVE WITH INDIA

The holiday is over,” says Pumma Dilit, “Fireman.”

The programme was a tremendous success and on the following day, our office was flooded with phone calls on various aspects of India including how to dress a sari. It was a case of being in love with India!

― Claudio Bottisco

A VIP group comprising Customs, Immigration and Health Officers at Rome, recently visited Air India en route to a familiarisation tour. The group was led by Mr. I. D. Balta, Airport Manager-Fiumicino (sixth from left).

INDIA FAIR

The first ever India Fair 1982 was organised at the newly opened Exhibition Ground at the Marathahalli Municipal Market Place.

The Exhibition was inaugurated by H. E. Habib Kassim, Minister of Commerce, Government of Bahrain. Present on the occasion were H. E. Mohd. Younis, Chairman Trade Fair Authority of India, H. E. Prem Singh, the Indian Ambassador, and other high dignitaries from the Bahrain Government and business executives from Bahrain and India.

Air India in association with the Government of India Tourist Office also participated in the Exhibition and their jointly operated stall drew huge crowds.

― F. E. Barbosa

ACT OF INTEGRITY

Mr. D. Dasgupta, a cabin cleaner from Calcutta Airport, has received high commendations from our Manager Eastern India, Mr. S. S. Olcott, and Airport Manager D. Bardhan, for his act of “honesty, integrity and dedication” in discharge of his duties.

While attending flight AI-307 of February 25, Mr. Dasgupta found a wallet belonging to a Japanese Passenger. The wallet which contained foreign currency was promptly deposited by him with the authorities concerned.

INDIA FAIR: 1982: Air India and the Government of India Tourist Office took part in the first ever India Fair 1982 in Bahrain. Photograph shows a view of the Air India stall at the newly-opened exhibition ground where the fair was held.

― P. E. Barbosa
A ROUND 450 trips in the past 33 years on Air India have earned Bill Fox, the 54-year-old managing director of Aitkens Laboratories, a metallurgical investment firm in England, the credit of being the airline’s most regular passenger. Today, he will probably be making one of the most sentimental trips from New York to London, when he flies with his close friend, Captain Pedder of Air India, who is on his last flight as captain.

I met Mr Fox at the Taj, where he had been aborning in a game of chess, playing against the computer on his computerised chess board. “It is great fun this way, but the game is really tough because the computer never makes a mistake,” he explained.

On his many trips Bill finds the most absorbing way of spending his time. On at least three occasions, he has come across people—a Russian, a Mexican, a Peruvian—who could not speak a word of English, but who communicated and played with him, because Chess needs no mutually understood language to communicate. It is an international language.

Unlike accepted convention, Air India’s most often travelled man opines, “People may expect the most widely travelled man to have had high adventure, crashes, narrow escapes. But nothing exciting has ever happened to me.”

About the only exciting event that has occurred, was on one of the early Air India flights in 1949. Says Bill, “We taxied down and before we could reach the runway, boom! We had hit a stationary Pan America aircraft. We had to take off our shoes, leave the plane and walk back to the terminal in our stocking feet to avoid the risk of fire.”

In those days, we waited five days for another flight from London to India.”

Even in 1943, when Bill was flying with the RAF and based in Ramsholt, he informs, “I was never involved in any heroic deeds. My colleagues, probably would be able to build up tales of their heroism, but not me.”

The reason why Bill Fox travels only Air-India whenever they operate (restricting his trips on other airlines where Air-India does not operate) is because he feels, “Air-India is a superb airline and over the years I have got to know a number of people whom I regard as friends. So it is like flying with a family rather than with a commercial airline.”

He has known many of the Air-India captains and now their children have grown up and are flying. He finds in his many travels he comes across passengers he’s met before. He says, “Hello, are you flying again? And then they sit and chat about their families and subjects of mutual interest. Bill gets invited to most Air-India retirement parties and often he is the only Englishman present.

Occasionally, he bumps into celebrities and stars. Once he was sitting next to Shirley MacLaine, who he says, is such a simple, unassuming person, one would never think she is a film actress.

Besides being an M.D., who flies Air-India at least once a month, Bill who is an engineer, enjoys building model planes, whenever he has the time, swimming and photography.

Courtesy MID-DAY

As a result of the above article, the MID-DAY received the following letters:

The writer-up on Air-India’s most regular passenger, Bill Fox, by Cora Pereira

Mr S.V.N. Ranga Rao, who was until recently, Commercial Manager Sales and Marketing, has taken over as Deputy Commercial Director.

A number of other appointments among the senior ranks of Commercial Department, Hotel Catering Bureau and Nunt and Mr. N. L. M. S. Metir, Regional Director-India, has taken over as Regional Director, USA & Canada with headquarters at New York. He is succeeded by Mr B. N. Rustumjee, who has been promoted.

Mr A. C. Mahajan, Regional Director Continental Europe with headquarters in Geneva, has taken over as Managing Director, Hotel Catering division of India and has been appointed as Regional Director-Middle East with headquarters at Dubai on promotion. Capt. M. S. Kohli has been promoted as Dy. Director, Distribution in Delhi.

Mr R. K. Mangnocks, who was formerly Commercial Manager Industry Affairs, based in Bombay, has already taken over as Regional Director-East Asia with headquarters at Hong Kong.

Mr V. G. Karnik, was a Guest Faculty Member, all the others were drawn from the National Institute for Training in Industrial Engineering (NITE) which organised this programme for Air India. The course was jointly coordinated by Dr S. K. Kala of NITE and Mr V. R. Subhravasti of Air India.

GSD PROGRAMME

The inaugural session of the Programme organised by the GSD, Mr K. K. Gadgil, Director GSD and Dy Managing Director, Mr C. L. Sharma are seen here with Dr S. K. Kala.

Director Ground Services, drew attention to the importance of human factor in effective management.

Dr S. K. Kala, in his sessions on “Motivation for Effectiveness”, “Managerial Styles for Effectiveness” and “Self and Subordinate development through Achievement and Motivational” highlighted the importance of understanding the needs of subordinates while effectively dealing with them, thus assisting them in meeting organisational objectives with self fulfillment.

Dr M. C. Agarwal spoke on “Transaction Analysis for Effectiveness” and Mr M. S. Seth on “Effective Managerial Delegation”. Prof Rajen Mehta discussed various steps involved in the “Management by Objectives Process” and Mr V. G. Karnik “Human Relations”.

Besides the above sessions, Dr S. P. Dutta, Dr R. P. Mohanty and Mr V. K. Gopalan spoke about the role of “Office Organisation and Methods”, “Operation Planning and Control” and “Budgetary Planning and Control” respectively.

In his inaugural address, Mr Sharma emphasised the importance of modern management concepts for effective functioning as a manager in the complex organisational environment. Earlier in his Introductory address, Mr K. K. Gadgil,

Except for Mr V. G. Karnik, who was a Guest Faculty Member, all the others were drawn from the National Institute for Training in Industrial Engineering (NITE) which organised this programme for Air India.

STAFF WELFARE FUND

AIR INDIA Staff Welfare Fund was constituted by the Management in 1965 as a result of the recommendation of a committee of all staff representatives. Committee promotes general welfare of staff in India, whose basic salary does not exceed Rs. 1500/- p.m.

It renders financial assistance during emergencies such as illness caused with leave without pay, natural calamities and bereavement in the family. It also assists in obtaining medical aid to the families of the staff not entitled to such benefits.

Committee

The Fund is administered by the Staff Welfare Fund Advisory Committee. It’s current members are: Mr. K. A. Sapat, Dy Director of Personnel & Industrial Relations; Mr. M. S. Babusabramanian, Director of Engineering; Mr. E. J. Mambatta, Asst Financial Controller; Mr. K. Mukherjee, General Manager (Delhi); Mr. S. G. Gupta, Finance & Accounts Department; and Mr. P. Lakra, Personnel Officer.

J. R. D. Tata Trust

This Committee also processes applications for the J. R. D. Tata Trust which provides financial relief during prolonged ailments such as Cancer, TB, Tumour, Psychoticus, Arthritis, Scoliosis, Leprosy and provision of Cardiac pacemaker.

Sports grants facilities to the children of Air-India employees are provided by the Sports Control Committee.

Required standard

To be eligible for this facility, children must attain the required standard in sports by representing schools, colleges, university, state teams or in individual events in athletics up to the state, national or international level in any of the games recognised by the All India Council of Sports.
Festival of India

"See India"

“We are now on the threshold of a spectacular Indian summer — the Festival of India in which India will come to Britain to make it India's year”.

These words of Sir Michael Walker GCMG, the Festival Chairman, came true with the launching of an eight-month spectacular celebration of past and present Indian culture displayed through a great galaxy of exhibitions and other events.

Major exhibition

As a part of these celebrations the Selfridges in London donned a new "See India" look through a major exhibition held in its spacious premises which was inaugurated by our Prime Minister, Mrs Indira Gandhi on March 23, 1982.

Personal treasures

The centrepiece of this Exhibition was a first ever display outside the country of renowned fabulous personal treasures of the former Maharajah of Jaipur. These include magnificent gold and silver howdahs from his one time army of elephants; vintage arms and armour, and a nostalgic glimpse into the sumptuous bygone age through recreation of some of the magnificent palace rooms from the City Palace in Jaipur. Included in the display were beautiful silks, colourful dhurries, sandalwood boxes and ivory carvings specially shipped from India by the Sona Boutique of the Handicrafts and Handlooms Exports Corporation. There were also textiles on display with their styles based on India — cottons and elegant crepe de chine in bright yellows and greens, which showed the colours and richness of India.

Tourism pavilion

The Exhibition included a specially-designed four-domed tourism pavilion in which Air India, the Department of Tourism, ITDC and Indian Airlines jointly participated. This afforded a unique insight into the tremendous variety of places, people, wildlife and culture offered to the tourist in India. Attractive photographic displays depicted the golden beaches, monuments to visit and all the other richness offered by the vast Indian continent. Along with literature and travel brochures was the added attraction of an Apple Computer for detailed facilities and locations available in India at the push of a button. Facilities were provided for a holiday tour, tailor-made to the tourist’s requirement.
Carrom Tournament

Air-India Open Carrom Tournament was again held at our Sports Club, Santa Cruz, and attracted record number of 224 entries in Men’s Singles and 28 entries in Ladies Doubles.

This year also the finalists were Mr. V. L. Zite from Ground Services Department and Mr. G. P. Kadam from Engineering Department. In a well-contested match, Mr. Zite defeated Mr. Kadam and won the Championship for the second time. The other losing semi-finalists were Mr. M. D. Workoar from Engineering Department and Mr. E. S. Bengale from the Commercial Department.

The Ladies finals were played between Mrs. A. J. Kanitkar and Mrs. V. S. Phatak, both from Finance & Accounts Department. Mrs. Kanitkar defeated Mrs. Phatak and won the Championship. The losing semi-finalists were Mrs. S. P. Darjele from Engineering Department and Mr. N. R. Banav from Finance & Accounts Department.

Mrs. Tara Malikani, Dy Personnel Manager, Personnel Department, presided over the prize distribution function and gave away prizes to the Winners & Runners-up.

— R. D. Mansrekar

CHESS TITLE

The Annual-cum-Selection Chess Tournament this year, which attracted 40 entries, was conducted recently under the Swiss System with 9 rounds.

B. E. Buchis of Commercial won the title scoring 8½ points (8 wins – 1 draw) out of possible 9, followed by V. S. Raiparker of Management Services with 7½ points; K. N. Patankar of Transport with 7½ points and A. V. Salunke of Transport with 6½ points.

Although Raiparker and Patankar scored equal number of points, the former secured second ranking as his median score (40%), which reflects the strength of opposition, was higher than that of Patankar (40%).

SASHI CLINCHES THE WINNER

The first Asian Nations Tennis Tournament was recently held at Kuala Lumpur in which top seeds India defeated Japan, the No. 2 seeds, 2-1 in the Final, and won the glittering Gold Cup worth US $ 55,000 and also clinched the prize money of US $ 20,000. The Cup was presented to the winners by the King of Malaysia, Yang Di Pertuan Agong.

The architect of this victory was one of our Sales Officers, Sashi Menon, from Bombay whose brilliant performance gave the Team the vital 2-0 winning margin.

FOOTBALL

The Italian Olympic football team travelled on our Magic Carpet Service from Rome to Delhi en route to Calcutta to participate in the Nehru Memorial Football Cup Tournament.

KITE FESTIVAL

The Singapore Tourist Promotion Board hosted a ‘Kite Festival’ week in Singapore and invited entries from India, Japan, Malaysia and Taiwan.

Eye-Catching

Though the Indian kites were not flashy like the Taiwanese ones, or eye-catching like the Japanese ones, they were of very fine production and could fly very high.

Photographs show from left (standing): J. B. Bhuchisa, Asst Manager, Singapore; P. V. Doshi, Director, Tourism; Government of Gujarat; H. D. Birlam, Manager, Singapore; J. D. Patel (first); the judges in the competition; M. T. Rayudu, Director, Government of India Tourist Office, Singapore (sitting from left) competitors Karan and H. D. Sailar.

Padma-nabhan Swings Out

Mr. V. S. Padmanabhan, Asst Manager, Travancore won the ‘Captain’s Cup’ in the 18 hole handicap Golf Tournament conducted by the Travancore Golf Club.

Achievement

Mr. Padmanabhan, like all Padmanabhas known as ‘Paddy’, was introduced to golf hardly a year ago and in such a short span of time has made a remarkable achievement. He beat reigning champion, Brig. P. V. Rao. We wish Paddy all success in his future endeavours.

GOLF TROPHY: Raj Patel is back on duty at Heathrow after his success in the 10th Air-India Golf Tournament. On his arrival from Bombay, Raj displayed the bronze trophy he had won and a prize that will come in useful at the forthcoming hole.

SIX MAGIC CARPET MAY/JUNE 1982
कैप्टन डी. बोस उप प्रबंध निदेशक के पद पर नियुक्त

राजनीति कर्मी कैप्टन डी. बोस 24 अगस्त, 1982 में एयर-इंडिया के उप प्रबंध निदेशक के पद पर नियुक्त किया गया था। वे एयर-इंडिया के परिधिनियम संघ के सदस्य थे। इस तरह एयर-इंडिया में भर्ती होने से पहले उन्होंने एयर-इंडिया के नेतृत्व में कार्य किया। इस पर भी बोस की निश्चितता दिखी थी। वे एयर-इंडिया के नेतृगती डॉ. बोस 707 और 747 विमान उड़ाए।

भीमूर्ति कौशल ने वाणिज्य निदेशक के रूप में कार्यभार संभाला

राजनीति कर्मी भीमूर्ति कौशल ने एयर-इंडिया के वाणिज्य निदेशक के पद पर नियुक्ति मिलाई थी। उसने एयर-इंडिया के वाणिज्य निदेशक के पद पर रहते ही उनके संचालन में जोड़ा गया। उन्होंने एयर-इंडिया के वाणिज्य निदेशक के पद पर अनुभव क्षेत्र में उन्नति की। उन्होंने एयर-इंडिया के वाणिज्य निदेशक के पद पर रहते ही उनके संचालन में जोड़ा गया।
प्रगति के पथ पर

एयर-इडेया कर्मचारी कल्याण कोष

भारत के प्रति प्रेम

एयर-इडेया द्वारा एयर. बी.ए. विमान की स्वर्णिम दिवस

त्रांशर्ट टाइलर

आपकी कलम से टेलीफोन ओपरेटर

भारत के प्रति प्रेम

इस वर्ष कर्मचारी द्वारा एयर-इडेया की भारत के प्रति प्रेम स्वर्णिम दिवस का विशेष समारोह का आयोजन करते हुए। इसका मुख्य लक्ष्य है कि भारत के प्रति प्रेम नहीं रहेगा। इसका उद्देश्य है कि भारत के प्रति प्रेम नहीं रहेगा।

एयर-इडेया कर्मचारी कल्याण कोष

भारत के प्रति प्रेम

एयर-इडेया कर्मचारी कल्याण कोष

एयर-इडेया कर्मचारी कल्याण कोष

स्वर्णिम दिवस का विशेष समारोह का आयोजन करते हुए। इसका मुख्य लक्ष्य है कि भारत के प्रति प्रेम नहीं रहेगा। इसका उद्देश्य है कि भारत के प्रति प्रेम नहीं रहेगा।
AIR-INDIA SERVICES
HVA AIRCRAFT

A Hangkong Vietnam Airlines Boeing 707-321 underwent a maintenance check at our Engineering Base in Bombay. The aircraft which arrived in Bombay on March 24, 1982 was in Bombay for approximately three weeks.

A technical delegation from Air-India headed by Mr. M.S. Balseoduram, now Director of Engineering, visited Hanoi in November 1981 to study and discuss the requirements of Hangkong Vietnam Airlines. The other members of the delegation were Mr. U. Mahendra, Manager (Ground Technical Opns) Operations Department; Mr. J.J. Gupta and Mr. V. S. N Rao, both Asst Engineer ing Managers. The agreement to carry out maintenance work on the HVA Boeing 707 was signed on March 9, 1982.

A group of technicians from Hangkong Vietnam Airlines also received practical training with Air-India. It is learnt that HVA is considering sending their crew for flying training with Air-India.

NOT SHORTHANDED

ARCH 14, 1982 was a memorable day for stenographers in Air-India as they were the recipients of prizes in the All-India Competitive Examination held earlier by the Bombay Shorthand Writers Association on the eve of their Golden Jubilee Celebrations.

These staff were felicitated by the Chief Guest Mr. B. L. Arulchel, President of Kores (India) Limited and during the function our banner ‘Time’ at 600 Smiles per hour’ was prominently displayed.

The recipients of these letters are: Ms Geeta Krishan, Mr. Operations Department, Mr. S. H. Baweja, Ground Services Department; Ms Anita Pinto, Finance & Accounts Department; Ms B. Rajeshwari, Bombay District Office; Mr. S. Kishan, Finance & Accounts Department; Mr. C. R. Pinto, Management Services Department; and Mr. V. V. Shanmanagam Finance & Accounts Department (Madrass), Ms Jyoti under the category of physically handicapped.

K. P. Veeraraghavan
Personnel Officer

(25 years back this writer was awarded a Gold Medal by H. E. Sri Prakash, the then Governor of Bombay, for having stood first in the 160 U.P.S. speed test in shorthand on an all India basis.)

ON THE MOVE ……UP

The following staff have been promoted:

ACCOUNTS DEPARTMENT

CIVIL WORKS AND PROPERTIES DEPARTMENT

COMMERCIAL DEPARTMENT

COMMUNICATIONS DEPARTMENT
Mr. M. D. Joshi as Asst Controller of Communications and Messrs. S. R. Kharana and A. K. Khare as Sr Dy. Communcations Manager.

ENGINEERING DEPARTMENT

A rare talent

T seemed like the Saturday night “f ever” had gripped the jet-set Bombayites. Decked in their weekend best, they made the dance floor of the Supper Club of the Hotel Oberoi Towers in Bombay almost burst at the seams.

They were so deeply enchanted by the melodious music of the Soft Rock Revolution to even realise that the crooner had suddenly changed, and before he had finished with his custom, the glass walls of the night club reverberated with a thunderous applause.

There were screams of joy when it was announced that the surprise singer was no other than young Kashmira Mehta, a scintillating amateur musician who has won a series of talent and beauty contests. Unassuming and endowed with eye-catching beauty, dainty Kashmira from our Special Handling Unit at Bombay Airport has warmed the hearts of music lovers whenever she has descended on the stage. And at various fashion shows young Kashmira Mehta has been the cynosure of all eyes.

What makes Kashmira different is that she is equally talented in English and Hindi music and songs, and every time she succeeds in a contest or a show, she wants to renew her efforts and aim for higher and higher goals. Like the old saying, if determination is the criteria of success, then Air-India’s Kashmira is bound to achieve stardom.

BIN SYSTEM

AIR INDIA has installed 120 steel transit storage bins for use in its new terminal at Building 86, JFK International Airport, New York. The bins, each having a cubic feet capacity, are handled by fork lift equipment and serve as security cages for cargo that has arrived from India and other points and is awaiting pickup.

The two-bin system has been custom-made to meet the specialized requirements of Air-India’s sometimes unique bulk cargo, will enhance the integrity of the new terminal and enable management to more effectively handle the peakloads of wearing apparel and other specialized handicraft items arriving almost daily from India.

GROUNDS SERVICES DEPARTMENT

INFILIGHT SERVICE DEPARTMENT
Ms. V. Gujjarani as Addl Chief Air Hostess.

MANAGEMENT SERVICES DEPARTMENT
Messrs S. S. Phadke and Amalendu Dev as Dy System Managers, Mr. A. Stanislaus as Dy. Manager Hardware (Maint); and Messrs S. K. Sen, K. Chandrasekar, S. S. P. Rao and Kanjilal Khajane as Sr Programme Engineers.

OPERATIONS DEPARTMENT
Mr. C. S. Parmarwani as Manager; Mr. K. Vasisuda as Flight Management Engineer; Mr. P. K. Balas as Asst Engineering Manager; Mr. M. Mahbub and Mr. D. Pratap as Sr. Programme Engineers.

PERSONNEL DEPARTMENT
Messrs C. Clement and P. M. Thakur as Industrial Relations Managers and Messrs Y. G. Natarak as Personnel Manager.

PLANNING DEPARTMENT
Mr. J. S. Shahini as Asst Station Supvisors.

SECURITY (HEADQUARTERS)
Mr. V. V. Saipal as Fire Officer.

STORES & PURCHASE DEPARTMENT

ANNE LEUNG with our Manager-Hong Kong, Mr. L. Khosla during a staff get together.

Annie Leung was located in the ‘Globe Hotel. On the same day, she left we were once again back in our office but of course in a new building – Gloucester Tower.”
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, Mussoorie, Manali and finishing off at Delhi on November 5. Air-India, as usual, is playing a very important role in this rally and, for participation of the national flag carrier, the rally would never be able to acquire an international flavour.

And finally comes the pièce de résistance, 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

UR 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 0.01 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 features 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.

Al Signs Airbus Agreement

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

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

Also present on the occasion were Dy. Managing Directors Mr. C. L. Sharma and Capt. D. Bose and Aries 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

APT 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 Pilot’s Licence from the Madras Flying Club in 1945 and joined Airways India in 1949. Transferred to Air-India in 1950 from Indian Airlines, Capt Narayanan has flown Dakota, Skymasters, Constellations, Super Constellations, Boeing 707 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

ARGO 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 every complaint to date, George W. Paterow, 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 local 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 airfreights, 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.

Mr. Chander Bhan Rawat, who is Sr. Traffic Assistant at Delhi Airport, recently enjoyed a unique distinction of being nominated on the Khasi 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 Sanstha, Down Trodden Emancipation Society as Treasurer, and ACSCSTEA as Branch Secretary.

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 Kenney

Air-India in Bahrain

Air-India in Bahrain recently inaugurated its new office premises in Tijar 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 Mohd 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. Hakker H. Ali.
एए-इंडिया के लिए, 1982 के आगामी मास का हलचलपूर्ण वर्ष होने की सबूत मिली है। जब तक मास का अंत तक एए-इंडिया वालों द्वारा सारे एए-इंडिया भी गहराई हो जाएगी और आशा की होगी कि 29 अगस्त को एए-इंडिया पर 400 की 2.420 एए-इंडिया द्वारा उत्तरदायी होगा।

इस दीर्घता, अनेक स्थलीय मामलों में, जिनमें समागम के कारण मामलों में आधे भी उत्तरदायी है, और अगर वहाँ की ओर अपने होगिए। 15 अगस्त को एए-इंडिया का आयोजन विभाग सरकार 500 लाख तक होगा। इसके 50 लाख तक मामलों में वही होगा और आधे भी हासिल करेगा। इसके 3000 नामांकन में जो भी हासिल करेगी, वहाँ होगी आधे भी हासिल करेगा। इसके 1500 सदस्य समिति के बाहर 3000 नामांकन में जो भी हासिल करेगी, वहाँ होगी आधे भी हासिल करेगा।

सरकार के अनुसार एए-इंडिया उस समय जो होगा, वही उत्तरदायी होगा। इस नए परिचालन निदेशक के तहत वह ही होगा और सरकार के अनुसार एए-इंडिया उस समय जो होगा, वही उत्तरदायी होगा।

एए-इंडिया द्वारा एए-इंडिया के लिए, 3 मिनट 300 की 4.200 एए-इंडिया के लिए एए-इंडिया के लिए, 3 मिनट 300 की 4.200 एए-इंडिया के लिए एए-इंडिया के लिए, 3 मिनट 300 की 4.200 एए-इंडिया के लिए एए-इंडिया के लिए ।
बाल-परिवार की उल्लेखियां

चन्द्र भान रावत

दि नेही एम्बूप दर्जो वे बालक दसबाज चारक के रूप में बाल विश्वविद्यालय के बाल विभाग अध्यक्ष भी है। दिन के दौरान उन्हें पढ़ने और पढ़ाने के साथ वर्तमान जीवन में अन्य कार्य समेत है। उन्होंने 12 साल की उम्र में बाल-परिवार द्वारा विभाग के साथ जुड़ा हुआ काम करने का था।

चोक-सामाचार

भी भाषासिद्धांत पर वार्ता का वास्तविकता स्तर के बारे में ख्यात है। भी जीवन में उन्होंने एक वैज्ञानिक विश्लेषण अभ्यास का अन्तर्गत उन्हें विश्वमूल में उनके रूप में विभाग के स्तर के लिए नामांकन किया।

त्रिवेंद्रम में हमारा अपना भवन

दिन के चरण और नीचे गेट का अवलोकन करते हुए बालविद्यालय के लिए यात्रा करते हुए विभाग के अध्यक्ष भी है। दिन के दौरान उन्होंने पढ़ने और पढ़ाने के साथ वर्तमान जीवन में अन्य कार्य समेत है। उन्होंने 12 साल की उम्र में बाल-परिवार द्वारा विभाग के साथ जुड़ा हुआ काम करने का था।

नया कार्यकाल भवन

हां ही में, एक-दूसरे ने साक्षात्कार में सिद्धांत रखा है विभाग के अध्यक्ष भी है। दिन के दौरान उन्होंने पढ़ने और पढ़ाने के साथ वर्तमान जीवन में अन्य कार्य समेत है। उन्होंने 12 साल की उम्र में बाल-परिवार द्वारा विभाग के साथ जुड़ा हुआ काम करने का था।
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 spiraling 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. Matha, Personnel Manager, Santa Cruz, Mr. M. V. Ramnathkhar, 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. Mulji.

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.

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 Mr. P. Thirumalai & 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. Kelakamurthy, Secretary, Department of Labour, Government of Kerala. Mr. Vijayashanth, 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. Pali

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, Minister and Second 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 Gonzalez, Indian Ambassador; H. E. Mr. Robert Elliott, Canadian Ambassador; leading Indian film actresses Ms. Shabana Azmi, Egyptian film actor Mr. Mohsen Sarhan; Mr. Babu Bhattacharya, leader of the Indian film delegation, and Egyptian film producer Mr. Hassan El Tanan.

— G. S. Singh

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 final was played between Youngsters (Sonnet) and Amul 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 Prices were distributed by Capt. Sanjiv 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.

— Mr. 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. Venkatesh, a former Indian Test player, had a special word of praise for Vikram’s pace bowling abilities.

(Contd on page 6)
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 organizing every year 30-35 familiarization tours for leading travel agents from all over the world to India; there are also tours for top travel writers, photo graphers, TV teams, etc.

Over the years, we have also sent Indian dancers, musicians, singers, writers and chefs to spread the gospel; only last month the Festival of India in UK commenced and I can categorically say that being for Air India's role in vigorous 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 development in the field of medicine, science and technology — as well as Air India's giving concrete and practical assistance, the Festival could never have assumed the magnitude it has.

The national carrier, as you now well know, is also actively involved in the hotel business with the Centaur Hotel in Bombay, another at Palm Beach in Mauritius, and a partially ready for the Asian Games.

"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. Shailaja, 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 road 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 to 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 Kashmiri 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, Zambias, Zimbabwe and Bamingham 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-break 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 in-flight service, smooth
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. These 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 dollar 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 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 government agencies and the tour operators to get together in a monumental exercise of cooperation 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 establishment 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 are competitive, as I have already said earlier.

Director General Tourism in the overall promotion campaigns, especially 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 imitants which are magnified out of proportion by our detractors, if we are to effectively market our tourism product internationally.
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 topnotchers 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 basic training facilities and teaching aids, it has now a gamut of full time instructors and other staff under the stewardship of Mr. M. Khairaz, Principal, and Ms. G. Lolto, 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 teaching 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 different agencies 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. Ghoseal. They are assisted by Instructor Mr. S. Chowdhury from Calcutta. Basic and advanced training in Traffic is under Instructors Mrs. A. Michlak and Mr. A. Gorejogor. Basic and Advanced Cargo Courses are held by Instructors F. Nairchaw 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 1/4 hour session to improve staff attitudes towards the client. Representatives from the altitude 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 Ajyamda. While its training head- quarters are in Bombay, courses were also conducted at Calcutta, Delhi, Madras, Dhanalak, Hong Kong, Muscat, Sharjah, Geneva, New York, Mauritius, Bangkok, Tokyo and Sanaa. The programme have also been conducted in Bangkok, Cochin, Hydro- abad, Kathmandu, Kuala Lumpur and Jeddah. 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 expertise ranges from fifteen to thirty years. Their normal working day begins at 0800 hours when the classes commence. Participants (generally) continue working in the classroom 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 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 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/PATA 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 "Alumnus", which 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. Bhashan (Osaka) and G. W. Godwin (Geneva) as Sr. Accounts Officers.

CIVIL WORKS AND PROPERTIES DEPARTMENT
Mr. A. A. Kotia as Sr. Engineer (Civil). Mr. G. V. Ramakrishnan as Manager Admin.

COMMERCIAL DEPARTMENT
Cdr. Joginder Singh (Delhi) as Sr. Srn. Manager and Messrs G. G. Subramaniam (Osaka) and G. Mathias as Sr. Srn. Managers, Messrs M. C. Pereira, T. I. Gopalakrishnan, E. G. Coelho (Doha), M. C. Meenon as Station Managers, Messrs C. O. Barmakab (Bangalore), S. S. Regnowan (Delhi), K. Subramanian, D. J. Mohd, D. R. Trudie, R. B. Joshi, M. S. Mathwais (Calcuta). R. S. Sorese (Madras) as Station Supdts.

COMMUNICATIONS DEPARTMENT
Mr. P. K. Shukla (Delhi) as Asst. Comm. Manager.

ENGINEERING DEPARTMENT

MANAGEMENT SERVICES
Mr. H. R. Bajaj as Systems Manager and Mr. A. K. Rastogi as Dy. Systems Manager.

STORES AND PURCHASE DEPARTMENT
Mr. A. N. Srichar as Stores Manager.

K. Khairaz

Vikram Dutta (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 Deder Union in Bombay with leading Indian players is yet another feather in his cap.

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

AR INDIA Loading Supervisor, Richard Pereira has completed a high 10 day Fork Lift Truck instruction training course at the Barlow Handling Training Centre, Maidenhead. This 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 Unit are involved in the loading of everything from the smallest to the largest compartment, 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 fork lift truck operators at Heathrow in a safe and correct manner.

Mr. Khairaz

M. Khairaz

M. Khairaz

W. C. Smirk

W. C. Smirk

Mr. Khairaz

Vikram Dutta (Contd. from page 3)

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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 SHIVANDKAR, SR. PLANT TECHNICIAN, Ground Services Department; years of service: 26.

MR. MAPADOMANABHAN, FOREMAN, Engineering Department; years of service: 33.

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

MR. B.T. GARKWAD, 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 PAVARIKAR, SR. CLEANER, CATERING/CABIN SERVICE, Inflight Service Department; years of service: 24.

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

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

MR. R. S. GHOJAM, 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 TELE-PRINTER 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 KALAN, SR. HANDY, MAN, Commercial Department; years of service: 19.

MR. CHANDRASHEKAR SAIKARNA BAQUELE, CLERK, Finance & Accounts Department; years of service: 17.
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.
Soon after this issue of Magic Carpet hits the stands, Air-India’s first-ever Airbus will arrive in Bombay. The Airbus A300-B4 will go into service on the Bombay-Gulf route in mid-August 1982, with the delivery of the first two aircraft; the third is due to arrive later in November this year. The Airbus will be the second wide-bodied aircraft in Air-India’s fleet after the Boeing 747.

262 Passengers

Powered by two General Electric CF6-50C2 engines with a thrust rating of 52,500 lb, Air-India’s Airbus will have an operating crew of three and is configured to carry 262 passengers (22 first class plus 240 economy).

Basic Data

The basic data of the plane is: wingspan — 44.94 metres (147 ft 1 in); length — 53.62 m (177 ft 11 in); height — 16.53 m (54 ft 2 in); maximum take-off weight — 165,000 kg (363,760 lb); fuel capacity — 49,000 kg (108,000 lb); range — 3,950 nm and maximum cargo capacity — 30,000 kg (66,140 lb). The A300 is equipped with a fully automatic cargo loading system.

Airbus Industrie

The Airbus is produced by the Airbus Industrie, a consortium of four Aerospace firms — Aérospatiale of France, Deutsche Airbus GmbH of Germany, British Aerospace of Britain and Construcciones Aeronáuticas SA of Spain.

348 Orders

Airbus Industrie, with Headquarters in Toulouse, France, was formally constituted in December 1970 and its first product the A300 twin-engined medium range wide-bodied transport first flew on October 28, 1972.

The Airbus Industrie is now the second largest producer of commercial aircraft after Boeing. By April 1982, it had on its order book a total of 348 orders for A300s with further options for 159 aircraft. Some of the other interesting statistics of this successful wide-bodied aircraft are:
- An A300 takes off every 2½ minutes from one of about 150 airports served, for an average 1½ — 2 hour flight;
- over 1,000,000 flight hours performed;
- over 660,000 flights performed;
- over 400 million miles/640 million km flown;
- over 130 million passengers carried;
- over 1 million tons of cargo carried.
Extracts from the Comments by Mr Knut Hammarskjold, Director General, International Air Transport Association to TRIENNIAL ECAC ASSEMBLY in Strasbourg, France on June 8, 1982.

I would like to take this opportunity to congratulate ECAC (European Civil Aviation Conference) for its systematic and comprehensive work across the broad European Civil Aviation front. It is a painstaking, though often less headlining activity which has provided a sound basis for the constant expansion of European air services over the past 25 years.

Economic Regulation

This time — as at your last triennial — the accent is on economic regulation. You have of late taken major, precedent-setting steps with your US partners. The recently signed provisional Memorandum of Understanding is a most significant breakthrough towards achieving compromise between the forces militating in favour of unbridled competition on the one hand — which is taking its toll in Europe as elsewhere — and rigid price maintenance on the other. It offers the prospect of a measure of market flexibility with agreed fences to prevent market excesses of a type which are now becoming only too painfully obvious on US domestic routes. We fervently hope that this first step will evolve into a permanent agreement.

Heavy Losses

In the present economic situation, airlines are experiencing difficulties that the only industry to be suffering. But there can be no doubt that our results are among the worst. A third year of heavy losses has brought with it the first bankruptcies. The 1981 results for IATA carriers' international operations were minus 1.5 billion US dollars. 1982 figures would seem to be shaping up along similar lines. Even if traffic and yields increase, and capacity and costs are contained, the best 1982 results that could be expected would be only close to break-even on the operational side. Interest payments, however, today constitute an increased burden of 0.9 billion US dollars in 1980, 1.4 billion US dollars in 1981 to an anticipated 1.6 billion US dollars this year or next. This financial situation simply does not provide money for purchasing new equipment. In the 1980s, the world's airlines have to find some 50 billion US dollars simply to replace existing equipment that is becoming operationally, or environmentally inefficient, or unacceptable. That assumes no expansion.

With only marginal traffic growth, one hundred billion US dollars would be needed. To finance this kind of investment — with or without growth — requires a minimum profit of some 7%, every year for ten years. That is a daunting prospect.

Debt/Equity Ratio

In 1981 the debt/equity ratio for IATA Members was in the order of 60/40. By the end of the year it will be 88% debt and 12% equity. If things continue at this rate, by 1984 we will be facing a 100% debt situation at a time when interest rates are at unprecedented levels. There is no need for me in this company to outline in depth the steps that the airlines are taking to help themselves to cut costs and increase productivity. Staff reductions, wage freezes, equipment cancellation, dropping of routes, improved operational procedures, etc.

At the same time, unfortunately, airlines are bearing considerable costs, totally outside their control: high government charges for landing and enroute navigation facilities — and in Europe they are the highest in the world; excess distances have to be flown mainly for military reasons — and in Europe the average excess represents 15% of the distance covered. In both instances, airlines are facing the sovereign monopoly of governments. The negotiating road towards reasonable charges, paying for what you buy and no more and flying the shortest and cheapest route is a long and difficult one requiring a lot of mutual understanding. These could be areas where European politicians could influence individual governments. This is the way to reducing the high European costs which make us incomparable on the US where there are virtually no charges and the air routes are virtually straight — and by the way, the fuel is also 50% cheaper.

We have heard the stern song of deregulation these past three years. (The results, no matter how carefully they are masked, are all too clear. There has been no or only very little traffic stimulation: lots of diversion between markets, yields have plummeted to levels which defy economic logic: fare patterns have become distorted with giveaways on dense routes and subsidies on thin routes. The airlines are in financial jeopardy and so are the manufacturers.

Unbridled Competition

And while the general economy is a major cause, there is no doubt that unbridled competition is also a prime contributing factor. Despite the evidence from the US domestic scene and the North Atlantic that there are no regulatory policies which produce simultaneously low fares and efficient healthy airlines, the siren song for deregulation is still being heard in Europe.

As you look ahead to the next three years, one thing is certain: no solutions will be found to old problems and new problems will arise to tax our imaginations.

Unnecessary Duplication

If there is one area where I believe our common attention will have to be focused, it is to the increasing interest being shown in international aviation by governmental and non-governmental organisations previously disinterested in this activity. The airlines are concerned at the prospect of unnecessary duplication. We are not polished professionals to be burdened with costly reports and studies going over the same ground. Above all, they believe that if there is to be any increasing governmental involvement in this business it should be done on the basis of correct facts and sound-headed interest. The same concern has been expressed by governments in ICAO (International Civil Aviation Organisation).

Enormous Experience

We believe that you have an enormous experience to offer in all aspects of international air transportation and we would hope that you will be able to ensure that others have the benefit of this experience in order to continue the progressive evolution of the air transport system and avoiding its becoming another political football. I am sure that you will have the full support of the airlines.
हॉलि-1982

हॉलि-1982 प्रस्तुती में एउर-इंडिया स्टूडियो का एक ट्यूबा।

प्रशासनीय उद्घाटन
एउर-इंडिया के मैक्यूल दिनिया कार्यकारिणी ने प्रतिवेदित माफिक था। वे नाटक का लोकल परिसर के साथ काम कर रहे थे।

भारतीय आहार समारोह
एउर-इंडिया ने हाल ही में हांगकांग एवं चीन में वास-सरकार के लिए विशेष समारोह में अपनी उपस्थिति दर्शाई।

श्रम सम्पर्क समिति
भारतीय श्रम सम्पर्क समिति ने स्वयं भविष्यवाणी की।

लक्ष्य भारत
एउर-इंडिया ने शिक्षा-अनुदान के लिए अंतरराष्ट्रीय योजना को श्रीराम योजना के साथ सम्बन्धित कराया।

शिक्षा-अनुदान
शिक्षा-अनुदान समिति ने आज तक 1,334 प्रज्ञाएँ को कर्म निवास के लिए क्रेडिट 12,678.00 रु. का निवास अनुदान दिया।
1981-82 के मुख्य कार्यक्रम

समापन अमेरिका में वर्ष 1981-82 के एश-प्रीमियर के लिए एक समापन रणनीति पर कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लिए एक समापन कार्यक्रम के लि
COURTESY CALL BY CHAIRMAN

His Highness Sheikh Sultan Bin Mohammad Al Qasim, Ruler of Sharjah, is seen with our Chairman Mr. Raghu Rai.

The first operations of Sharjah with effect from March 10, 1981. His Highness, the Ruler of Sharjah discussed with Mr. Raghu Rai the prospects of expanding Air-India's operations in Sharjah.

Worthy Cause

The Air-India staff in Bombay have donated Rs. 1,295 to the National Association for the Blind.

The Finance Raising Committee for the Association had appealed to Air-India for a contribution to this worthy cause. The Chairman of the Committee has expressed his appreciation for this spontaneous gesture.

FEAST OF INDIA

A feast of Indian gourmet dishes and a glimpse of Indian culture was recently provided by Air-India to the travel trade elite in Hong Kong and Macau.

The occasion was an Indian Food Festival in Hong Kong and a glittering India Night in Macau. The Festival was sponsored by the Centaur Hotel and the World Trade Centre Club.

DESTINATION INDIA

Chat Noir, a leading Coffee Company, and AEG Telefunken, are among the leading industrial houses in Belgium who have put the promotion of Destination India into high gear by organizing group incentive charters for their clients to various regions of India.

Mr. B. Ouarai, Marketing Manager of AEG Telefunken, undertook a scouting mission to India to explore the possibility of selecting India as a destination which they wanted to promote for their dealers as an incentive. As a result, Chat Noir sent 102 dealers, and AEG Telefunken sent 85 dealers to India on Air-India.

Air-India in Brussels is now actively engaged in launching Destination India with various similar groups.

STUDY GRANTS

During the academic year 1981-82, 1,354 children were given Study Grants amounting to a total of Rs. 2,86,678.00. Study Grant facilities for the children of Air-India employees was introduced from the academic year 1963-64. During the first year, 55 children of employees were given grants amounting to Rs. 6,087.00. Certain concessions were made over the years regarding the eligibility for this scheme.

ACHIEVERS

Mohan, son of Mr. S. B. Rao of the Medical Clinic in Delhi, was awarded a Certificate of Merit and Scholarship for passing Class III examination with distinction.

Shahzada, daughter of Mr. H. R. Chavda from Engineering, has earned the Maharashtra State Government High School Scholarship.

Suvarna, daughter of Mr. V. Ramanathan of Intelsig Inc, Service secured over 85.0% marks in the S.S.C. Examination and obtained 150/150 marks in the entire Maharashtra State in Science. She was awarded 11 cash prizes and a gold medal from the State Board of Secondary and Higher Secondary Education.

Richard, son of C. D'Mello from Engineering, represented College and State meets in 8 events and his photograph was featured in "Pride of Khalsa" a college publication.

Dinesh, son of Mr. L. Dhakka from Engineering, stood first in a class of 57 for standard II from the St. Mary's Primary School in Bombay.
IT'S fantastic, it's beautiful, it's maddening — this place they call the Booking Office of Air India, Bombay. As you ride up the escalator to the bustling 1st floor, you wonder whether you have by mistake entered a hotel lounge. A number of people seem to be merely relaxing in the midst of greenery and objects d'art which fill the place. But a few minutes is all one needs to realise, that one is not in a hotel lounge, but in a bustling, busy madhouse which is actually the largest booking office in the world.

Large it is no doubt. There are counters, counters and counters... with computer sets decorating them) and yet, there seems to be not enough place. Some people seem quite lost, not really knowing what they want to know! They keep asking questions of all sorts, whilst our polite, courteous and charming enquiry counter girl tries her best to answer each and every one of them without frowning or growing!

Some want schedules which seem to be perpetually out of stock; some want complimentary first-class bags, some want to buy bags, some want health cards, some want to know how many flights a week we operate to Kuwait, some want student concession forms, unaccompanied minor forms, embarkation cards, an AI route map... Good God — anything else? — and to top it all, the phone constantly rings through all this commotion. (I thank my stars that I am not in that poor enquiry girl's shoes!)

A truly colourful lot of people travel our carrier. Filling our PTA (Prospective Ticket Advice) Section and our Gulf Counters are all those aspiring Indians who are leaving their homeland for more lucrative prospects in the Gulf. We have tailors, carpenters, masons, maidservants, dohos (yes) teachers, nurses, executives, doctors, businessmen — the list is endless. Talking of our Gulf passengers, one enterprising Indian who was going to Dubai as a tailor, even volunteered to stitch one of our girl's uniform blouses at Rs. 30/- each!

All our Gulf passengers seem to have long complicated and similar sounding names to unaccustomed ears. The public relations officer mans the PRO desk, efficiently and tirelessly calls out a Mohammed Salim Bin Khalid — something or the other, one after another, and sends him to the respective counter staff who is free, for his ticketing or rerouting as the case may be. On an average the PROs handle about 700-750 passengers daily.

Before I continue about the going on, in this crazy yet beautiful and lovely place, throbbing with people and pulsating with life, let me brief you a little on the geographical set up.

Enquiry Counter

There is the enquiry counter immediately to your left, as you step off the escalator, with a bold bright yellow board just above it saying loud and clear "AIR INDIA ENQUIRIES" in English and "तःलित" in Hindi. Almost diagonally across we have the PTA Section with its own enquiry counter, duty officer, and its various ticketing desks. The PTA Section has an "Inward PTA" and an "Outward PTA" Section. Inward PTA deals with the ticketing of passengers in Bombay, against payment made abroad through our various offices. Outward PTA works vice versa. Staff collect payment (from the sponsor living in India) at this end for travel from a particular country to India; while ticketing is done at the other end. Details of amount collected, route and class of travel, passengers name and contact, etc. are flashed across to the necessary station via telex and a pre-paid advice telex.

Whilst the bulk of the PTA traffic is the mass Gulf exodus, there is also a considerable amount of seamen and student traffic travelling to other parts of the world.

To the left of the PTA is the charters section (AI Charters is a subsidiary of AI) and then the travel documentation section which handles all your visas, passports, renewals etc. at no extra cost.

That finishes with one part of the Booking Office.

If you walk straight on after coming up the escalator, you come upon the large main counter. The main counter has a re-confirmation desk, a rerouting counter, a first-class counter (for all our Maharajas), a facilitation unit (which deals mainly with Government of India bookings), an itinerary counter (which justifies itself in being able to work out some of the cheapest fares) a gulf counter (which is so busy that it is manned by almost 14-15 staff) a gulf reconfirmation counter and an instant check off (situated behind the counters). This cell has three staff who check all the office coupons of the tickets issued by the main counter staff, together with the Reserve Bank of India clearance.

In the centre of the main part of the hall, sit the general PRO and the gulf PRO at their desks; their main function is to guide passengers to the correct counters (very often we have passengers erroneously coming to us with requests...
for other airline bookings and ticketing) and also to regulate and systematize the traffic by means of a register in which all passengers’ names are entered as and when they enter the hall.

At the two ends of the hall, are the duty officers’ desks, whose (hopefully) all-pervasive ceaseless, endearing seat, getting re-imburse for having been off-loaded etc. are solved. The duty officers do job in Bombay’s Booking Office is by no means an easy or cushy job. In fact, it is a pretty thankless one and the poor officer gets the worst brunt of it. Passengers around this desk invariably seem to be demanding and yelling for something or the other. With the counter remains open until 10.00 pm ticketing is done only until 8.00 pm.

So much, for the “visible” part of the Booking Office, because like a staged play, there is much activity behind the scenes.

**Reservations**

Behind the scenes, we have our large computerized reservations section working round the clock. There are 63 staff, out of which 25 work in shifts following the times of morning, afternoon and night. These “behind the scene” staff make bookings for passengers over the phone and personally do not come in physical contact with the passengers themselves.

In the reservations section, there is a separate unit for handling agents (who said that all agents were not well looked after?). To facilitate our passengers, agents even further, group and unaccompanied minor bookings are also handled by a special unit consisting of three staff called the “group desk.”

There is a “no-flight” section of six staff who are responsible for cancelling bookings of passengers who have not confirmed or got themselves ticketed within the time limit period.

Hotel bookings (both at passenger cost, and at the airline cost-known in aviation jargon as “layover”) and Indian Airlines bookings for passengers connecting from IC flights onto our flights or visa versa, are also done by our reservations staff.

And finally coming to the tail end of our tour we have tucked away in the far corner of the office of the boss of all, Mr. M. P. Mascarones, Manager Western India. Next to him is his Deputy, Manager, and then our large sales section who are out in the field most of the time, selling our airline to agents, companies and large business houses amidst stiff international competition.

On the ground floor we have our administration section which keeps a record of staff leave, passages, quota of training etc. and, on the 2nd floor, the refunds and stations account department. And far from this hustle and bustle, there’s a small window much a part of the Booking Office, we have a receptionist at the Taj Hotel and one at the Centaur. That ends it all.

Strangely despite of being so spread out and scattered there is an immense feeling of togetherness amongst the staff of Bombay Booking Office. Lunch hour finds people from different sections grouping together to laugh, share and possibly gossip. The prescribed 45 minutes lunch break seems awfully too short for their ‘get togethers’.

The spirit and flavour which is so pervasive throughout the atmosphere of this place, will I am sure not be found anywhere else. Noise, heat, crowds, burning of huge pedestal fans, demanding agents, with their long fourry, by an empty coffee roach (did I hear someone squeal?) all add in giving this pot-pourri its own magical flavour, its own special appeal, its own very distinctiveness.

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**RANDOM JOTTINGS**

By Booking-Office Mind

Whatever happened to Random Jottings? I have frequently been asked, both by devoted admirers and by snooping detesters. Did the management finally succeed in your nonsensical meanderings? Did the editor of Magic Carpet eventually see sense and classify your inane ramblings under the umbrella of “literary garbage”-can where it so right-fully belongs? Did Controller of Communications Canada, whom you had so often trained your telephonic sights, decide to render your phone inept? Or did your long-suffering wife, who is generally ridiculed, finally erupt and stuff copies of Magic Carpet down your toilet?

Well, Random Jottings are back to stay, whether readers like it or not. I metaphorically stick my tongue out at my few (I hope) detractors. I may many admirers I can only say that my long silence was due to the reasons enumerated above. Put down that bottle of 1962 Dibene (or whatever it is “down”), are all a bunch of nincompoops - the chappo who wants free meals, the one who smokes with his feet on a seat, the one who rides round the town at AL expense, of course. I can well imagine how much patience, tolerance and a smattering of self control the staff at the counter require to keep the shop going. My heart goes out to them personally I have always found the booking-office staff a darn good bunch. I have spoken on the phone to Claude and Shamin and Kamal and Saman and Anasim and Phansalkars and Laddhahhos and Swamy’s and D’Cruz and many more. All of them are faces you see. I have a few friends who work there too. I have invariably found them helpful, doing their best to find the answer, using their knowledge, experience and even trick phat-a-shut with the solution.

PNR (now how often we use this word and how few do we even know what it stands for). PTA, itinerary, Documentation etc. etc. are all unknown factors to Nalini replies. "The lagga" is the name. "Clement, Varadarajan, Vijay Kumar, Sapati or myself. But they are all always the more corner of the sky such as Port Stanley in the Falkland Islands, where we can bask in the sun for three days in the year and for the remaining 362 days snuggle under blankets and look out of the window and watch 1700 sheep muzzling one another. But they do have a special place, a special corner in my heart. If I were to conjure up a picture of my future, I would always remain unhealed and unsung.

And so I dedicate these Jottings - and to those counter staff who bear the brunt of the public’s demanding and often unreasonable attitudes, and to those mortal’s in the rarified atmosphere of the 17th floor and above at Nariman Point or to those who have spent a dozen years at the counter, to prove the answer when you pose the problem.

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And last I have come to the point - to those counter staff who bear the brunt of the public’s demanding and often unreasonable attitudes.

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Leena Bisen
THE year 1981-82 was a successful year for Air India in the field of sports. Our badminton, hockey, kabaddi, football, tennis and cricket teams gave sparkling performances in various local and international tournaments.

The Badminton team won the International Airlines Invitation Badminton Tournament in Kuwait and the Inter Offices Badminton Tournament in the Ladies’ events in Bombay. Also during the year, Air India were runners-up in the Public Sector tournament at Madras. Sujata Jain from the Industrial Relations was once again in the limelight and represented Maharashtra in the National Badminton Tournament and at the time of writing she is attending a special camp for the Asian Games.

Air India were winners of the Golden Gate Hockey Tournament in San Francisco and in the Sr. Division Hockey League Tournament organised by the Bombay Hockey Association, Air India were runners-up.

Our football team played a prominent role in the local Harwood League Tournament and reached the semi-finals in the All India Public Sector tournament. Salil Lexman from Personnel was selected to represent Maharashtra in the National Football Tournament.

T. N. Parmeshwaran of the Commercial Department, Madras, qualified for the International Masters and performed splendidly in the local as well as in international chess tournaments. In the field of body-building, V. Padte from the Cargo Complex bagged the Maharashtra State title, and in Kabaddi we won the All India Gold Cup with S. D. Shinde being adjudged the best player.

President of the Sports Control Board B. Baliga, Dy. Controller of Stores & Purchases R. Kanal, Flight Engineer D. Dutt, Capt. A. Godbole, Commercial’s K. Shivasain and Engineering’s V. Galasapathy, and V. Eklar participated in the annual Pratt & Whitney Aircraft/Air India tennis tournament in the USA and won the event with three matches to one. Air India were runners up in the Inter Offices Wagle Shield tennis tournament. In the Air India sponsored Public Sector Tennis Tournament our ‘A’ and ‘B’ teams reached the finals.

V. Dutt from Industrial Relations represented Uttar Pradesh State in the Ranji Trophy Cricket Tournament and Air India Invitation Cricket Team from Dubai toured India and they played against Air India team in Bombay.

The 10th Air India Open Golf Tournament attracted forty entries from Air Indians throughout our system and this year the Inter Department trophy was won by the Commercial Department.

— R. D. Manjrekar

Vilas Menon, Captain of the Matheran Mills Table Tennis Team, receiving the Air India Inter Offices Winners Trophy from Mrs Baliga, wife of the President of our Sports Control Board.

Participants in the Air-India Pratt & Whitney Tennis Tournament, held in the USA.
IN MEMORIAM

In the early hours of Tuesday, June 22, joy, happiness, laughter and the desire to be home again were suddenly cut off and replaced by a spine-chilling grief. 707 'Gaurl Shankar' was coming in to land at Bombay Airport when it was hit by a tremendous rain-squall. 17 precious lives were lost in the accident, the toll including two cabin crew and two staff. Every single one of us in Air-India mourns: In the midst of life, we are in death. May the souls of our dear departed rest in peace. May their loved ones be given strength and courage in their great grief.

S. G. Kavvada, 42, Operations Department, joined on 4.8.1960
Elizabeth Job, 28, Air Hostess, joined on 21.1.1978
Krishnaswamy Ramapath Kuman, 37, Flight Purser, joined on 21.1.1972
R. Chandran, 40, District Sales Superintendent, Madras, joined on 14.5.1965.

Hon. Barry Mackinon

Hon. Mr Barry Mackinon, Minister for Tourism, Western Australia, recently travelled on our service en route to Los Angeles. He and his two sons are seen here in the photograph with Mr Narpat Singh, our Regional Director, Australia & South East Asia and Mr Ashok Kadam, Manager Western Australia and Southern Australia.

Hong Kong Rajputs

Hong Kong Rajputs at Rangoon, Rangoon.

Well Done

Mr H. P. Tugli, Ground Services Department, Delhi, has received appreciation from the management for his exemplary sense of duty and honesty while recently on duty at Delhi Airport. During his shift duty when he was assigned to clearing money from bank, he found a lady's purse in bus No. 10. He handed over the purse containing Rs. 10/-, an Indian Airlines ticket etc to the spare supervisor, and the purse was returned to the owner through our security.

Mr. K.K. Gadhvi, Director Ground Services, in his letter to Mr. Tugli stated “please accept my warmest appreciation for your sincere act, thereby setting an example to your fellow staff.”

IATA Guides

In 1982 – the United Nations International Year for Disabled Persons – IATA Member airlines published a series of three booklets in a concentrated effort to help such passengers.

Individual copies of these booklets - “Incapacitated Passengers Handling Guide” (in English), “Incapacitated Passengers Air Travel Guide” (in English, French), and “Incapacitated Passengers Physician’s Guide” (English) – are now available free of charge to Member airlines as well as non-IATA carriers and outside parties.

Festival of India

The gauntly-like Madhav Sanudikat, well-known exponent of the Odissi Classical dance, was among performers at an Indian concert in Birmingham in conjunction with the Festival of India. The programme also included Bharatnatyam from South India and a Manipuri dance from the north-east India.

OBITUARIES

We regret to announce the death of the following staff:

MR BALKRISHNA BHIMRAO GAMARE, Senior Cleaner, Stores & Purchase Department, years of service: 16.
MR NAMDEV SINGH CHADHA, Station Superintendent, Commercial Department, years of service: 27.
MR HARI MUKUNDA GADDEKAR, Head Cleaner, Stores & Purchase Department, years of service: 27.

India is a veritable treasure chest when it comes to interesting and beautiful things to see and places to visit. The variety is tremendous as are the distances to be covered, and all too often it is necessary to rough it out a bit. Thus it’s surprising that many exciting and picturesque places off the beaten track remain undiscovered by most visitors, and, alas, by our own compatriots too.

Believing the grass to be greener on the other side, we take every opportunity to travel abroad and fail to see the lush emerald hues at home. Until, quite often, our eyes are opened by foreign tourists.

Recently a group of adventure loving members of the Royal Asiatic Society in Hong Kong, bored with the usual type of package tours, got together and went off to India on a camel safari. Visiting Delhi, the pink city of Jaipur, Nasalagath, Mandawa, Bikaner with its well preserved 16th century fort, Virodevi Kuckoo temple, decorated with paintings and mosaics, the tour took in the Pushkar Fair, one of the largest and most colourful of cattle fairs, where you can find bargains from ivory & silver ornaments to camels. The group enjoyed its shopping sprees, but despite the car registration fees in Hong Kong having been increased by 300%, petrol prices going up and up, and the high parking fees, camels, surprisingly, were not in great demand.

Travelling along the Old Silk Road, through the desert of Rajasthan and the farming region of Shekhawati, the group passed through remote quaint little towns and villages where one is amazed to find magnificent old stone houses, belonging to wealthy merchants. Beautiful frescoes, dating back to the early 19th century, decorate the walls, both inside and out, but regrettably the buildings are all too often neglected and left in a dilapidated state.

According to many visitors to India, one of our greatest attractions is our people, their hospitality and willingness to help. This is particularly so in our small towns and villages, and the people of Rajasthan proved no exception. Everyone in the villages appeared to be greatly amazed and bemused to see a group of foreigners in fancy dress, for the tourists found Rajasthani dress extremely comfortable, swaying along, or whatever one does on top of a camel, crawling in and out of tents and eating in the open air by the light of the moon.

Camels are said to be coy, shy, bad-tempered creatures, but our Indian camels, like our people, appear to have done a super PR job, and warmed their way into the hearts of our tourists who found the camels “hard working, intelligent, graceful and gorgeously snouty.”

Although a few of the members of the group found the camels not too comfortable or easy to handle, and were possibly relieved and happy to get back to the comfort of hotel rooms and modern conveniences, all were unanimous in their opinion that this had been a memorable and worthwhile experience, and that they had seen some truly interesting and picturesque places – places of which they had, never even previously heard.

— Sooonoo Ragi
FAREWELLS

Mr. M. S. Kale, Asst. Supervisor, Engineering Department, Santa Cruz.

Mr. B. Karat, Foreman, Engineering Department, Santa Cruz.

Mr. C. B. L. Pinto, Foreman, Engineering Department, Santa Cruz.

Mr. H. R. Becerro, Master Technician, Engineering Department, Santa Cruz.

Mr. A. R. Mavas, Master Technician, Engineering Department, Santa Cruz.

Mr. G. J. Perozo, Foreman, Engineering Department, Santa Cruz.

Mr. A. G. Shevade, Chargehand, Engineering Department, Santa Cruz.

Mr. P. Raut, Mason, Civil Works & Properties Department, Santa Cruz.

Mr. P. Fernandes, Cleaner, Engineering Department, Santa Cruz.

Mr. M. E. Gussain, Head Security Guard, Security Section, Delhi.

Mr. R. Sirwalkar, Accounts Officer, Accounts Department, Santa Cruz.

Mr. A. R. Coyle, Foreman, Engineering Department, Santa Cruz.

Mr. W. Pangal, Sr. Aircraft Technician, Engineering Department, Santa Cruz.

Mr. S. N. Saxena, Chargehand, Engineering Department, Santa Cruz.

Mr. S. P. Prabhu, Chargehand, Engineering Department, Santa Cruz.

Mr. E. M. Isaac, Foreman, Engineering Department, Santa Cruz.

Mr. M. V. Bichta, Manager, Air-India Press, Stores Department, Santa Cruz.

Mr. G. N. Pawar, Cleaner, Engineering Department, Santa Cruz.

Mr. B. B. Ramji, Head Cleaner, Inflight Service Department, Santa Cruz.

Mr. Laxman V. Raut, Master Technician, Engineering Department, Santa Cruz.

Mr. J. D. Dias, Foreman, Engineering Department, Santa Cruz.

Mr. D. G. Humbade, Master Technician, Engineering Department, Santa Cruz.

Edited and Published monthly by Capt. J. R. Martin, IA, Air-India Building, 218 Backbay Reclamation, Bombay 400 021

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CHAIRMAN’S MESSAGE

On the occasion of the 50th anniversary of the civil air transport industry in India, which falls on October 15 and marks the birth of Air-India and Indian Airlines, it gives me great pleasure to send out to every single member of the Air-India family my warmest greetings.

Over the years, we have had our successes and our trials. Together we have encountered many storms on various fronts. But we have come out successful and this is due to the efforts put in by each and every one of you, both in the air and on the ground, serving in India or abroad. However, we must not rest on our laurels. We must continue to strive for the degree of ultimate perfection so that our passengers will be proud of our service and of our national carrier.

We now embark on our second half-century. I look forward to all of us working as a single team with the highest standards of efficiency, dedication and devotion to duty so that the Air-India flag will continue to fly high.

I wish you and your families Godspeed.

(RAGHU RAJ)

OUR JET-STUDDED FLEET

Air-India entered the jet age when its Boeing 707 intercontinental, at the time considered the world’s largest and fastest long-range jet, arrived in Bombay in 1960. These Boeing 707s were named after mountains.

In 1971 Air-India acquired its first 747 which was approximately three times the size of the 707. Speaking on the occasion to honour its first emperor after whom these aircraft were named, Mr. J. R. D. Tata, who was then the Chairman of Air-India, said: "For me and for the few old timers still with us, who started it all nearly 40 years ago, a couple of miles from this very spot, it is a tremendous event which brings back a flood of nostalgic memories of days gone by."

This year Air-India added one more type of wide-bodied aircraft to its fleet with the arrival of the Airbus. Mr. Raghu Raj, Chairman of Air-India, welcoming the first Airbus said: "I am very proud to have with us this new type of aircraft in Air-India’s fleet, the A300B4 Airbus, the first manifestation of which is the Ganges. The names of the other two Airbus are Godavari and Ganges."

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Cuisine of India . . . Pages 8 & 9
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plus our regular Magic Carpet news.
OPERATING STATISTICS

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<td>305.49</td>
<td>272.27</td>
<td>197.69</td>
<td>135.58</td>
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<td>(Ks. in crores)</td>
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<td>Operating Expenses</td>
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<td>308.70</td>
<td>270.85</td>
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<td>188.77</td>
<td>139.20</td>
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<td>(Ks. in crores)</td>
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<td>3409</td>
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<td>1759</td>
<td>635</td>
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<td>in lakhs</td>
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<td>and excess baggage</td>
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<td>Total Revenue Tonne</td>
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<td>Revenue Hours Flown</td>
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*Operations curtailed for the period August- November 1974 because of industrial action.

FLEET TECHNICAL DATA

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<tr>
<th></th>
<th>BOEING 707-437</th>
<th>BOEING 707-337/B/C</th>
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<td>43:41 M</td>
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<td>JT3D-3 6-7</td>
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<td>GE</td>
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हिंदी निबंध प्रतियोगिता

एएर-इंडिया में हिंदी के प्रमुख प्रयोग का व्यवहार नेता के लिए एएर-इंडिया कर्मचारियों के लिए खुलते हुए इसमें अपने विचार के लिए हिंदी निबंध प्रतियोगिता का आयोजन किया गया।

एएर-इंडिया के अधिकारियों की ध्यान केंद्र राष्ट्रीय प्रमुख कृष्णदास कुमार सिंह द्वारा उद्घाटित की गई यह प्रतियोगिता के लिए आयोजय गई।

यह प्रतियोगिता वरिष्ठों के लिए अर्थशास्त्र, साहित्य, तथा कला में विभिन्न क्षेत्रों में हिंदी भाषा का व्यवहार के लिए का आयोजन किया गया।

इन निबंध को सही और ठीक विचार के साथ प्रकाशित किया जाएगा।

प्रतियोगिता का विजेता सन्दीप कुमार भाग्य से बने।

इस अवरोध का वाढ अन्नदया के रूप में सिद्ध होता है।
एअर-ईंडिया को एशिया की प्रतिक्रिया

भारत में आ रहे पर्यटन-वित्तीय, मोहल्ला-खिलाउँ एवं सेवा प्रदायकों की सरकारी बैंकों के सिरे, राज्यव्यवस्था की महाभारती को तत्कालीन आगामी बैंक नौकर, यह दर्शक को तत्कालीन बैंक नौकर प्रदान कर दी जा रही है।

एअर-ईंडिया, मेकडवान बाहर रहने के लिए अपने द्वितीय विकल्पों के माध्यम से एशिया की प्रतिक्रिया कर सकती हैं। भारत में लेने के लिए पर्यटन रुपरेट भारत के भाग भाग भाग में विविधता प्रदान करने वाले अपने द्वितीय विकल्प के माध्यम से एशिया के लिए पहुँच कर सकती है।

इस अवसर के लिए एअर-ईंडिया ने एक विविध कल माणे के अवसर पर स्थानीय दोहराया गया है। इस अवसर के लिए एअर-ईंडिया ने एक अवसर दिल्ली एवं अन्य देशों के लिए दो कड़ों के माध्यम से एशिया की प्रति कर सकती है।

इस अवसर के लिए एअर-ईंडिया ने एक विविध कल माणे के अवसर पर स्थानीय दोहराया गया है। इस अवसर के लिए एअर-ईंडिया ने एक अवसर दिल्ली एवं अन्य देशों के लिए दो कड़ों के माध्यम से एशिया की प्रति कर सकती है।

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Air-India Awaits ASIAD

The IX Asian Games, the gem of the sporting event, comes to India. The official mascot for the Games, ‘APPU’ already frolicking on the nose of our aircraft, has been heralding this historical event on the route of the Magic Carpet covering five continents.

This year’s Games have assumed a special significance as it has received a record number of entries from 32 countries surpassing the previous record for the ASIAD in Bangkok in 1978 when 29 countries participated.

The Asiad, which is being held in Delhi from November 19 to December 4, 1982, has put the capital city in top gear to host sportsmen, sportswomen and sports enthusiasts arriving in India. The Olympic size stadium, a complex of roads, fly-overs and hotels are marvels completion as this city of Games prepares for this hectic event of the year.

Air-India, as the host carrier, has been promoting the ASIAD through its overseas offices where tickets for the Games are also made available. And on board Air-India aircraft, passengers will have an exclusive preview of the behind the scenes drama for the Games along with the inflight movies. In addition, Air-India will serve them with the same personalised service as on board a special VIP restaurant being set up at the Games Village by the Chefair.

Air-India has set up a brand new cargo warehouse which will centralise all cargo movements, posters, hoardings, logos, stickers, time-tables, plastic shopping bags and attractive t-shirts, the host airline, prepares to welcome in the traditional Maharajah style, the participants to the Asian Games.

To stage an event of such a magnitude requires a super organisation. Mr. Rashu Rai, Chairman cum Managing Director of Air-India, is a member of the General Body of the Special Organising Committee for the Games. The driving force from Air-India Headquarters in the Asiad activities is Mr. Harshvardhan, Executive Assistant to the Chairman & Managing Director, who has been taking very active and keen interest in the Games. Mr. K. R. Gadgil, Director, Ground Services Department and Capt. M. S. Kohli, Dy. Commercial Manager, Tourism, are closely associated with the Games. Along with them, a number of Air-India executives are serving on a host of Committees for the ASIAD.

Play the game in the spirit of the game.
From Moghul princesses to modern-day emperors.

... for the hangar...

A simple beginning: the Churchgate Shed...

No Paint Dock required...

Who said we were in the miniaturisation era?

... and a gleaming white marble headquarters today.
50 years of service

By Kamlakar Mhatre

Welcome aboard — with a Namaste.

From the tiny de Havilland Puss Moth, a wood and fabric affair, to the giant Boeing 747, encompasses half a century of Air-India’s history. It is difficult to imagine at this point of time how sketchy was the operation which went by the name of ‘airline’ way back in 1932; a couple of huts on the mud-flats of Juhu as the terminal, one full-time pilot with the General Manager and the Chief Executive also taking turns at flying planes on the scheduled mail run, two or three single-engined planes which cruised at a serene 100 miles an hour over desert, mountains and sun-scorched plains, braving dust storms and torrential rains during the 1,300 miles run from Karachi to Madras.

Contrast this with the present-day Air-India, with its gleaming, marble-encrusted skyscaper Headquarters in downtown Bombay, its palace-in-the-sky look Boeing 747’s which regularly streak at 600 miles-an-hour half way across the world in a day, insulating their load of 400-odd passengers from the heat, dust, rain or snow, and the sprawling complex of hangars and workshops at Bombay Airport.

Between these two images, which are separated by a gulf of 50 years, are those of personalities and planes, which have dominated each successive stage in the airline’s history. There is Mr J. R. D. Tata, a legend in his own lifetime, a pioneer in every sense, who is rightly regarded as the father of Civil Aviation in India. He set the ball rolling on October 15, 1932, by flying a Puss Moth from Karachi to Bombay to inaugurate the first-ever scheduled air mail service in India.

At Bombay, Nevill Vintcent took over and flew the aircraft to Madras. A former RAF pilot, Vintcent had come to India in 1929 on a barnstorming tour. He at once saw that India with its vast size and poor surface communications was ideal for air transportation. He surveyed many possible air routes. He joined the Aviation Department of Tatas, which later became Tata Airlines, and still later Air-India.

The thirties saw the fledgling airline trying to stand on its own feet. There was a slow and steady expansion of services and routes:

- Bombay/Gor/Cannanore/Trivandrum
- Bombay/Indore/Bhopal
- Gwalior/Delhi
- Bombay/Agipur
- Jamshedpur/Calcutta
- and then the Madras service was extended to Colombo. New planes began to appear in the air in addition to the original Puss Moths and Leopold Moths, Wacos, DH-86s (which were bought from MacRobertson Miller Airlines of Australia), DH-89s and Stinson Trimotors.

When the War came, the Empire Air Mail Scheme which was the mainstay of the airline was suspended and the Government took over the fleet of bigger DH-89s and DH-86s leaving the airline to make do with the smaller Wacos and Stinsons. Later during the War the Beechcraft Expeditor and DC-2 were loaned to Tata Airlines, with the famous DC-3 (more popularly known as the Dakota) joining the fleet towards the end of the War. Four surplus DC-3s were allotted to the airline by the US surplus property authorities and in addition, (Cont'd on page 6)
From wood and fabric to metal and steel...

(Continued from page 9)

about eight DC-3s were bought directly from the US Office of the Foreign Liquidation Commissioner.

PLANES WITH PERSONALITY

And everyone of these planes had personality of their own. They were as individualistic as the men who flew them: some were docile and had endearing traits; others were wild, lively and had a mind of their own. Their quirks and peculiarities were the rage and despair of pilots and engineers. But now in retrospect, everyone remembers them with affection like old friends.

As Ernest K. Gann says in his "Fate is the Hunter," "The only characteristic all airlines share is that... upon proper urging they are normally capable of leaving the earth's surface. Otherwise the various types, regardless of these natural urges, are as individual as breeds of animals. The Stinson A is thought of as wanting a firm hand, else it may quickly prove more treacherous than an unfanged cobra... In contrast, the DC-3 is an amiable cow, grazing placidly in the higher pasture-lands, marvellously forgiving of the most clumsy pilot. Its immediate predecessor, the DC-2, is not such a docile beast, although from a distance the unknowing can easily mistake one for the other."

If the War interrupted the airline's smooth progress, it provided other opportunities. The airline was involved in the survey of the South Arabia route, carriage of supplies to Iraq, movement of refugees from Burma and overhaul and maintenance of RAF equipment.

The transition to the civilian status immediately after the War caused a few problems to the airline since it already had acquired considerable operating experience. To emphasise its new civilian status, the role as a public utility, Tata Airlines was converted into a Public Limited Company and renamed Air-India on July 29, 1946 and for the first time air hostesses were recruited to serve the passengers. Genell Moots of TWA came from Kansas City to train the first batch of girls.

Two years later, in 1948, another major event occurred in the airline's history. It was the formation of Air-India International with Government participation. It was a logical extension, or expansion if you like, of its services. During the War, plans had already been made for starting international services and these were set in motion in 1949. Orders were placed for three Lockheed Constellations and crew sent for training. Luckily, the planes became available six months ahead of schedule because of cancellation of an order by another airline. Thus Air-India was able to start its first international service to London via Cairo and Genoa on June 8, 1948. Two years later, a new service was started to Nairobi.

On the domestic front, however, stormy clouds had begun to gather. The availability of cheap War surplus DC-3s in the country had given rise to a number of airlines during the immediate post-war era. As many as 21 companies were registered, of which 11 were licensed to operate 51 routes all over the country. India was not yet ready for this sudden expansion of air transport. "The country, well and truly set for the ultimate debacle," as Mr. Tata recollected some years later.

NATIONALISATION

The early fifties saw the financial condition of airlines in India deteriorate to such an extent that the Government decided to step in and nationalise the air transport industry, accordingly two air companies were created on August 1, 1953. The Indian Airlines was formed with the merger of all domestic airlines and given responsibility for operating domestic services, while Air-India International became Air-India International Corporation with responsibility of overseas services (the word International was dropped in 1962).

Nationalisation opened a new chapter in the airline's history which was marked by the expansion of its fleet and routes. By the mid-fifties, Air-India had replaced its fleet of Constellations with the larger, faster and more modern Super Constellations. At the same time new destinations were added - Singapore and Hong Kong in 1954, Tokyo in 1955, Sydney in 1956 and Moscow in 1958.

The fifties also witnessed Air-India bursting forth on the world air transport scene with a refreshingly different publicity campaign. The little Maharajah who had first made his appearance as a symbol on a notepad in the mid-forties began to appear all over the world in various garbs - in London he wore the bowler and read The Times, in Sydney he was caught sunbathing on Bondi beach, in Nairobi he went on a Safari and in Europe he went skiing - to the intense amusement of the locals. No other airline quite matched Air-India's panache and subtle humour in promoting its services. Air-India became one of the most talked-about-airlines in the world. Air-India had arrived. In 1959, Air-India hosted the Annual General Meeting of the Air Transport Association, which was inaugurated by Prime Minister Nehru.

JET AGE

The jet age was already looming on the horizon and heralded revolutionary changes in the air transport industry. Air-India was keeping a sharp eye on the latest developments and decided to order the Boeing 707 in the late fifties. The first Boeing 707 was received in February 1960. This marked the airline's entry into the jet age and India had the distinction of having organized the world's first air mail flight on Feb 16, 1911, when Henry Pigott the Purchaser Rov in a Humber bi-plane from Allahabad to Naini Jungle across the Ganges.

18th February 1911 Mr. Henri Pigott in the Humber bi-plane in which he carried, from Allahabad to Naini, the world's first air-mail
by 1962 the airline had disposed of its fleet of Super Constellations to become the world's first all-jet airline.

With the Boeing 707, Air-India tried out two new innovations which were destined to become the hallmark of the success. The first was to introduce a new uniform for its hostesses instead of the European dress. Most people said it was a mistake but the new uniform was a big hit. The airline was given a new identity which was a great success. It was elegant, stylish and different. If imitation is the best form of flattery, Air-India received it in full measure from some other airlines that adopted the same uniform for their Eastern routes.

The second was to make the interior of aircraft distinctly Indian, to create an atmosphere of ease, comfort and style. The idea was to give the passengers a chance to experience all that is best in Indian culture and tradition even before setting foot on the Indian soil. Air-India's art studio in Bombay started experimenting with this decision into practical ideas, designing window panels and choosing colour schemes for the upholstery which would appeal to the discriminating tastes of international passengers.

The first set of Boeing 707s had temple stencils on window panels and richly colour upholstered and matching carpets. The later 707s had modest Indian art and the figures of Indian dancers on their window panels with different colour schemes for upholstery and carpets.

**TRANS-ATLANTIC ROUTE**

The Boeing 707 enabled Air-India to offer its Bombay-London service to New York in May 1960. This was the major step in the airline's steady extension into new routes and it acquired that was the biggest air travel market, but that was a great guarantee that Air-India would be able to get a reasonable share of it. However, Air-India had to survive the cruxes of the freshly competitive transatlantic route and establish itself.

The other major route to be added in the sixties to Air-India's route network was Bombay-Mauritius which turned out to be an unexpected success, as Japanese competition was bound for South Africa and India found it extremely convenient. If the sixties appeared somewhat lacking in dramatic expansion of routes compared to the fifties, it did not mean that the airline's initial thrust had declined. It was a period of consolidation.

It was also a period notable for a crop of sharply funny advertisements and posters, again built around the image. Maharashtra, which became both popular and controversial, keeping the airline in the news, in the passengers' mind.

**THE JUMBO ERA**

As the sixties closed, the world's airlines were poised to take the next step in the evolution of international air transport — the JUMBO modern and up-to-date engineering bases in the world, capable of handling complete work on its fleet of ten Boeing 747s, six Boeing 707s and two Airbus A300 B4s, which were acquired this year (the third one is due to be delivered in November). Except in the initial stage Air-India has never relied on either foreign engineers or pilots and over the years it has been able to train its own pilots, engineers and technicians in-house to handle the most complicated pieces of equipment.

What of the future? Having built a sound structure of professional management personnel with long experience in the airline business, Air-India is now fully capable of facing the next fifty years with confidence. India, with the world's third largest pool of qualified technical personnel and industrial resources, will provide Air-India all that it needs by way of skilled personnel to manage its affairs in the next half century!
INDIAN CUISINE—MORE THAN JUST CURRY

By Henrietta Green

India means different things to different people. A vast subcontinent veiled in mystery, romance, religion and an incomprehensible foreignness. It means to me, however, above all else, irresistible contrasts. Side by side exist staggering wealth and abyssmal poverty, palaces of stunning splendour and hovels of appalling squalor, paintings executed with exquisite refinement and horrendous crudity. The confusion explains in part my ambivalent feelings towards the country. Love and hate, pain and pleasure exist in an unending indelible impression which haunts you for a lifetime.

As for its food, it too can never be forgotten. Eat one—just one—perfect Indian meal and you are hooked forever. The sensuality and subtlety provoke and assault the Western palate, you stumble over new tastes, strange textures. "Wait," I hear you cry out horrified, "you are getting carried away, Indian food—subtle?" No doubt you remember that meal you ate at your local take-away which left you gasping for water as the raw spices caught at your throat. Well, the stuff of the local fowl-peppered palace is not what I’m talking about—what I remember is silver thalis laden with delicately flavoured foods, sweet and sour, pungent and bland. These are the contrasting elements of Indian dishes which together make a beautifully balanced and satisfying meal.

To compare our Indo-British concoctions (I wouldn’t even grace them with the name of food—they’re unappetising messes, usually of a truly repulsive grey-brown) to the lightness and splendour of true Indian food is an insult no cook would willingly bear. "Curries," that ubiquitous word, covers a multitude of ingredients; hands up anyone who hasn’t at some time spiced up left-overs with a teaspoon of curry powder, a chopped apple and a handful of raisins and optimistically called it "curry"? But to eat real Indian food is to give your taste buds an experience equivalent to the once-in-a-lifetime-pyschedelic-trip. It really will (if I may coin a phrase) blow your buds.

The problem is how to describe Indian food when there is no such thing as a unified cuisine. How can there be when you are dealing with a country so vast that Britain could fit its land mass 20 times over? It is populated by over 50 races, each with their own culture, language, dietary laws (the taboo of beef to the Hindus and pork to the Moslems are only a start) and traditions. There are climatic and agricultural differences to contend with—coconuts, for example, cannot be grown in the north, but in the south they are the staple diet and every region has its favourite foods. The diversities of Indian food is what makes it so exciting; travel a few miles in any direction and you may discover yet another regional speciality. It is known for pilleus, dossas, kormas, shanais but there are thousands of other dishes which have never even reached our shores.

When I visited India at the behest of a generous publisher, my ideas on Indian food were shaken to my stomach. I had gone under the guise of researching herbs and spices. Distance and time were of no object—which was just as well when it can take 24 hours to cover that many miles—and the intention was to find out about the history and uses of herbs and spices in all their fields. It was not just an excuse to go on a glorious orgy of eating (although as a cookery writer it was important) but an opportunity to study their use in medicine, dyes, beauty and aphrodisiacs. Spices I soon discovered provide the link between all the regional variations of Indian food. Wherever you travel, whenever and wherever you are employed to rouse the palate. No self-respecting cook is ever without her masala (her blend of spices prepared to a personal formula). No dish is ever served without that pungent aroma which is derived from a judicious addition of spices.

These spices—ginger, long pepper, black peppercorn, nutmeg, cloves, nutmeg, cinnamon, cardamom, coriander, cumin and chilies—were the foundation of Indian cooking. Their original use was as preservatives (in the heat food decays rapidly), medicinal (the Ayurveda, the indigenous system of medicine, is littered with references to the curative properties of spices) and, of course, for flavouring. Try to imagine Indian food without its spices—it is like asking an Englishman to eat roast beef without his horseradish sauce or a Frenchman to try his snails without garlic.

But it is difficult for us to realise that there ever was a time when spices were so important to the rest of the discovered world and were so eagerly sought out, that India’s destiny was indivisible from them. Spices played an important role in the history of India; for centuries she was courted and invaded more securely in the lucrative spice trade. First came the conquering armies of the Greeks. Strabo, a geographer, wrote of a cargo of glittering nutmegs as jewels prized beyond the most precious gems. Their appeal lay in "the vile of their scent and taste" and the price they would fetch in his native land made them worth fighting for. Then followed the Romans eager to trade in mummy, balsam and putchuk; their names for the spices which were indispensable to the Roman lady’s toilette. With the decline of the Roman Empire, the Arabs dominated the spice trade. They faced great dangers and hardships as they crossed the vast deserts in their caravans of camels but the rewards were rich and the sacrifices worthwhile. In order to break their monopoly and to secure their own supply of spices, the Portuguese in 1497 set sail in an attempt to discover a sea route. Vasco da Gama was in command and he bravely crossed the westernmost part of the hitherto unknown Cape of Good Hope, arriving the following year at Calicut. He signed agreement with the Zamorin who pledged, "my country is rich in cinnamon, cloves, ginger, pepper and precious stones. That which I ask in return is gold, silver, corals and scarlet cloth."

But the Portuguese had to struggle to maintain their foothold and they were soon succeeded by the French and Dutch. Then in 1612, the English established their first trading centre, The East India Company in Surat, and so the lighting of the European natives and the conquerors and between the conquerors themselves. The highly prized ladies needed them for their pomanders, their gelatines and milk puddings; their perfumes and pot-pourris. They needed the di verse fragrances and even the English Navy issued spice rations so as to disguise the taste of purifying rations. The cuisine of
virtually every nation owes some debt to the spices of India, the Italians eat manicare, the slowly cooked fish stewed with fish, the Spanish eat rice with aubergine and cardamon — the list is inexhaustible and to think of food without its spices is like trying to imagine a world without sun.

Spices are everywhere in India: varieties of red peppered chillies and the sunny yellow of mustard flowers. The stalls in the bazaars are piled high with ground turmeric, a bold yellow against the dark richness of cloves, or soft brown cinnamon sticks with their soothing scent contrasting with mounds of black and white peppercorns whose sharpness make your nostrils tingle. They are the very essence of Indian cooking and are even included in a bride's dowry along with a chakkil or grinding stone, which she uses for grinding and crushing her spices. An authentic cook will never reach for a tin of curry powder (although it was concocted for the convenience of the British Raj) but will painstakingly prepare powders and pastes or masalas for each dish. Thus no two dishes will ever taste alike as the proportions of the masalas will vary and the freshness of spices is preserved. Masalas vary not only from region to region but also from cook to cook — it is all part of the exquisite surprise and delight of Indian food.

As, according to beliefs, “Food is a gift of the gods,” it follows with undeniable logic that “to eat is a divine necessity.” A meal should benefit the body — blend, balanced with spiced dishes so as not to over-stimulate the digestive system; nor should it be so potent as to leave the table feeling tamasic (heavy or bloated): rather, as an old saying goes, “eat till you are two-thirds full, leaving space for the lord.” A satisfying meal usually consists of about three dishes — a vegetable, lentils or pulses, rice or some form of bread roti and some pickle or chutney and yoghurt. Meat, a sweet dish, or fruit and nuts and a digestive (pancchakaram or amrit) are often added, but for special occasions the menu will be even more elaborate.

The food is served on a thaali (a polished circular metal tray) usually made from stainless steel, although gold and silver were once used. In the towns, trays of woven banana leaves are often substituted which at least saves the washing up. Small bowls or tatore containing pickles, chutneys or dahls (pulses) are placed on the thaalis and can be added as they are required. Indians eat with the fingers rather than with their right hand — and once you have learnt the art, it seems a very desirable thing to do. Food is about taste, colour, smell and texture and there is no reason why we should not touch it. Rolling up a thali ball of rice between your fingers is a rather satisfying experience as you become aware of the texture before you have even tasted them. There is a rigid etiquette involved in eating with your hands; just as we in the West never put our knife to our mouth, so should you never put your entire hand in your mouth. Eating with your fingers considered the height of bad manners to dirty your wrists — it takes practice, but once accomplished it becomes incredibly easy.

In order to sample the authentic regional gastronomic delights, you really do have to travel and, if you do, there is another treat in store — the amazing railway station snacks picked up along the line. Aloo chat (spiced potatoes), samosas, ather par (puffed rice), all served in containers made of woven dried leaves.

Speciality restaurants do exist in most major cities but they are not as good as the real thing — somehow the atmosphere, colours and smells are never quite right.

To define the food from each of the regions is daunting. Instead I offer up my impressions, my memories of surprising tastes which I had never even dreamed existed until I was offered them. With my courage in my hands, I ate in wayside shacks, shared meals in mud-lined huts, in sumptuous raaths palaces and in friends' private houses. Contrary to most people's expectations I suffered no diseases and found no special precautions, and survived the journey to tell the tale! From the north I retain the tastes of its strong Moghul influence: creamy concoctions of lamb or chicken which had simmered for hours in ghee (clarified butter) and a sensuous selection of spices. There was rogan josh (mutton cooked in yoghurt with ginger, coriander and cardamom), mache koffa (minced meatballs flavoured with ground almonds) and fine slaws flavoured with pomegranate seeds. Then there was the vast selection of dishes prepared in the tandoor (clay lined oven), quails, baby chickens, pigeons which had marinated for days in spices to give a subtle flavour. The red wheat fields produced various rous (bread) which were freshly cooked for each meal — chapattis, nan tandoori roti and a special herb scented cake of unleaven dough.

From the west I have particularly fond memories of the best vegetarian food I have ever eaten; there were extraordinary vegetables whose names I could never pronounce, let alone now remember; each cooked with its own masala and often served for a contrast of tastes with laddo (pistachio flavoured milkballs) or shrikhand (drained curd spiced with saffron and cardamom). In Bombay I ate chharsak (chicken cooked with spiced lentils) as prepared by the Parsis and kulfi (a highly flavoured ice-cream) on the Chowpetty Beach. Goa offered food which seemed to combine both Portuguese and Indian styles of cooking. I even ate a tenjoda (a stew of pork beans which differed from its European counterpart in that it was laden with spices). Fish and shellfish predominated, prawn paaj (prawns simmered in ghee and coriander) or whole baked fish wrapped in banana leaves and grilled on open fires were my particular favourites.

The further south I travelled the hotter the food; there was rice with sambar (a soup of toovar dal with spices and curry leaves) or iddam (steamed rice cakes) and dosas (floury light pancakes made from rice flour and invariably served with a coconut chutney). Coconuts (both their flesh and milk) and fish are eaten in vast quantities and together they combine to form fragrantly flavoured dishes which are worth travelling those thousands of miles for.

In the east there is also plenty of fish but what it is most famous for and what I certainly enjoyed the most, was the stupendous selection of sweets; rasgulla, gulab jamun, sondesh milky-white flavoured with rose water, jaggery (cane sugar) and chopped nuts). There were kabbas skewers of marinated meat spiced with cummin and served with puris (fried bread) and mounds of pilau.

I do not claim to understand the essence of Indian food anymore than I claim to have come to terms with the mysteries of the country itself. Suffice to say there is no food or country like it.

(Courtesy: The Indian Experience.)
OUR NEW MINISTER SHRIZ BHAGWAT JHA AZAD

BORN on November 28, 1922; educated at T.N.J. Collegiate School and T.N.J College, Bhashpur and Patna University; married to Smt. Indira Jha Azad, May 1947; 3 Sons; Agriculturist and Social Worker. Union Minister of State for (i) Education — March, 1967 — February, 1969 and (ii) Labour, Employment and Rehabilitation — February, 1969 — March, 1971; Secretary Students Department and Economics Department, Bihar Pradesh Congress Committee, 1950-51; Member, All India Congress Committee since 1952; Special invitee, Bihar Pradesh Congress Working Committee, 1940-41; President, Bihar Provincial Students Congress, 1950; was Secretary to the Congress President Smt. Indira Gandhi in 1959; Member First Lok Sabha, 1952-57, Third Lok Sabha, 1962-67, Fourth Lok Sabha, 1967-70 and Fifth Lok Sabha, 1971-77; Chairman, Committee on Estimates 1976-77; Elected Member of the Seventh Lok Sabha; joined Union Cabinet as Minister of Supply and Rehabilitation w.e.f. 19th October, 1980 to 14th January, 1982; Union Labour Minister w.e.f. 15th January, 1982; Represented Government of India at the 60th Anniversary Celebrations of the Mongoose Solution held in Glenn Beter in July, 1981; Assumed charge as Minister of Civil Aviation and Civil Supplies w.e.f. 2nd September, 1982.

Social Activities: Student, Youth and Kisan Movements and Education.

Favourite pastime and recreation: Gardening, Poetry, Music, Dance and Drama.

Special interests: Foreign Affairs, Economic Affairs and Education.

Sports and Clubs: Volleyball, Cricket and Badminton.

Our Minister paid his first visit to our Headquarters at New York on September 10th. He walked around the booking office, art studio and held discussions with the Chairman and senior AI officials in the board room. The previous day he visited the technical complex at Sante Cruz.

Air-India has reintroduced Baghdad as an on-line station on August 16 and Montreal as a new on-line station effective October 2, 1982.

Once-a-week Baghdad flight leaves Bombay every Monday at 1315 hrs (Local Time) and arrives in Baghdad via Delhi and Kuwait at 2130 hrs (LT). The return flight leaves Baghdad at 2240 hrs (LT) and arrives in Bombay on Tuesday at 0715 hrs (LT) via Kuwait, providing immediate connection to Delhi.

The twice weekly Montreal flights leaves Bombay every Wednesday and Saturday. The Wednesday flight which leaves Bombay at 0315 hrs (LT), arrives in Montreal at 1700 hrs, the same day. It leaves Montreal at 2220 hrs, the same day and arrives in Bombay on Friday at 0525 hrs (LT). While the timetings of outgoing Saturday flight ex Bombay are same as on Wednsday, it will arrive in Montreal at 1650 hrs (LT). It will leave Montreal at 2150 hrs on Saturday and arrive in Bombay at 0525 hrs on Monday. The route between the two directions is Delhi/ Frankfort/ London.

Air Chief Marshal P.C. Lal

It is with the deepest regret that Magic Carpet records the death of Air Chief Marshal P.C. Lal in London on August 13, 1982. He had gone there to undergo a heart operation. Air Chief Marshal Lal had a distinguished career in the Air Force and was a hero of the 1971 operations. He was appointed joint Chairman of Air-India and Indian Airlines on January 1, 1978. To his wife and family, we offer our deepest sympathies.
Oct 15, 1932  Tata Sons Ltd inaugurate the first scheduled service in India with a Puss Moth. Pilot – Mr J. R. D. Tata, former Chairman, Air-India.

Jul 29, 1946  Tata Airlines converted into public company and named Air-India Limited.

Mar 8, 1948  Air-India International formed.

Mar 16, 1948  First Constellation arrives.

Jun 8, 1948  Bombay-London service inaugurated.

Jan 21, 1950  Bombay-Nairobi service inaugurated.

Aug 1, 1953  Air-India International nationalised.

Jun 6, 1954  First Super Constellation arrives.

Jul 16, 1954  Bombay-Singapore service inaugurated.

Aug 14, 1954  Bombay-Hong Kong service inaugurated.

May 7, 1955  Hong Kong service extended to Tokyo.

Oct 5, 1956  Singapore service extended to Sydney.

Aug 15, 1958  Moscow service inaugurated.

Feb 21, 1960  Arrival of first Boeing 707 after a record breaking non-stop flight London-Bombay in 8 hours 50 mins.

May 14, 1960  First Bombay-New York service (with Boeing 707).

Oct 4, 1960  Kuwait service starts with Super Constellation.

May 2, 1962  Bahrain becomes online.

Jun 8, 1962  Air-India International abbreviated to Air-India.


Feb 14, 1967  New non-stop London-Bombay record of 7 hours 54 minutes set up by A-I’s 707 ‘Kamet’ on delivery flight.


Jul 2, 1969  Dubai becomes online.

Apr. 20, 1970  A-I HQ shifted to Marimen Point.

Oct 1, 1970  Abu Dhabi becomes online.

Nov 3, 1970  Doha becomes online.

Apr 18, 1971  First Boeing 747 arrives.

Jul 8, 1971  Hotel Cop, of India, A-I subsidiary formed.

Sep 9, 1971  Air-India Charters, subsidiary of A-I formed.

Jan 1, 1972  First Air-India (ACL) charter flight.

Jun 11, 1972  Daily 747 service to New York started.

Nov 2, 1972  Oslo becomes online.

Nov 1, 1973  Doha becomes online.

Feb 12, 1974  Muscat becomes online.

Apr 2, 1975  Start of twice weekly Boeing 707 all-cargo service to the UK and once weekly to Tokyo.

May 18, 1975  Centaur Hotel of HCI opens.

Apr 1, 1976  Kuwait service extended to Baghdad. Boeing 747s introduced on Bombay-Sydney route.

June 25, 1976  Mauritius service routed via Seychelles.

Dec 19, 1976  Lagos (Nigeria) and Accra (Ghana) become online.

Apr 13, 1977  Jeddah becomes online.

Jan 31, 1978  Introduction of a weekly 707 service to Trivandrum via Dubai.

Sep 17, 1978  The first Kuwait terminus service extended to Trivandrum.

Nov 16, 1978  Ras al Khaimah becomes online station.

Apr 1, 1979  The first Boeing 747 service to Abu Dhabi.

Feb 15, 1979  A Sperry UNIVAC 1100/22 Real Time Computer System installed.

Sep 7, 1979  First freighter service to New York via Europe with DC-8-63F aircraft wetleased.

Nov 20, 1979  Foundation stone laid of Centaur Lake View Hotel – at Sitinagar.

Jan 1, 1980  Boeing 747 introduced on the India-Japan route.

Jun 1, 1980  Lusaka and Dar-es-Salaam become online.

Nov 1, 1980  Introduction of a weekly 747 flight to Baghdad.

Dec 8, 1980  New International Airport Terminal at Bombay opened.

Feb 22, 1981  Mr. A. P. Sharma, Union Minister for Tourism and Civil Aviation at the time, officially inaugurates the first module of the Bombay International Airport Terminal and lays foundation stone for the second module.

Mar 10, 1981  Sharjah becomes online station.

Apr 21, 1981  First Boeing 707 scheduled flight to Harare (Salisbury), via Seychelles.

Nov 20, 1981  Foundation stone laid for Centaur Hokke Hotel at Kejiri, Bihar.

Nov 22, 1981  Foundation stone laid for Centaur Hokke Hotel at Kusheingar, UP.

Jan 3, 1982  Amritsar and Birmingham become online stations.


Aug 16, 1982  Baghdad re-introduced as an online station.

Years of Service

FLEET

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<td>Nanagapeshar</td>
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<td>VT-EBN</td>
<td>1.4.1972</td>
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<td>11. 747-237B</td>
<td>Chandrupele</td>
<td>VT-EFD</td>
<td>6.2.1978</td>
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<td>12. 747-237B</td>
<td>Kanishka</td>
<td>VT-EFO</td>
<td>2.7.1978</td>
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<td>15. 747-237B</td>
<td>Mahendra Verman</td>
<td>VT-EGB</td>
<td>22.2.1980</td>
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<tr>
<td>19. A300B4</td>
<td>Causery</td>
<td>VT-EHQ</td>
<td>(will join fleet in Nov. 1982)</td>
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</table>
The Maharajah today plays the leading role in Air-India's posters, advertisements and hoardings. He has won numerous national and international awards for Air-India for its humour and originality in publicity. Air-India's little fellow lends himself to situations. He's a man of many parts — lover boy, sumo wrestler, pavement artist, vendor of naughty post cards, capucine monk, Red Indian, Arab, Chinese — a world figure! To millions of travellers, whose lives he has touched in one way or another, Air-India's portly, diminutive Maharajah is a real life character. To others he is the man who never was.
CONTRIBUTING OUR MITE

THE recent devasting floods in Uttar Pradesh in Northern India and Orissa in Eastern India which unleashed in its wake a flood of misery and suffering to the thousands of people in the area moved Air-India and its wholly-owned subsidiary The Hotel Corporation of India to contribute their mite in relieving their plight.

The staff of Air-India and The HCI contributed Rs 10 lakhs and Rs 1 lakh respectively for the flood relief, and the presentation was made by our Chairman Mr Raghujit Raj to the Prime Minister, Mr Indira Gandhi, in Delhi in the presence of our Minister, Shri Bhagwat Jha Azad and our Secretary, Shri M. Kohli.

HIMALAYAN RALLY

THE Air-India sponsored "toughest motoring event of the year" was launched by a flying start by the Vice President of India, Mr M. Hidayatullah, when he flagged off the first few cars from the lush green Jaipur polo grounds in Delhi on October 30, 1982. Our Chairman Mr Raghujit Raj also flagged off some of the 72 cars participating in the event.

The Air-India trophy for the rally was won by Mr. Jayant Shah, national champion of Kenya, and his co-driver Aslam Khan. The prize distribution ceremony was presided over by the Minister for Tourism, Shri Khorshid Ali Khan, who presented the Air-India trophy to the winners. Mr. C. L. Sharma, Dy Managing Director, represented Air-India at this glittering function.

FLIGHT INTO HISTORY

OCTOBER 15, 1982, warned the cockles of the heart of those gathered at the Flying Club in Bombay as they watched with a tinge of nostalgia Mr. J. R. D. Tata touching down in his Leopard Moth. This historic flight from Karachi to Bombay via Ahmedabad launched the 50th Anniversary of Civil Aviation in India. The Magic Carpet lists in comprehensive detail this epoch-making flight in a special insert published with this issue — Ed.

MINISTER INAUGURATES CENTAUR AT DELHI

OUR Minister, Shri Bhagwat Jha Azad inaugurated the new Hotel Centaur near Delhi Airport on November 15, 1982. The Centaur at Delhi is the second of the series of private corporation of India fleet, the flagship being the Centaur Hotel near Bombay Airport.

Addressing the distinguished gathering on the occasion, Shri Bhagwat Jha Azad said, "I am extremely happy and proud that the HCI has lived up to its commitment to have 200 rooms ready in time for the ASIAD and I can unhesitatingly predict that despite the large number of hotels that are springing up in Delhi, the Centaur Hotel, Delhi, will be as successful in its operations as its counterpart in Bombay." During his welcome address, our Chairman, Mr Raghujit Raj, said, "It would be invidious on my part to reel out to you a wealth of statistics, but I must tell you that the Centaur offers room tariffs which are lower than the 30 star hotels in Delhi; and, its food and beverages prices are comparable to any other similar facility in the capital. The hotel is the first of its kind in Delhi to offer 24-hour check-out facility. During his address he added, "You can accuse me of daydreaming, but one day there could be a chain of Centaur Hotels girding the globe."

When completed, the hotel will have two presidential suites, 25 executive suites, Indian and Chinese restaurants, a round-the-clock coffee shop, a swimming pool, and other five star amenities, such as a banquet room for business meetings, receptions and weddings, a travel assistance counter, secretarial services, a 24-hour courtesy coach service between the hotel and the airport, and a regular service between the hotel and city. The amenities will also include a shopping arcade, florist, beauty parlour and a bank with a foreign exchange counter.

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Third Airbus joins fleet

AIR-INDIA'S third Airbus A300 B4-200, VT-EHQ, 'Cauvery', arrived in Bombay on November 15, 1982. With the arrival of the new Airbus, Air-India now has a fleet of ten Boeing 747s, six Boeing 707s and three Airbus A300s.

The aircraft was under the command of Capt. B. S. Gopal, Operations Manager, and flew from Toulouse to Bombay after making a technical halt at Bahrain. Powered by two General Electric CF6-50C2 engines with a thrust rating of 52,500 lb, Air-India A300s are configured to carry 22 first class and 218 economy class passengers.
Rambunctious
by
Customary Mind

The Asiad will be over by the time this appears in print. And my colour TV set obtained at great price (pawning my wife’s jewelry, using up all the dowry-money) will probably be still languishing at Sahar with another 150,000 colour TV sets. And you can imagine old grey beards who were once young men scrambling around the warehouse, muttering strange mutterings, who hopefully will locate their sets when Delhi holds the 1992 Olympics.

The Customs guys, poor fellows, are clearing 350 sets per day, which must set some sort of record for customs clearance in the world. And another record must be the fact that a sudden decision by the Indian Government has caused a flurry in the world market with virtually every local TV set in Dubai, Kuwait, London, Singapore or Hong Kong sold out.

But sanity must prevail. And I have at hand a little book called “Handbook of Indian Customs” by Sayed Ali and friend Nanek Alimchandani, a retired Asst. Collector of Customs, which he calls an authentic guide to speedy clearance in India applicable to all types of passengers.

Nanek proudly states that if his book is found reposing on the top of the first suitcase opened, it is virtually a passport to customs immunity, presumably because the passenger has studied all the rules. This is the second edition and the enthusiastic reception of the first edition has prompted a reprint. With an articulate exposition of dos and don’ts in customs procedures, the book is prefixed by Justice B. Lentin. The dos and don’ts are really fairly exhaustive, though sometimes (to dimnits like myself!) misleading: e.g. “Please don’t import pets/birds without valid health certificate” could apply to either master or pet! His explanation: “Please don’t export dangerous drugs viz l.S.D.” makes me wonder what LSD is and why my education is so sadly neglected.

Mr Alimchandani is extremely solicitous of his readers: Please do not bring in any contraband goods: … please don’t import prohibited firearms: … please don’t forget to bring your wife back to India with you (Editor’s Note: Sorry, that last one was a typographical error which is regretted — you are permitted to leave your wife behind.)

And while my colour TV set is gathering dust and dampness, at Sahar, and while Juvani of North Korea is swinging her lissom figure from rope to bar to beam in a series of effortless gymnastic feats that leaves all of us breathless, and while India and Pakistan battle it out for the hockey gold, and while Japan and China are locked in a death-struggle for top honours, I wonder what my friend Mr Alimchandani thinks about it all.

And so I console myself and read the preamble of a notification on Import Trade Concessions. I quote:

“Notification of the powers conferred by sub-section (1) of section 25 of the Customs Act, 1962 (52 of 1962), and in supersession of the notification of the Government of India in the Ministry of Finance (Department of Revenue) No.120-Notice, dated the 19th June, 1980, the Central Government being satisfied that it is necessary in the public interest so to do, hereby exempts goods falling under Heading No.100 Customs Tariff Act, 1975 (27 of 1975) and imported into India by a passenger or a member of the crew as baggage from so much of the duty of customs leviable thereon which is specified in the said First Schedule as is in excess of 130% of the first Rs.2,000 of the value of such goods if the value of such goods is in excess of the duty-free allowance admissible to such passenger or member of the crew under the Baggage Rules, 1978, or the Tourist Baggage Rules, 1978, or the Transfer of Residence Rules, 1978, as the case may be.

Provided that no such exemption shall apply to goods specified below:

1. Television sets

Thank you, Mr Alimchandani. Your book is truly a bible for everyone entering or leaving India. I only wish that it could bring back my TV set to me.

Catch my new Airbus... to the Gulf

“Ganga” Al’s very first Airbus arrived at Dubai International Airport from Dubai on 15th August 1982 with a full load of 238 passengers, where they were met and welcomed by Mr Mohiydin Abdul Kader Benhindhi, Director General of Civil Aviation; Mr Aijl Singh, Regional Director, Middle East; and other senior aviation officials. The flight, which coincided with India’s 50th Independence Day celebrations, marked the start of a regular four times weekly service to the United Arab Emirates from Bombay and Trivandrum. The introduction of Airbus to the Gulf has resulted in a daily connection with Trivandrum and a much desired increased seating capacity. With a configuration of 22 F class and 216 Y seats, AL now offers 500 more seats per week on the Dubai-Trivandrum sector, one of the busiest in the Gulf.

Our 2nd Airbus, “Godavari”, captained by Capt B. S. Gopal, touched down at Seeb Intl Airport on Aug 17, 1982 marking the start of the Airbus service to Muscat. The Godavari carried a load of 196 passengers and after a halt of 85 minutes flew back to Bombay with 124 passengers. At Muscat was a select gathering, led by Acting Director General of Civil Aviation, Mohammed Humoud Al Wahaibi. The gathering was shown round the Airbus by Mr Kayshay, Station Manager: Oman and Sales Officer Mr Madani, and were later entertained at the Oman Aviation Services airport restaurant. Present on the occasion were also representatives of 11 travel agencies. On touch down, Capt B. S. Gopal who piloted “Godavari” was given a warm hug by Mr V. N. Kayshay, who also hosted a reception for the entire crew.

With the introduction of Airbus services linking Trivandrum to the Gulf, AL will now be able to clear the cargo bottleneck. Previously a lot of cargo bound for Kerala was being held up at Bombay because Indian Airlines was unable to carry it forward due to lack of space. As there is no direct flight from Muscat to Trivandrum the cargo will be sent to Dubai and then forwarded to the destination. For this facility the senders have to pay a nominal handling charge only.

Landing at Doha International Airport on 16th August 1982 after a stopover in Bahrain, the gleaming aircraft was again given a warm welcome. When Mr K. K. Puri, our Manager Qatar was asked if there were any VIPs on the flight, he replied “Every passenger is a VIP for us”. Prominent among those who attended the reception at Doha was Indian Ambassador Mr. J. S. Dooddamani, Director of Civil Aviation Mr. Omran al-Kuwaiti, several diplomats, senior Qatari officials, businessmen, airline managers and travel agents.

On 21st August 1982 the Airbus was greeted at Sharjah with a small ceremony, presided over by Mr Aijl Singh, our Regional Director, Middle East.

All this was given a wide coverage by the Gulf press who made a big splash of it in all their newspapers. The Airbus which is comfortable, economical and more up to date will gradually phase out the 707s. Already we have 21 Airbus flights out of India to the Gulf.

Our new connection to Sharjah

Photographs: From left to right: Mr K. K. Puri, Manager Qatar; Mr Aijl Singh, Regional Director, Middle East; Mr Mohamed Ali, Director General, Civil Aviation; Mr Wahaibi, Acting Director General, Civil Aviation; Mr Kayshay, Station Manager and Sales Officer, Oman; Mr B. S. Gopal, Chief Manager, State Bank of India.

Photographs: From left to right: Mr K. K. Puri, Manager Qatar; Mr Aijl Singh, Regional Director, Middle East; Mr Mohamed Ali, Director General, Civil Aviation; Mr Wahaibi, Acting Director General, Civil Aviation; Mr Kayshay, Station Manager and Sales Officer, Oman; Mr B. S. Gopal, Chief Manager, State Bank of India.

Photographs: From left to right: Mr K. K. Puri, Manager Qatar; Mr Aijl Singh, Regional Director, Middle East; Mr Mohamed Ali, Director General, Civil Aviation; Mr Wahaibi, Acting Director General, Civil Aviation; Mr Kayshay, Station Manager and Sales Officer, Oman; Mr B. S. Gopal, Chief Manager, State Bank of India.
Many of us fly high.

How many of us see so far?

Fifty years to the day, our Chairman, J. R. D. Tata flew a light, single-engined aircraft from Karachi to Bombay. He flew alone. It was the first airmail delivery in Indian history.

A few close friends greeted him when he landed.

A couple of days ago, in a brave salute to memory and nostalgia, he did it again. With a small difference.

When the Leopard Moth touched down at Bombay, 20,000 of us in the Tata Group of Companies raised a silent cheer.

THE TAJ GROUP OF HOTELS

The magnificent man and his flying machine do it again... after 50 years.

Congratulations JRD

Oct 15, 1982

Exactly fifty years ago, on 15th October 1932, Mr. J. R. D. Tata, the pioneer of Indian Civil Aviation, and the founding father of Air India and its Chairman, made the first transcontinental flight from Karachi to Bombay in a Pars Moth aircraft, carrying mail and thereby inaugurated the first regular airmail service in undivided India. Karachi, the capital of Sind, was the starting point of this, and the first Indian Airmail Service.

Thirty years later, on the same day, Mr. Tata repeated his pioneering flight in a similar aircraft and created aviation history. Prompted by his adventurous spirit, Mr. Tata now in his seventies, plans to re-enact his historic flight, on 15th October this year, and thus, join the famous air-mail flights.

This unique and momentous occasion also marks the 50th anniversary of his original flight. I feel happy and privileged to send through Mr. Tata my greetings and good wishes to Your Excellency and the people of Sind. I am sure also that you will join me in wishing Mr. Tata every success in his most courageous venture.

With warm personal regards,

Yours sincerely.

His Excellency Lt.-Gen. S. M. Abid, Governor of Sind, Karachi, Pakistan

GOVERNOR, SIND
Karachi, Pakistan
D.O. No. MSG/2/2/82
14 October 1982

Your Excellency,

It gives me great pleasure to receive your letter through Mr. J. R. D. Tata. It is heartening to see Mr. Tata again flying the same aircraft a short time on 15th October 1982, which he flew 50 years ago thus marking the 50th Anniversary of the historic inauguration of the airmail service between Karachi and Bombay.

The spirit shown by Mr. Tata to revive this epic in his later seventies is indeed commendable. I appreciate this gesture of Your Excellency to have sent a message of congratulations through Mr. Tata for the people of Sind, Pakistan. I reciprocate the same by conveying through Mr. Tata, my greetings and good wishes to you and the people of Maharashtra, India.

I wish Mr. J. R. D. Tata all success in his historic venture and pray for his health and happiness.

With best wishes and warm regards,

Yours sincerely,

His Excellency Lt.-Gen. S. M. Abid, Governor of Sind, Karachi, Pakistan

THE HOTEL INDIA
OCTOBER 15, 1982, was one of the greatest days for Air-India. Since it not only marked the completion of 50 golden years of commercial aviation in India but also the birth of Air-India and Indian Airlines. More than just that — it was a day when we were taken back into history. For many of us who were not even born at that time, it was one of the most thrilling experiences to see a man — the same man fly an aircraft 50 years old in the same manner that he had done way back in 1932.

Mr. J. R. D. Tata (by now a household name) flew from Karachi to Bombay via Ahmedabad in his Leopard Moth in seven hours carrying mail weighing almost 30 kg with him. There were not only letters from the President of Pakistan to the President of India and from the Governor of Sind to the Governor of Maharashtra, but also “from ordinary people to ordinary people carried by the best airline available”. This is exactly how air mail services had begun and to commemorate the 50 years of Civil Aviation and Postal Services in India — this was his contribution. He was our first flying postman.

While we are talking about 1932, let us see how the little Puss Moth had arrived. She came from UK by sea in a box with her wings dismantled and all of these were then carried on a small trailer with four iron wheels, hauled by three bullock carts attached one in front of the other! The journey from Bombay docks to Juhu in this manner had taken approximately five hours — a far longer time than what JRD had taken to fly the last leg of his journey, Ahmedabad-Bombay.

But this was only to ensure that the aircraft from the docks to the airport, but also by Burmah Shell to ferry fuel for the aircraft.

Today in a span of half a century, we have in our fleet, ten palatial 747s, six 707s and three Airbuses spanning the entire globe and the credit for all this can go only to Mr. J. R. D. Tata himself.

To get a glimpse of this great man, a thousand spectators had gathered at Juhu airport on October 15, 1982, where elaborate seating and catering arrangements had been made by AI. The shamanila that was especially erected for the purpose was beautifully done up with a huge floral arrangement depicting 50 years of flight, posters, blown up bromides of aircraft models and, at the backdrop, a large banner against a blue background saying “The magnificent man and his flying machine do it again... after 50 years. Congratulations JRD.”

Tea and snacks organised by Hotel Corporation of India were served on the sprawling lawns of the Juhu Flying Club, and of course the red carpet was laid out for Mr. Tata and his “old lady”. It was a hot October afternoon and yet most of the crowd was outside the shamanila trying to catch the first glimpse of the silver beauty. Excitement was mounting with peoples’ pulses beating faster, when she appeared in the distance like a speck in the vast sky. Cameras started clicking whilst thunderous applause broke out. Gradually the specks took form and the centre one was transferred into a small gleaming single engined plane, escorted, like a member of royalty by two air force helicopters. It was one of the most exciting and hair-raising moments, and a number of people had glistening eyes and a lump in their throat.

No history book can ever recreate that feeling of ecstasy, admiration and awe. It was like going back 50 years in time.

At a few minutes to 4.00 p.m., the Leopard Moth piloted by Mr. Tata swooped low over the shamanila, made a full circle and then a perfect 3-point landing, past a guard of honour of the Flying Club’s planes, to the waiting photographers. (Later he is believed to have confessed to a Japanese interviewer that “it was meant to be a salute to the assembled people”). Pandemonium broke loose with press, photographers, laymen all making a charge towards the aircraft.

Dressed in a sky blue bush shirt, his hair tousled in the breeze, looking none the worse after his 7-hour flight in “a wood and fabric affair”, Mr. Tata climbed out of the cockpit. And in a matter of seconds, the suave handsome man was surrounded by people and hidden from sight, in spite of strict security arrangements.

In 1932, he had landed in the same place in the identical manner at 1.50 p.m. on a Saturday afternoon, only 10 minutes behind schedule, for which he had profusely apologised.

On October 15, 1982, he was received by IGP (Inspector General of Police) Mr. R. R. Mehta who finished the landing formalities. All paper work completed (including his passport duly stamped), he handed over the mail bags which he had carried from Karachi, to Mr. V. N. Cyril, Post Master General.

To recreate the aura of 1932, there was a postman dressed in the same uniform of yesteryear. And in Ahmedabad also, dressed in khaki shorts and turbans, the Indian Oil men had carried oil in drums pulled by bullocks. Everything was just perfect about that day.

Welcoming him on the dais was Governor Idris Latif and Chief Minister Babasaheb Bhosale while all chief hostess Colleen Hal and IA hostess Meena Diwan garlanded him.

Then came the round of speeches starting with the Prime Minister’s message read out by the Governor. It said “I salute your spirit of adventure. May you always remain young at heart. The growth of Civil Aviation in this country owes much to your pioneering endeavours”. Governor Latif, himself a great pilot and an ex-Chief of the Indian Air Force effusive in his praises said “This young man has certainly got the spirit of adventure... Mr. Tata being the modest man that he is, declined in the latter course of the evening all the compliments paid to him by saying ‘the old lady’ (implying the Leopard Moth) had got on very well with her old pilot during the flight. There was no storm, no fog, no mountain to cross — this was a simple flight — a matter of just staying in the air.” He was the first pilot in India to have qualified for commercial flying and had flown solo from India to England in May 1930.
Yet he feels that he had achieved nothing spectacular when compared to the incredible Marion Hart who flew while in her 80's an aircraft perhaps as old as the one he used, from the USA to India not once but thrice! On the last trip in fact she had had a bad landing at Port Blair wrecking her aircraft, but the undaunted Ms Hart calmly resumed her flying a few months later.

Getting back to the great afternoon of 1982, all those sitting on the dias had their say and were full of songs and praises about the flight, the man behind the flight, and all that he had achieved in his lifetime. Chief Minister Babasaheb Bhosale remarked that JRD had made Bombay the Gateway to India by air. A message from the Minister of Tourism (who unfortunately could not attend) was read by Dr. B. Venkataraman, Secretary to the Ministry. Shri Bhagwat Jha Azad sent Mr Tata his heartiest congratulations on achieving this unique feat and wished him “many more happy landings.”

Taking the mike, Mr Raghu Raj, Air-India’s Chairman and Managing Director called him the grandfather of Civil Aviation as AI and IA were his children of which Vayudoot was the offshoot. There was a loud applause at this remark. Mr Billimoria, Chairman of IA and ex-employee of TISCO spoke of the concept of Personnel Management introduced by Mr Tata way back in 1947 which had become a model of success all over the country.

Mr Tata had been allowed to keep quiet for too long and it was now time for him to speak. He began his speech by saying “How do I address him? (Imploring the Governor) Is it your Excellency...?”

Then beaming, he told the photographers “There are so many pretty women behind you, why don’t you turn your cameras around?” But the photographers knew what they wanted!

Mr Tata’s own attitude towards the air odyssey is reminiscent of that of Mrs Harry Franklin aged 100, who determinedly took over the controls of a Stinson Voyager, a small aircraft purchased in USA in 1946. After some hours of flying Mrs Franklin had remarked “I get more thrills out of horse riding.” One of the press reporters had rightfully questioned about Mr Tata “Is he an aviator, or is he a flyer?” The answer is obvious.

It is not only remarkable but also a mystery, how a man at the age of 76 has so much zest, enthusiasm and adventure still left in him. When it is not found in today’s youth itself, which, he said is exactly one of the main reasons why he undertook this flight into the past. He wanted “to rekindle a spark of enthusiasm and desire to do something good for our country” in the minds of today’s youth. Life today is difficult all over the world, but it should not be the deterring factor in achieving or at least trying to achieve “worthwhile things from absurdly small beginnings.”

Mr J. R. D. Tata had dedicated this flight to the handful, then hundreds and then thousands of people who had helped him in building this airline.

The three oldest surviving employees of Tata airlines, Mr V. G. Gadgil, Mr P. Menezes and Mr P. D. Patel were called on the dias by the Master of Ceremonies and felicitated by AI with a memento which was handed to them by the great man himself. The oldest, aged 85, had to be helped on the dias but yet, it was a beaming and excited P. D. Tata that met J. R. D. Tata. In his typical amiable manner Mr J. R. D. Tata greeted him by extending his hand and saying “Khem Pheroze.” I am sure Pheroze Tata, Mr Gadgil and Mr Menezes will never forget this day.

It was an emotion filled voice that spoke to the vast number of people gathered on that hot October afternoon. Reminiscences came not only by his youth, and how he’d always loved flying, of the day when he got his flying license, the day when the first Indian Civil Air Mail Service had started, the times when there was no airport — just a mud flat at Juhu, and brought back not only to him but to the rest of the people a great sense of pride and nostalgia. Flying today is a mammoth industry — it is not longer seen as a venture. There are good airports, good navigational and radio facilities and of course good aircraft, all of which make flying comparatively easy. In the old days one just had to fly with the aid of a compass and a map and hope to land in the correct place.

But our great ‘Maharajah’ had found flying an aircraft 50 years old also simple. The credit to a large extent goes to Mr P. D. Biliwala who in Mr Tata’s words “looked after the aircraft like a hen looks after her chicks.” It is an old plane but quite safe. I was happy in the air. Any one at my age can do it — but very few do it except an old fellow like me.” he told newsmen at Ahmadabad where he was greeted with cheers and a chorus of “For he is a jolly good fellow...”

Mr Raghu Raj our Chairman and Managing Director presented him on behalf of all of us a beautiful golden bowl with the inscriptions 1932-1982 inscribed on it. Mr Billimoria, Chairman of IA presented him with a silver salver and oriental jug. The Chief Minister of Maharastra gifted him with a silver tray and a miniature replica of the Puss Moth. But that was not the end — beautiful bouquets of roses, garlands and the like followed in quick succession.

To honour him the Post and Telegraphs Department had released earlier that day a first day cover showing a young man standing in front of the Puss Moth, who, according to Mr Tata, bears resemblance to a man I knew some 50 years ago.

The speeches all lasted for about an hour after which everyone made a beeline for the tasty snacks. While the rest of us were busy filling our stomachs, Mr Tata was engrossed in signing endless number of autographs on first day covers which were sold for Rs 3.25 that evening. And in between sips of his cup of tea he gave interviews to Doordarshan T.V., BBC and the Press.

Dusk had set in by now and time for Mr Tata to go home and rest, although he was still bubbling with energy. “If I had run 700 miles from Bombay to Karachi, I might have felt tired, but sitting in my plane there is no fatigue — only some boredom.” And we are sure that this man “young at heart and adventurous in spirit” will still be around in 2007 AD to fly his beloved Leopard Moth to celebrate AI’s Diamond Jubilee.
MEMORABLE FLIGHT COVERS

On October 15, 1982, the postal authorities of India released a postal stamp and first day cover to celebrate 50 golden years of Indian Civil Aviation. The stamp bears a replica of the Puss Moth flown on the inauguration of the first airlift service on October 15, 1932. Mr. Tata holding a mailbag in the foreground.

The first day cover has colour illustrations of a Puss Moth, an Indian Airlines' Airbus and an Air-India Boeing 747.

Mr. Raghu Raj, Chairman and Managing Director of Air-India and Mr. Bhilloria, Chairman of Indian Airlines were the first persons to purchase the above stamp and postal cover which were later sold at the Juhu airstrip for Rs. 3.25 each.

TOASTMASTERS CLUB OF AIR-INDIA
LAURELS MR TATA

The Air-India Toastmasters Club celebrated the Golden Jubilee of Civil Aviation in India with much fanfare. Spearheaded by their enthusiastic secretary Mr. Surendra S. Guppta, from our Pay & Accounts, they embarked on a fortnight long celebration beginning from 19th to 25th of October, 1982. Well known personalities delivered talks on different subjects during the celebrations. The first day saw Mr. Ramu Pandit, Secy-General, Indian Merchants’ Chamber delivering the inaugural talk on “Leadership and Personality Development”.

But the grand finale was on 25th October, 1982, when Mr. J. R. D. Tata graced the occasion as the Chief Guest and the AI Artists Association put up a pleasant cultural programme. The function was held at the AI auditorium and it was to a hushed and enthralled audience that Mr. Tata spoke. Entering the auditorium, a standing ovation which was not only overwhelming but also sentimental, welcomed Mr. Tata, immaculately dressed in a light off-white suit, with a radiating glow on his face.

His very first sentence to the audience was “I am very touched that you wanted — and in fact insisted on wanting me to be here with you”. Had it not been for the perseverance of the office bearers who do not believe in giving up easily Mr. Tata would not have been with us on that day, he confessed rather sheepishly. He was leaving for USA that same night and was also not keeping too well but he was touched and caught unaware when a handful of Toastmasters landed up at his residence that same evening and insisted he come.

Commenting the Toastmasters he said “learning the art of talking and getting others to listen is very important — especially in India where people love to talk and get people to listen. That is the reason we have so many politicians”. Taking the mike before Mr. Tata was our Dy. MD Mr. C. L. Sharma an extremely eloquent speaker who enlivened his speech with a number of amusing anecdotes. One of them was about Mr. Tata when he was a young handsome bachelor marooned on a deserted island which sent the audience into ripples of laughter. There was an amused twinkle in Mr. Tata’s eyes as he listened to all these make belief tales about himself. He had always known Mr. Sharma to be a “finance genius” but had not known him to be such a good speaker. Talking to all his fans, he said people were unnecessarily making a lot of noise over his “relatively simple and smooth flight”. The reason for all this excitement he felt was because the “pilot was so old and the aircraft was so old”. In 1932 when, at the age of 28, he had first landed on the Juhu airstrip no one had bothered too much about him — not even the Press.

Ruminating nostalgically of those early days, when AI was just Tata Airlines with only a handful of employees, he spoke fondly of his 3rd pilot Capt Bharucha (the 1st being Mr. Neville Vincent, and the 2nd himself) who always insisted on wearing riding boots. As to why he had done this flight he repeated what he had already said a number of times before. It was his way of thanking all those who had helped him make this airline the beloved airline that it is.

On behalf of the Toastmasters, Mr. C. L. Sharma presented him with a commemorative memento which contained replicas of aircraft beginning with the Puss Moth to the wide bodied Jumbo engraved on both sides.

It had been a very pleasant evening and a pleasure listening to the great old man.
दिल्ली में प्रथम हिंदी कार्यालय

नागर विज्ञान मंत्रालय के 
उपक्रमों की बैठक

एक्स-इंडिया कार्यालय में 22 अक्टूबर, 1982 को साथ 6:40 बजे भारतीय अंतरराष्ट्रीय विज्ञान मंत्रालय के नागरिक हिंदीकार के अध्यक्ष में नागर विज्ञान मंत्रालय के अध्यक्ष हिंदीकार की अभ्यास में मामला की जिम्मेदार बाबा हिंदीकार की हार्दिक बधाई दी। इस बैठक में अंतरराष्ट्रीय विज्ञान मंत्रालय के उप अध्यक्ष हिंदीकार की में हिंदीकार अध्यक्ष बी. एच. कहला और हिंदीकार आयोग की भी भागीदार थी। इस बैठक में विभिन्न मामलों की चर्चा की गई।

मद्रास में प्रथम हिंदी कार्यालय

एक्स-इंडिया के कम्युनिटी अपने दौरे कार्य में जिन्हें हिंदी शिक्षा के हिंदीकार का काम कर रहे, इस उद्घाटन को लोक लाठी ही से माद्रास राज्य पर एक हिंदी कार्यालय आयोजित किया गया, जिसमें समूह और बाल मैदान में कार्यरत एन-ए-इंडिया के 4 कम्युनिटी ने भाग लिया। 13 दिसंबर से 16 दिसंबर, 1982 के दौरे के दौरान इस कार्यालय का आयोजन हिंदीकार एक्स-इंडिया ने भाग लिया।
संघबद्ध कार्यक्रम

संघ के समस्याओं के लिए हिंदी के उद्धोरण समारोह के संघ में राजभाषा निर्माण सह साइट की एक सामरिक कार्यक्रम तय करता है। इस राजस्थानी कार्यक्रम के लिए राजभाषा आयोग, प्रशासन और समाज के संस्थाएँ नेतृत्व निर्माण करते हैं।

विविध स्थान कार्यक्रमों के लिए:
- विविध स्थान समारोह कार्यक्रमों में सह साइट के साथ-साथ, मात्र संगठन की क्रिया विविध कार्यक्रमों के संगठन और समाज के लिए तय करने की क्रिया पर निर्माण करता है।

भारत स्थित कार्यक्रमों के लिए:
- भारत में पानी और जल का उत्पादन कार्यक्रम निर्माण करना।
- भारत में पानी के प्रदान के लिए कार्यक्रम निर्माण करना।
- भारत में पानी के प्रदान के लिए कार्यक्रम निर्माण करना।
- भारत में पानी के प्रदान के लिए कार्यक्रम निर्माण करना।
- भारत में पानी के प्रदान के लिए कार्यक्रम निर्माण करना।

लघुक: भोजन के पहले दोपह दोपह, भोजन तॊली ही मस्त दी। भूख भी पानी का न देंगा ही। भूख ही नासरी। दोनों की गरीबी भी हो गई पी तो रोजी दिनों में जो जाने सबकर लगे ो उन्होंने उन की पी नहीं चंदा कर किया। एक बार दोनों को मूर्त मारने की तैयारी आ गई। उन्होंने माना था उन्होंने कहा था कि उन्हें पहले बात की थी हो आग के सामने नहीं चंदा मजबूत नहीं था। कई दिन नाला आ जाते हैं। उनका परिधान ने मारी बात धी। दोनों महाशय चल पड़े काम किया।

चक: चल पड़े काम किया। फिर भी लाठी की भी। एक साथ पी गए हाथ का एक हाथ की है। एक हाथ में रहे हैं। एक दम लगा लौट आ गई। चक लगा लौट आ गई। एक दम लगा लौट आ गई। चक लगा लौट आ गई।
EXCURSION FARES TO SINGAPORE AND MALAYSIA

AIR-INDIA has introduced a new individual return excursion fare between Bombay/Madras and Kuala Lumpur/ Penang and from Bombay/Madras to Singapore.

While the normal return fare Bombay/Kuala Lumpur/Singapore/ Bombay is Rs. 7808 the return excursion fare is only Rs. 5200. From Madras, the excursion fare is only Rs. 4200.

There are certain conditions applicable to these excursion fares. These fares are valid all the year round. A minimum stay of 10 days and a maximum of 90 days is required. Extension of validity is not permitted and only one stopover is allowed either outbound or inbound on the direct route viz: Bombay/Madras/Kuala Lumpur/Penang/Singapore.

GRAND REDUCTION

TO SINGAPORE, KUALA LUMPUR AND PENANG

AIR-INDIA

PF TRUSTEES

The following have been appointed as trustees of the Air- India Employees’ Provident Fund: Mr. N. N. Mogrelia, Director of Finance; President; Mr. S. Narayanswamy, Secretary & Chief Administrative Officer; Mr. H. C. Shah, Assistant Financial Controller, Trustee; Mr. G. Vishwanathan, A.M.I.E, Trustee; Mr. H. Mukherjee, Sr. Chief Flight Purser; Trustee; and Mr. J. P. Mendonsa, Foreman, Trustee. Mr. V. M. Karapurkar, Sr. Accounts Officer, continues to act as Secretary of the Air-India Employees' Provident Fund.

SENTIMENTS OF INDIANS ABROAD

The late Fatma Bendlani Ali Merali, who was of Indian origin and settled in a remote village of Africa, always cherished her ties with India. On her death, her son, H. Ali Merali from Commercial, who is our former employee, donated a sum of Rs. 1500 to the Staff Welfare Fund. The interest earned on this amount is to be utilised as a prize for creating awareness among the recipients of the sentiments of Indians settled abroad. This prize is to be awarded annually to the son or daughter of an Air-India employee securing highest marks in the SSLC examination on an All-India level.

On the Move up

Mr. Subash Gupte (above) — our Regional Accounts Manager in the USA has been appointed Deputy Financial Controller. Mr. N. Mittal, Regional Director-USA & Canada and other members of the New York staff bade him farewell and felicitated him on his new appointment.

Mr. G. W. Gadkari (below), has now taken over as Regional Accounts Manager (Headquarters). He was our Accounts Manager in Geneva.

LOAN AGREEMENT

A Euro Dollar Loan Agreement for US $ 88 Million (being part of the total loan of US $ 195 Million) concluded for the purchase of 3 A300B4 aircraft with a consortium of Banks led by Lloyd’s Bank International Ltd. was recently signed at London by Mr. C. L. Sharma, our Dy. Managing Director.


The photograph (above) shows Mr. C. L. Sharma signing the Agreement on behalf of Air-India. Along with him are Mr. Yogesh Chandra, Jt. Secretary, Department of Economic Affairs and Mr. Lall Bhasin, our Legal Counsel.

Donation to Breach Candy

A cheque for Rs. 5 lakhs has been presented by Air-India to the Breach Candy Hospital & Research Centre in Bombay. The cheque was presented by Dr. V. J. Kumar, Chief Medical Officer, and Dr. B. K. Palli, Dy. Chief Medical Officer, to Mr. P. S. Rakker, Administrator of the Breach Candy Hospital. As a result of this donation, Air-India will now have a room on two beds at the hospital.

Diwali Pooja

HCL's second floor Restaurant in the Air-India Building in Bombay continued its unbroken tradition by performing Diwali Pooja during the festive season. The pooja was performed with all the religious rituals by Mr. Rajesh Bhat.

NAIROBI QUIZ

During the “Efficiency Week” Nairobi arranged a Quiz contest for the counter staff of travel agents. Kenya. There were 32 participants in the contest and the results revealed a keen awareness of Air-India’s operations out of Nairobi.

BAGHDAD BOMBAY BABY

A baby was born to Mrs. Rosamma Stephen while travelling on our flight from Baghdad to Bombay. This is the third baby to be born on our aircraft.

Dr. V. J. Kumar and Dr. Palli presenting a cheque to Mr. Rakker of the Breach Candy Hospital.
from down under

By Anil Kadam

A

IR-INDIA Perth celebrated the 50th Anniversary of Civil Aviation in India by organising a colouring contest. To win this Magic Carpet around-the-world airline game featured in the Sunday Times the entrants were required to colour Air-India aircraft and the Maharajah "who pops up all over the place" in water colours, crayons or coloured pencils. There were two special prizes for originality. The game was restricted to a girl and a boy in the age group of 5-7 years, 8-10 years and 11-15 years.

Out of 214 entries received, the following were declared winners:

5-7 years: Miss Tamara Dawson Michael Konstantinou
8-10 years: Miss Lisa McLure Robert Atikien
11-15 years: Miss Angela Treloar Anthony Sly

Originality: Miss Geraldine Newby Michael Arena

Lucky winners Alan Aiterton and his wife Pat

Win Eleven Days in India

Hemant Gupta, Regional Director of India Tourist Office, and Sydney Fernandes, Manager East Australia, Air-India, who picked the winners of the 11 day whirlwind trip to India from the 1,300 entries received by The Sun.

Another lucky winner: David Brown of Sydney Opera House

"Go where the action is with The Sun." The Sun newspaper in Sydney which has a circulation of over one million readers recently tied up with Air-India in a contest to win a 11-day holiday to India. As a result of this promotion, The Sun received a boost in its circulation and Air-India received a big rise in telephone calls for bookings to India. It is estimated that the rise in telephone calls to India was nearly 50% during that period.

Letter from London

By Lilian Fonseca

AIR-INDIA London celebrated the 50th Anniversary of Civil Air Transportation in India by organising a long-service awards evening at Heathrow. The function was held in the newly completed Regional Maintenance Base where we have moved to make way for the new Terminal 4.

Mr Francis da Gama, RD-UK, presented on the occasion 23-year pin to Gordon Smith, Asst Cargo Sales Manager, UK. Gordon joined Air-India as a Cargo Assistant in London, then spent 17 years in Cardiff where he became District Cargo Sales Manager. He has been at the Heathrow for the past two years.

Houston, Texas, now has a beautiful Sri Meenakshi Temple. Its magnificent architecture is reminiscent of all the temples found in India with the difference that it is right in the heart of Texas. All the idols for the temple were flown courtesy Air-India. Air-India released a special advertisement "Om Shanti Shanti" to commemorate the inauguration of the temple.

Avro Charles, Regional Maintenance Manager (right) greets his successor Sundar Vashampan, whose arrival coincided with the new Heathrow Maintenance Base becoming fully operational.

Rotary Award

Mr. D. N. Lingam, Manager Southern India, received a plaque from Rotary Governor Mr. R. G. Phadke as a token of appreciation for Air-India's assistance in the carriage of a consignment of red measles vaccine sent by Rotary International for a major project for children in Tamil Nadu & Kerala in Southern India.
Compiled by R. K. Sattwalla

Government Liaison and Mr. K. Ranganathan, Sales Promotion Officer, in Charge of Cultural Cell.

NBO: Wheeling around Africa under the patronage of Air India are Somnath Mukherjee and Ramchandra Biswas. Our men in Africa Mr. S. Sengupta and Mr. H. Raja bade them bon voyage in the traditional Air-India style when they embarked on the first leg of their cycling odyssey from Nairobi to Tanzania.

ACC: However the Ghana team for the Commonwealth Games were seen off with a difference. The Australian High Commissioner for Ghana, Mr. Anthony Dingle, who was present at the airport to see them off had to be jokingly assured of pride.

BO: Young R. Thyagarajan from Inflight Service has become the life and soul of Krishna Fine Arts Troupe. He has taken extraordinary pains to reduce the notations of the musical bits with a view to training the conglomarate in the orchestra consisting of Maharashtrians, Gujaratis, Anglo-Indians to reproduce the tunes set for the songs all in Tamil.

Thyagarajan is not alone in the Inflight Service Department as they are a wealth of talent. With him is Olympian airhostess Geetha Sareen and Asst Flight Purser Kheikuto Khulu.

Starting her career as a regular in the Indian team, she threw the towel in after participating in the Moscow Olympics as a captain but always remain their first joint love.

Sidney Shukla retired after 30 years of instructional duties with Operations Dept. Being the only instructor to achieve this distinction, Mr. Shukla can proudly boast of having trained virtually every single pilot in Air-India at one stage or the other — Adieu Sidney.

While Cargot's V. Kashyap has been elected to the All India Management Association in recognition of the service he rendered to the Management movement, Telephones Supervisor Mrs. A. A. Acharya, was the only Indian participant at the 10th Anniversary Exhibition of the Ikebana School of Mrs. Georgie Davidson; and our congratulations to Mr. S. Pimpukhar of Accounts Department who bagged the Mr. K. P. Chodankar Trophy for securing the highest marks and achieving the best overall performance during the three sessions of Workers' Education Scheme in Air-India for the year.

And finally we come to Gavin Martin. Simple, shy and unassuming, one rarely realises the stature he acquired once on a piano. Admittedly, a pianist's role is perhaps a more crucial one because he plays solo and to keep the audience spellbound with his creative talent is no mean achievement as he recently did at the young age of 21 during his performances in Bombay, Delhi and Goa. Being uninitiated to the ways of music and less familiar about writing on it, I cannot but quote what world-renowned conductor Zubin Mehta of the New York Philharmonic says about Gavin, "he seems to be a person who is in love with music and somehow knows how to produce it from his piano." Trained originally in Bombay and Delhi, he obtained his ACOM performer's diploma in London and is now with the world-famous Curtis Institute in Philadelphia where he recently bagged the Rachmannoff Gold Medal and Prize as the outstanding pianist of the year. To Gavin, playing music is 'the best way I can express my creativity.' Many more encore to him.

Mrs. A. Acharya

Kheikuto Khulu

G. S. Chugan hosting a dinner for Air-Indians in Decca

S. N. Bakshi during the 26th World Vegetarian Congress

Geetha Sareen

OSA: The Osakans live in a traditional life-style but with a difference. Since Osaka is the core of Japanese economy, it always welcomes a change for the better. It is therefore not surprising that it recently conducted a survey to gauge popular reaction regarding a suggestion to shift its international airport 45 km away from its present site to avoid curfew restrictions and one of the chosen few selected for its views was Mr. K. Sivaraman, our Manager for South Japan and Korea. The Japanese Broadcasting Corporation's NHK TV which sponsored the survey, featured Mr. Sivaraman in its TV programme with the stage set embellished with aircraft models, our maharajah and an eye catching jumbo poster. Beaming with pride, Mr. Sivaraman informs the Magic Carpet, "We received a very wide publicity about our Indian community, the public and in particular our interline friends complimented us." BLR: Bangalore, often described as the garden city of India, will soon have yet another distinction of becoming the first offshore Air-India station in India with an international cargo service. The Maharajah plans to link this garden city with a cargo connection to Europe. The Magic Carpet wishes BLR happy landing.

MAA: The elite in the USA, Canada and France recently had a unique glimpse of cultural India. The Kuchipudi dancers flew to America on our service and Madras State artiste Ms. Swarnamukhi travelled to Paris for the International Festival of Music and Dance. The Air-India team at Madras airport to bid them bon voyage was led by our Manager, Mr. D. N. Lingam; Mr. S. Ramachandran, Dy. Manager; Mr. N. Maslamani, Officer-in-Charge, by Mr. R. K. Rastogi that the team would not be hijacked to Delhi to participate in the ASIAD instead of the Commonwealth Games.

MEL: The spotlight was on India when Hon. W. C. Fife, Federal Minister for Immigration and Ethnic Affairs in Australia opened 'Indie Day' celebrations in Melbourne. Held under the aegis of Air-India and the Australia India Society of Victoria, the programme provided a window on typical India through exhibition of handicrafts, paintings, books and musical instruments. As no 'Indie Day' function could ever be complete without a taste of Indian culinary delights and so it was at Melbourne also. Jolly good show by our Manager-Victoria, Lez Zeitner.

DAC and FRA: While talking of setting a good Indian table, we cannot leave out our man in Decca G. S. Chugan and our one and only vegetarian wizard Mr. S. N. Bakshi. To them cooking food is as much an art as making good music and what they prepare is a housewife's delight. While Mr. Chugani's popularity as an Indian host continues to grow, on the other side of the continent Mr. Bakshi remains in the limelight whenever he presents his inimitable demonstration of vegetarian Indian varieties which he recently presented at the 26th World Vegetarian Congress in Germany. More of him in our next issue.

Asst Flight Purser Kheikuto Khulu has the proud distinction of being selected in the Indian Administrative Service. We wish Kheikuto Khulu and his charming aristocratic wife Chemmy all the best and we sincerely hope that Air-India will continue as a qualified women's hockey umpire and she was very much in action at the recently concluded ASIAD.

Asst Flight Purser Moni Mathews recalls for the Magic Carpet Geetha's first experience as an umpire when one of the participating teams threatened to walk out over a goal dispute. 'My God, it nearly did end up in a mess but I stuck to my decision...'

Asst Flight Purser Kheikuto Khulu has the proud distinction of being selected in the Indian Administrative Service. We wish Kheikuto Khulu and his charming aristocratic wife Chemmy all the best and we sincerely hope that Air-India will always remain their first joint love.
O UR Asst Financial Controller H. C. Shah is full of pride because his son Samir and daughter Saloni have achieved academic distinctions. Samir who secured 93% marks in the Science group in the HSC examinations, is now with the GS Medical College for his MBBS degree. Saloni stood first in all divisions of standard VIII by securing 99% marks — a record she has been maintaining every year from standard V.

Representing the state of Maharashtra in Vancouver, Canada, is Margaret, daughter of S. J. T. D'Souza, who is a trainee Flight Engineer. She is participating in the Indo-Canada World Youth Exchange Programme for 1982-83. She was with the Maharashtra Naval Unit of the National Cadet Corps and the Magic Carpet would also like to congratulate her for being selected as the best Cadet from Maharashtra during the Republic Day parade this year.

While Shivakumar Sivadasan, son of Mr. H. Sivadasan from Engineering, has been awarded first prize in the English elocution competition organised by the Lions Club of Kalina in suburban Bombay this year, Shirish, son of Mr. C. V. Gadre from the Operations Department has won a scholarship in his school for the current year. Rajiv Ginde, whose father M. H. Ginde is in Cargo, has received full assistance from the Institute of Technology, West Virginia, for his Master's degree. A graduate of the Indian Institute of Technology in Madras, he was also secretary of the photographic association of the Institute.

Manoj, whose father Capt. A. Michigan is Airport Manager at Bahrain, has won the coveted first prize in the senior group during a speech contest held by Manama Toastmasters Club of Bahrain. During the SSC examination, Shanti Ananthasayanam, has earned the high distinction of obtaining 99% marks in Mathematics which is a record in her school. Her father, R. Ananthasayanam, is in our Accounts Department. Girish, son of C. Kharker of Engineering, and Urmila, daughter of Mr. K. Chandorkar of Commercial, have come out with flying colours in the same exam. Ranjan, son of Paul, Sewant of AP Press, has also passed this examination by securing 93% marks. He has achieved a high of 95% in Science and 93% in Mathematics. Supriya, daughter of V. Ramanathan of Inflight Service Department, has secured over 89% marks in the same examination being the highest among the applicants for the Air-India Employees' study grants. She has won Mr. H. Ali Merali's prize for 1982-83.

P. Balasubramaniam from Air-India, Madras, is now a gold medalist. He obtained his postgraduate diploma in Personnel Management & Industrial Relations conducted by the Institute of Management and Andhra Chamber of Commerce and was awarded the gold medal for obtaining the first rank. S. G. Ingole from our Goa office has secured highest marks in second year law exams and his tally of 359 marks out of 600, is highest not only in his own college, but in entire Goa. D. C. Lad from Communications has obtained a diploma in Business Administration by completing the course at the Xavier's Institute of Management, Bombay. Trainee Airhostess Mary George is a recipient of the consolation prize in the All India Essay Competition sponsored by the United Writers' Association, Madras.

CENSUS WORK

Mr. C. P. Sethasheelan from Engineering and Mr. V. R. Ganesh of Commercial have received encomiums for their dedicated work during the 1981 census of India. They were deputed for this assignment to the Ministry of Home Affairs, Govt. of India and they have received certificates of honour in recognition of their outstanding zeal and high quality of service.
WE WISH YOU A HAPPY RETIRED LIFE

Mr. V.G. Gogate, Asst. Financial Controller, Revenue Accounts, Bombay.
Mr. R. Appaswami, Head Cleaner, Personnel Department, Calcutta.
Mr. P. Laxmanan, Asst. Controller, Stores & Purchase Department, Bombay.
Mr. G. V. Mora, Master Technician, Engineering Department, Bombay.
Mr. N. S. Dhakad, Scheduling Officer, Commercial Department, Bombay.
Mr. N. Shukla, Manager-Simulator Training Operations, Bombay.
Mr. S. Shukla, Manager-Simulator Training Operations, Bombay.

Mr. K. J. Abraham, Dy. Engg. Manager, Engineering Department, Bombay.
Mr. K. S. Kirikar, Master Technician, Engineering Department, Bombay.
Mr. Vladimir Swar, Cashier-cum-Bookkeeper, Accounts Department, Prague.
Mr. B. D. Mulgund, Foreman, Ground Services, Bombay.
Mr. B. B. Pandit, Operator, Engineering Department, Bombay.
Mr. B. T. Pandit, Operator, Engineering Department, Bombay.
Mr. G. L. Mahadikkar, Foreman, Engineering Department, Bombay.

OBITUARIES

WE DEEPLY REGRET TO ANNOUNCE THE DEATH OF THE FOLLOWING STAFF:

Mr. V. Ramakrishnan, Asst. Station Superintendent, Commercial Department, Santa Cruz. Years of Service 22.
Mr. Welby Anthony Neres, Asst. Station Superintendent, Commercial Department. Years of Service 20.
Mr. Jeshing Dhanjal Solanki, Sr. Cleaner, Catering/Cabin Service of Inflight Service Department. Years of Service 20.
Mr. Tuljo Ramchandra Nai, Cashier, Finance & Accounts Department. Years of Service 16.
Mr. Arthur Frank Perry, Sr. Check Flight Purser, Inflight Service Department. Years of Service 20.
Mr. C. Amaral, Asst. Personnel Manager, Rome. Years of Service 18.

Mr. J. N. Nair, Accounts Manager, Cargo Complex, Bombay.
Mr. S. S. Tambe, Offg. Asst. Engg. Manager, Engineering Department, Bombay.
Mr. B. G. Pawar, Sr. Driver, Ground Services Department, Bombay.
Mr. G. A. Davi, Sr. Driver, Mr. Rajashekar Ailam, Station Ground Support Division, Manager, Traffic, Rome Airport.
Mr. D. G. Hambardar, Master Technician, Engineering Department, Bombay.
Mr. B. D. Mulgund, Foreman, Ground Services, Bombay.
Mr. B. T. Pandit, Operator, Engineering Department, Bombay.
Mr. G. L. Mahadikkar, Foreman, Engineering Department, Bombay.

Mr. P. G. Bhonslekar, Controller of Civil Works and Properties, Bombay.
Mr. M. N. Jashav, Junior Officer, Management Services, Bombay.
Mr. P. G. Bhonslekar, Controller of Civil Works and Properties, Bombay.
Montreal...here we come

Montreal is a city to experience and above all to enjoy. It is one of the most unique cities blending so beautifully the enchantment of the old world, with the new. The city’s heritage dates from the founding of New France. Cobblestone streets, squares filled with flowers and street musicians, horse drawn calesches to carry visitors through the narrow lanes, all lend a unique feeling to this French speaking city.

Modern Montreal is no less exciting. With a dramatic skyline rising from the foot of the historic district, to concert halls filled all year round, to the exciting night life offering discos and clubs of every description, Montreal has it all. And to tickle the palate of even the most dedicated gourmet, the city has more than 5,000 restaurants and sidewalk cafes offering a dazzling diversity.

And it is this very special city, Air-India after almost a decade long period of negotiations has started its twice weekly 747 services from Bombay. To mark the event, Mr. Bhagwat Jha Azad, Union Minister for Civil Aviation, lit the traditional lamp amidst chanting of vedic prayers and cut the ribbon at Bombay airport on October 2, 1982. There was excitement in the air as "Samadhi Ghat" was ready to departs. Among those present for the 3:15 a.m. departure were Air-Raghu B. Ramchand, Managing Director of Air-India, along with departmental heads and senior officials from AAI and AAI. Air-India's new General Manager at Delhi, Mr. H. M. Khilji, Secretary to the Ministry of Civil Aviation greeted the plane. Every passenger at Bombay and Delhi was presented with a note:

At Montreal, even the Weather Gods were in a benevolent mood. After 5 days of rather windy cold weather October 2nd had dawned clear and crisp. As Air 182 touched down at Mirabel airport 25 minutes before schedule, the Canadian made Challenger aircraft of the Government of Canada also arrived with the Chief Guest of honour Mr. Jean Luc Pepin.

The viewing gallery on the top most level of the airport was packed with some 1,500 visitors who burst into applause and cheers as soon as they saw the Air-India aircraft taxiing in.

Mirabel airport was most colourfully decorated for this auspicious occasion with divas made of flower petals, helium balloons, flags, kits, banners, streamers, flowers and more than adequately supplemented by gorgeous colourful saris, garlands, tikka and turbans.

Welcoming the passengers on board "Samadhi Ghat" is from L-R the RCMP (Royal Canadian Mounted Police), Mr. N. Mehta, RD USA & Canada and Mr. C. B. Singh - radio announcer of CFMB Radio Montreal.

After festivities, the Armenians and Greeks welcomed the passengers with a warm welcome in both French and English, being fluently bilingual. Dance groups performed the traditional Indian dances which shook the airport with song, dance, laughter and great applause, with more than half the audience joining in the singing from the sidelines. The Bhangra group, who in the finale, danced their way out, right through the airport to the check-in counter below, received a standing ovation. Indian snacks/tea were served ending with a gala sit-down buffet dinner attended by 400 persons. But this was not all.

The departing passengers were also welcomed at the airport by young sari-clad Indian ladies, with garlands and tikka. At check-in they were handed their boarding cards along with Air-India memento and a mini cultural show was held in the departing area. Refreshments were then served to the Air-India passengers and their guests before they boarded the PTVs, to take, yet, another flight between Canada and India. Commenting on the celebrations, a high ranking Mirabel Airport Official is believed to have stated: "Mirabel has never seen the likes of such festivities and probably never will again - congratulations". This statement was more than endorsed by our very own Deputy Managing Director, Capt. Bose who in his speech at the airport stated: "I have had the occasion of being part of many inaugural ceremonies on our system in different parts of the world but Montreal has been the very best so far".

October 2nd had surely turned out to be a great success. With the addition of Montreal to Air-India's world-wide network, Air-India now operates to 47 destinations across the globe.

So what are we waiting for? Let's all take a trip on our magic carpet to some distant exciting land!
Solar Power for Hot Water

A device for drafting sun power into making cold water hot has been installed in the canteen facilities of the New Terminal Building (NTB) at Bombay which will fill the establishments' year-round need for hot water and result in an annual saving of Rs. 29,000 in the energy bill and 140 KWH per day.

The solar collector plates, each the size of a small door, are located on the roof of the NTB. The plates have a toughened glass front and an inlet and outlet water pipe embedded in them. A thermostat monitors the water temperature and also actuates the circulating pump. The schematic diagram below explains its operation.

Installed at a cost of Rs. 1 lakh, the system has a total capacity of 3,000 litres per day at 60°C. This heat exchange system works efficiently and it is proposed to install similar systems in various canteen facilities at our Santa Cruz base. According to Mr. M. P. Patkar, the Controller of the Civil Works & Properties Department, "In the present energy crises faced by the country, such systems are always extremely useful."

Parliamentarians Visit AI

MEMBERS of the Committee of Parliament on Official Language led by Acharya Bhagwan Dev, MP, visited Air-India Headquarters on January 6 to determine the extent to which Air-India has been implementing the use of Hindi in terms of the Official Languages Act, 1963.

Mr. C. L. Sharma, Dy. Managing Director and other senior officers of Air-India were present when the Committee visited Air-India.

Remaining members of the Parliamentary delegation were: Mr. Jagannathrao Joshi, MP; Mr. Ram Vilas Paswan, MP; Mr. V. Venka, MP; Mr. Ram Chandra Bhardwaj, MP; and Mr. V. Shalbhai M. Patel, MP.

STOP PRESS

At the time of going to press, Magic Carpet is delighted to learn that our Chairman, Mr. Raghu Rai, has been awarded the Padma Shri by the President on January 26th, 1983. Our heartiest congratulations!

Mr. Kohli Visits AI Headquarters

Mr. M. M. Kohli visited Air-India's facilities in Bombay in December this being his first visit after he had taken over as the Secretary to the Ministry of Civil Aviation.

Prior to his current assignment, Mr. Kohli was the Development Commissioner & Secretary to the Government of Rajasthan in Jaipur and then the Resident Commissioner, Government of Rajasthan, New Delhi.

Born on June 4, 1930, Mr. Kohli holds a Master of Arts degree in Economics and has been associated with a number of Ministries. After he was assigned to Japan, USA and Canada to make a comparative study of personnel and pay systems, he was awarded the Nuffield Foundation Fellowship for study in the UK.

In New Delhi, he was Joint Secretary in the Ministry of Heavy Industry from 1973 to 1978.

Award

The Magic Carpet has been awarded a Certificate of Merit at the Association of Business Communicators of India's Magazine of the Year Awards Competition – 1981.
TABLE TENNIS: At the 3rd open Air-India Table Tennis tournament for Airlines and Agents held in Madras the proud winners were Mrs Prabha Harasanathan of Sita Travels and Mr K. Gururajan of Air-India.

SOCCER: A mini Soccer match, six aside, between Air-India and the Criss F.C. team was organized in Rome. Our team still in its formative stage, unfortunately lost by two goals to three. Our Correspondent C. Bolasco reports “However, our players showed a lot of enthusiasm and determination and the game played in this high spirit was thoroughly enjoyed by a large group of spectators.”

CYCLING: Zubin Bharucha, son of Mr Keki H. Bharucha, maintenance division, stood first in a cycling race organized by “Star Sports Club” in Suburban Bombay. The distance of 10 km was covered by him in a record time of 17 minutes only, leaving all the 52 participants on racy cycles way behind. Breaking all previous records he once again set a new record covering a distance of 35 km in 1 hour 06 minutes in a cycle race organized by the Lions Club of Ambarnath in North Bombay.

BADMINTON: The 2nd Air-India Badminton Tournament (Delhi Region) conducted at the All India Medical Institute Badminton Hall, New Delhi, received a total of 45 entries. In the mens singles, Mr Y. K. Goel retained the title defeating Mr Rajesh Chandelkhi in three closely contested games.

CRICKET: At the Bombay Cricket Association’s Seth Gordhandas Challenge Shield Cricket Tournament, Mr Ashok Mankad awarded the bowling prize to Rajesh Malhotra, son of Mr H. Malhotra, Time Off. for his outstanding bowling performance (6 wickets for 20 minutes). And whilst on the subject of cricket, — Mr N. Muralidharan, 31, Commercial Department, has been selected to the panel of umpires for the Ranji Trophy.

CHESS: In a battle of wits, Mr K. Panthaky of Transport Division, Bombay, won the Inter-department chess championship with a score of 8 points out of 9, followed by Mr Rajpurkar of Management Services as runners-up with 7½ points. In 12 years of service Mr Panthaky has emerged a winner on 9 occasions. Our congratulations!

HOKEY: A triumphant Air-India hockey team returned to Heathrow after a number of successful matches in Barbados. The team was invited to attend a local tournament by the Pickwick Club and won their first two games. The highlight of their trip came however when they accepted a challenge from the Barbados national team against whom they managed to achieve a draw.

TENNIS: Promising television, radio sports broadcaster and journalist Atul Premnarayan was sponsored once again by Air-India to cover the 1982 Wimbledon Tennis Tournament where he extensively used Al posters, stickers etc. to publicise the airline with world renowned sportsmen gathered at the Wimbledon.

And finally we come to Pawan Sharda son of Mr S. Sharda, Civil Works & Properties, Bombay, who won three medals at the Annual Athletic meet held at St Francis’ Assisi Secondary School in Suburban Bombay. Setting a new record in Long Jump, he bagged the Gold Medal; taking away a Silver in High Jump and a Bronze in Shot Put. He was also awarded the all round performance. Well done Pawan.

Mr Muralidharan.

Mr Premnarayan with tennis star Jimmy Connors.

Our soccer team with Mr T. K. P. Pillai and Mr C. Bolasco.

Our triumphant hockey team with Captain Philip Kenny (wearing dark glasses in the front row).

Winners — Mrs Prabha Harasanathan and Mr K. Gururajan with Mr J. J. Subramanian, Secretary of Air-India Sports and Recreation Club (extreme left) and Mr D. N. Lingam (2nd from L).
श्री केहली द्वारा एआर-इंडिया मुख्यालय का दौरा

श्री ए.एम. कोहली ने राजनीतिक कार्यक्रम अंतरिक्ष में वर्तमान मुख्यालय के अधिकारी व भारतीय लोक प्रतिष्ठान संस्थान के लिए राजनीतिक अधिकारी दौरा किया। श्री ए.एम. कोहली ने मुख्यालय के संगठन के रूप में तीसरे पंथ संविधान का अधिकारी दौरा किया। श्री ए.एम. कोहली ने मुख्यालय के संगठन के रूप में तीसरे पंथ संविधान का अधिकारी दौरा किया। श्री ए.एम. कोहली ने मुख्यालय के संगठन के रूप में तीसरे पंथ संविधान का अधिकारी दौरा किया। श्री ए.एम. कोहली ने मुख्यालय के संगठन के रूप में तीसरे पंथ संविधान का अधिकारी दौरा किया।
Our Transport Division recently held a farewell function with a difference. The tinge of nostalgia associated with such occasions was this time mixed with choked emotions when V. C. Mendon, popularly known as Vaman, retired.

This is not surprising because Vaman was a legend in the Transport Division. Always punctual, he never requested for a lift while on assignments between various departments although he was in fact associated with the same unit. If anyone volunteered to go out of his way to give him a ride, he would simply smile and politely shake his head because he was a firm believer in not taking advantage of the Company transport.

But this is not the only aspect of his personality that endeared Vaman to one and all. Always concerned about students who were talented but unable to pursue further education because of financial restraints, Vaman was always a source of encouragement and he amply expressed this by establishing two endowments on his retirement. To be called 'Prema Nidhi', the interest from these deposits will be utilised to give two annual prizes of equal amounts to Air-India Modern School and Indian Airlines Ideal High School.

"We believe, this is the first occasion when anyone in any category in Air-India has done anything concrete in helping the cause of education in the above Schools," says Mr. J. R. Bocarro, Dy Ground Services Manager.

LUSAKA:

While our Lusaka office recently had a face-lift, it also proudly crossed its revenue target and successfully launched the Zifa Charter. "Air-Indians in Lusaka have every reason to be proud of this achievement as they became the envy of other carriers", reports Ms I. Kaur. The year 1982 witnessed the first ever educational tour of the travel agents from Western India and what is more important is the private audience Mr. M. Khosla had with His Excellency the President of the Republic of Zambia. An Air-India ticket donated on this occasion will be used for the upkeep of the Lubwe Mission, located in the birth place of His Excellency.

NBO:

Nairobi also had the first ever Sari Queen Contest, and a basic fares and ticketing course for the travel agents conducted by P. Mazumdar from the Air-India Staff College. The Sari Contest was organised by the Heart Foundation of Kenya. The winner Ms Meera Gheewala was awarded a return Al ticket to Bombay by the Indian High Commissioner, Mr. V. Grover. Our Regional Director for Africa Mr. K. L. Ramchander was one of the judges at the contest.

OSA:

Our Osaka colleagues are busting at the seams with pride with the presentation of the Annual Punctuality Trophy and Award Certificates. Reporting this to the Magic Carpet, Mr. K. Sivaraman says, "The winning of this trophy was a big occasion for us." Our congratulations go to Osaka airport team - Mr. A. Krishnan, Mr. T. Nakano and Mr. S. Mabuchi.

SYD:

Australia virtually grinds to a halt during the Melbourne Cup Day and the racing fever grips everyone "down under" young and old. According to Area Sales Manager Liam Kenny, "It is fair to say that every school, factory and office runs a Melbourne Cup Sweep and Air-India Sydney was no exception."

(Ed. Note: We wish our Correspondents a Happy New Year and look forward to many more contributions from them in 1983.)

The Indian High Commissioner Mr. Grover crowning the Sari Queen. Assisting him is Sheela Menon who was one of the organisers of the contest.
Laugh with CRY

The year that was
‘Ganga’ and ‘Godavari’ arrive in Bombay

Mr Kaul Takes over

HIMALAYAN RALLY

Badminton Tourney in Kuwait
ON THE MOVE...UP

The following staff have been promoted:

Headquarters:
Mr. V. R. Subhivas as Dy. Director-Ground Services; Mr. M. P. Patkar as Controller of Civil Works and Properties; Mr. J. B. Tambad as Asst. Manager- Establishment; Mr. R. S. Iyer as Asst. Admin. Officer (Public Relations).

Stores & Purchase Department, Santa Cruz:
Mr. R. V. Darmie as Supplies Manager, New Delhi; Mr. K. Sethuramadhan as Dy. Supplies Manager, New Delhi; Mr. C. H. Kajale as Asst. Controller of Stores & Purchases, Inflight Purchase; Mr. K. B. Krishnan as Purchase Manager, Technical Purchase; Mr. M. K. Padave as Dy. Stores Manager; Mr. B. N. Jawdekar as Dy. Stores Manager; Mr. C. R. Kelkar as Asst. Supdt. Stores; Mr. S. P. Samant as Asst. Supdt. Stores; Mr. G. Nacopp as Dy. Stores Manager; Mr. A. Pacheco as Asst. Supdt. Stores; Mr. R. P. Kukas as Asst. Supdt. Stores; Mr. J. D. Nagda as Asst. Supdt. Stores; Mr. I. N. Misty as Asst. Supdt. Stores.

Commercial Department:
Mr. E. G. Coelho as Station Manager-Cargo.

Personnel Department:
Mr. V. N. Malya as Sr. Personnel Manager.

The following staff have been transferred:

Commercial:
Mr. D. R. Deshpande, PRO-Rome; Mr. P. R. Kangra, Sales Manager-Pune; Mr. E. A. Menon, Airport Manager-Trivandrum; Mr. G. S. Ahuja, Sales Manager-NL Delhi; Mr. S. K. Tamhane, Sales Supdt., Toronto; Mr. G. R. Rengeraja, MD/CAM-Aden; Mr. K. A. Shrivastava, Sales Manager, Scandinavia & Finland, Copenhagen; Mr. J. T. Parakh, Dy. Manager-WI, Bombay; Mr. R. K. Chaturvedi, Sales Manager-Cargo, Bombay; Mr. B. M. Doshi, Asst. Manager-Mktg., Bombay; Mr. Ajit Singh, RD-ME; Dubai, Mr. R. Shrivakumar, DSM-Northern Nigeria; Kanu, Maj. J. C. Singh, Mktg. Manager-Bangkok; Mr. K. L. Srinivasan, Airport Manager-Dhahran; Mr. A. K. B. Ranger, Asst. Manager-Muscat; Mr. A. K. Advani, Pms, Sales Manager-Calcutta; Mr. S. S. Chauhan, DSM-Kathmandu.

Accounts Department:
Mr. R. S. Ramachandran, Accounts Officer, Santa Cruz; Mr. Amin, Mr. Giroh and Mr. Gonsales, Accounts Manager-Germany; Asst. Accounts Manager-Germany, and Sr. Accounts Asst-Germany, respectively.

Spl. Executive Magistrates

MAGIC CARPET congratulates the following Air-Indians who have been appointed as Special Executive Magistrates by the Government of Maharashtra for the period 1982-84:

1) Mr. B. P. Baliga – Dy. Director of Engineering (Maint.) has been re-appointed for the third consecutive term. He is also the President of the Air-India Sports Control Board and Vice President of Maharashtra State Table Tennis Association.

2) Mr. K. D. Sharma – Sr. Works Inspector, Engineering Department.

3) Mr. Nishikant Waghmare – Asst. Flight Purser, Inflight Service Department and Vice President of the AI Cabin Crew Association; he is also an elected member of the

Air-India Labour Relations Committee and Vice President of Air Corporations SCST Employees Association (Bombay).

4) Mr. J. P. Christopher – Sr. Check Flight Purser, Inflight Service Department.

5) Mr. S. Annamalai – Loader, Cargo Complex.

6) Mr. D. S. Kamble, Loader, Bombay Airport.

Obituaries

We deeply regret to announce the death of:

Mr. Mukund Gajanan Gora, Station Supdt. (Cargo), Commercial Department, Santa Cruz. Years of service – 25.

Mr. K. V. S. Nair, Head Cleaner, Engineering Department, Santa Cruz. Years of service – 34.

Mr. Vijay Shantaram Kery, Sr. Cleaner, Ground Services Department, Santa Cruz. Years of service – 6.
Mr. Jaspal receiving his 15-year service pin from Manager T. Livenghi in Tehran. Mr. Livenghi states that "he was recruited by our CoD Mr. H. M. Kaiz, who was the first India-based officer in Tehran and who, I think, opened our office in Tehran." Mr. Kaiz has retired as Catering Cabin Supervisor.

Regional Director ME, Mr. Ajit Singh when he met Travel Agents, Press and other travel trade contacts in Kuwait during his recent visit.

Union Minister for Civil Aviation and Civil Supplies, Mr. Bhagwati J. Arsi inaugurates the Hotel Corporation of India's Centreur Hotel at Delhi. October on the 27th. Photograph shows him addressing the gathering prior to the inauguration. Others in the photograph are from left, Mr. M. M. Kothari, Secretary to the Ministry of Civil Aviation, Chairman Mr. Raghuraj and Managing Director of HCL, Mr. A. C. Mahajan.

Changai TV focused the lime light on Air-Indians in Perth during "Miss Personality 1982" and "Miss Charity 1982." Photographs shows from left: "Miss Charity" Marie Scarin and "Miss Personality," Claire Stanbury with Mr and Mrs A. Kadem, our Manager and Mr. B. Eastman, Area Sales Manager.

The IATA UFTA Technical Panel on travel agents' professional training held in New Delhi.

The Hyderabad Zoo recently presented a baby elephant "Mani" to the Honolulu Zoo. To the photograph shows "Mani" prior to her departure to Honolulu via New York. Wishing her bon voyage are the Zoo authorities and Mr. H. J. Hussey, DSM, Hyderabad.

Edited and Published monthly by Capt J. R. Murthi, IN, Air-India Building, 218 Backbay Reclamation, Bombay 400 021 and Printed by Mr. P. D. Manu at Air-India Press, Santa Cruz, Bombay 400 029.
Talk by Management expert
Prof Malcolm Warner

On 13th January, 1983 Air-Indians in Bombay were privileged to listen to a talk by the internationally known management expert Professor Malcolm Warner, of the Administrative Staff College, Henley, U.K.

Introducing Prof Warner, Mr C.L. Sharma, Dy MO of AI, described Henley as one of the most prestigious management colleges and "an absolutely fabulous place, with green fields, grazing cows and the river Thames running through the college grounds". In his inimitable style, Mr Sharma confessed that he was envious of Mr Warner — hastening to add that he was not envious of Mr Warner's position, as he could never hope to reach his position. He gave the example of the Japanese model of management, which is based on a much higher degree of informal education than occurs in India or the U.K. There is not much paper work in Japan, one of the main reasons being that they have a great many characters in their script. In Japan groups constantly get together to discuss and evaluate the quality of their product. They strongly believe in the notion of 'quality and zero-defect'. Whether it is a service or a product, the quality must be faultless. Air-India could have a similar system where groups at all levels evaluate and report to the supervisor.

Commenting on this, Mr C.L. Sharma said that each one in the senior and middle management level in Air-India is appraising others and being appraised which he called "the objective performance appraisal". Though more often than not the appraisal is far from being objective as people are unwilling to offend those working around them.

"Such kind of management appraisal then merely becomes a ritual and an unsatisfactory technique," said Prof Warner. "Self-appraisal while many public sectors in India have adopted would be much more effective. It is important to get each individual in a company to think about performance and quality — to have a feeling of belonging and participation in the company. It is the climate in an organization that is much more important than mechanical bureaucratic ritual forms which are just artifacts. The atmosphere should be such that people are ready to try new things — ready to experiment, because the more you learn about yourself the more effectively you can function as a manager.

Prof Warner stressed that even if one has economic constraints and was unable to give monetary incentives, there were other means and ways in which a good manager could "make an individual's ego" and derive the optimum level of output — cost effectiveness and job utility, as he called it. "After all, money after a certain level is not every thing," he said.

In the limited time of one hour, having said all that he could, Prof Warner gave time to the audience to shoot questions. The question and answer session lasted for about 45 minutes after which Capt Bose, Dy MO of AI, proposed the vote of thanks saying, "We look forward to another visit from you."

DIRECTOR GENERAL OF IATA VISITS OUR CHAIRMAN

Mr KNUT HAMMARSKJOLD, Director General of the International Air Transport Association who was on a brief visit to Bombay, paid a courtesy call to the newly elected President of IATA, Mr Raghu Raj, Chairman of Air-India on 14 January 1983.

They discussed the various IATA resolutions that were adopted at the last Annual General Meeting and the overall implementation of various carriers worldwide. The status of the "Yield Improvement Programme" initiated by the IATA directives was also reviewed.

Chief of World Aviation visits Bombay Airport

The President of the International Civil Aviation Organisation, Dr Assad Kassite was in the city on 19 January 1983, to study the technical and passenger facilities available at Bombay airports. In an exclusive interview with Magic Carpet, he emphasised ICAO's role in reorganising the air space and charting out shorter and direct routes to reduce flying time and saving fuel which represented the highest percentage of an airlines' operating cost.

He said that despite world recession in the air transport industry, airlines in the Asia and Pacific regions, strange as it may seem, had not been affected and were carrying the highest number of passengers.

He was visiting all the member states of these two regions to gauge whether their airports are abreast of the fast developing air technology and whether they conform to ICAO standards.

While in Bombay, he visited our 747 Simulator and Maintenance Facility. Mr Raghu Raj, Chairman of AI and President of IATA hosted a reception at the Centaur Hotel in his honour.

President of ICAO, Dr Assad Kassite with Capt D. Bose, Dy MO of AI and Mr S.P. Marva — Regional Director, Civil Aviation Dept. Bombay.
MR RAGHU RAJ:

"It gives me great pleasure to be here this morning to inaugurate the 14th LRCC. Two years ago on a similar occasion, I asked whether the 13th LRCC would be lucky or unlucky, and said we should not be content to realize the benefits of the 12th LRCC and its improvements. However, we have been fortunate in this respect. The 13th LRCC has brought a great deal of improvement, and I am confident that the 14th LRCC will bring even greater benefits."
गणतंत्र दिवस स्पोर्ट्स—अभूतपूर्व सफलता

गणतंत्र दिवस की आर्क्यताएं पर, पत्रिका बाँध एक दिवसीय कार्यक्रम के लिए अतिरिक्त उपयोग की। इसके लिए सीटर टिम को एक प्रेमित व्रित्तिक दिवसीय मैच का आयोजन किया गया।

एक दिवसीय कार्यक्रम के लिए 26 जनवरी, 1983 को बाँध थी। तपास-प्रशिक्षण यह समाचार वाहन के लिए आगे पहुंचने के लिए निर्वाचित श्री रघु राज जी का भारत सरकार ने किया।

इस दिवसीय मैच में टिमेंट-टिमेंट के अधीन खेल था। पुरुषों और महिलाओं के बीच इसका सामान्य खेल था। इसके साथ-साथ महिलाओं में भी तीन सीटर के लिए मुलाकात हुई।

श्रीमती अंजना, श्रीमती पट्टिका तथा श्रीमती कमार दिवसीय मैच का खेल करती थीं। कार्यक्रम के दौरान पुरुषों की नृत्य भी प्रदर्शन किया।

पुरुष और महिलाओं की दोस्ती का साक्षरनात्मक महत्व है। इसके लिए यह मैच महत्वपूर्ण है।

विजेताओं को आंकनी नवज

उस दिन का मूल्य आकर्षण था—

भोजन मैदान दौरी की वित्तीय भी –

श्रीमती श्री.डी. कार्मने और श्रीमती एम.ए. आई. आयोजक रहे।

नेशनल गेंडर रिपोर्ट के आधार पर, निदान द्वारा मौत का उत्पादन किया गया।

कार्यक्रम के आरंभ पर नृत्य की वैश्विक तूफान से आरंभ हुआ। दस नृत्य के साथ-साथ भी महत्वपूर्ण रहे। इस दिवसीय मैच में स्पोर्ट्स को बेहद विकसित किया गया।

श्रीमती ओमली, श्रीमती सौरा और श्रीमती की दिवसीय मैच का खेल दिवसीय मैच का आयोजन किया।
हमारे नए मंजी द्वारा एअर-डिडिया, बंबई का दौरा

उचित स्थान के लिए निर्देशक भी राम मंजी, अर्जुन मंजी, रवि मंजी, दो उन प्रस्थान निर्देशक सदस्य, भी एम, शंकर, शेखर, बहराम और क्रिपण अर्जुन के एक टीम का दौरा किया। उनके साथ बाहरी जमीला और राहुल राज, दो उन प्रस्थान निर्देशक, मैं एम और माधव बाबू ने दौरा किया। उनके साथ भी विपणन अदालत के लिए विवरण देने के लिए एम मंजी और रामलला बाबू ने दौरा किया।

हमारे नए मंजी द्वारा एअर-डिडिया, बंबई का दौरा

उपायुक्त, महानगर बाहरी और विनियम इस्तेमाल के लिए, संस्थाओं और संस्थाओं के सदस्य है। राजनीति के लिए 1974 के बाद निर्देशक भी राम मंजी, अर्जुन मंजी, रवि मंजी, दो उन प्रस्थान निर्देशक सदस्य, भी एम, शंकर, शेखर, बहराम और क्रिपण अर्जुन के एक टीम का दौरा किया।

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BOMBAY:
With ever changing technological innovations and induction of the latest equipment, manuals have become an inescapable part of our working life. They tend to be loaded with jargon only initiated the initiated to understand. A pleasant departure is the release of a new manual by our Ground Services Department which is compiled in a manner which enables even the staff of other Departments to use it as a ready reference. And what is more, the Ground Services Department will receive any suggestions for modifications in the manual. This is a step in the right direction.

Our congratulations to GSD on this achievement and also to S.D. More and K.K. Shile from GSD who have exhibited a great sense of loyalty, integrity and courage while on duty. While Mr. More, at the time of off-loading a container from one of our flights, found a wrist watch, which was handed over to the Security staff on duty, Mr. Shile extinguished, at the risk of personal injury, a fire in the Ambassador vehicle which he was operating and thereby avoided severe damage to the car and a loss to the Corporation.

BANGKOK:
We introduced 747 aircraft on our India-Japan route via Bangkok and Hong Kong on January 1, 1980 to replace the 707 operation on that sector. This recently notched a sort of record which was almost unnoticed by others but not by our Bangkok office who had kept track of the number of 747 flights operated through their station. Mr. Ravi Mani, Manager-Thailand, reports, “On December 8, 1982, when flight AI-316 operated through Bangkok, it was our 1,000th 747 flight on this route.” The event was highly publicised in the local audio-visual media and The Magic Carpet would like to congratulate our Bangkok office on their excellent book-keeping.

GULF:
Also our congratulations to Peter Gomez, DSM, Dharan and Ms Dileshvori Mehri from our Teheran office as the couple got married to Emmerald Menou in Dubai and Ms Mehri got married to Mr. Fereedoon Ahrenstal.

MADRAS:
Thanks to the humanitarian zeal of Rotary Organisations of Canada and Madras, 10 infants of people were immunised in Tamil Nadu in South India in 1982 with red measles vaccine. For this Air-India has received encomiums at various Rotary meetings and on a number of occasions including the Rotary International Regional Conference held in Colombo in November last year. Mr. D.N. Lingam, Manager-South India, who has been the coordinator for the carriage of this vaccine on our flights was given a special memento for his humanitarian service to the community.

ZURICH:
Young Swiss are looking for pennies and they have formed an association called “Follow Me” for establishing world-wide friendship through exchange of letters. If any of the Air-Indians are interested, they should write to Mr. Junge, Zurcher, for the Flughafener, Letter Box CH-8024, Zurich, Switzerland.

**Education Allowance Scheme**

The Children’s Education Allowance Scheme has been introduced in Air-India with effect from January 1, 1983 for India-based officers posted abroad. The scheme will be governed under certain conditions laid down by the Headquarters.

**Pro-rata basis**
If the current academic year has commenced earlier than January 1, 1983, the expenditure may be reimbursed for that period on a pro-rata basis.

**Allowance**
Under the scheme, the education allowance shall be admissible only for those who are not aged above five years and who has not completed 18 years. The number of children for whom the allowance can be drawn shall not exceed two, and, within this number, one child may be replaced by another at any time.
26th January 1983 — India's 34th Republic Day marked yet another auspicious event: weeks before the great day, a committee of Air-Indians had been formed to organise the first ever Invitation Sports Meet for senior executives in Air-India at the Centaur Tennis Courts.

A bright cloudless sunny morning turned out to be and the day seemed even brighter for Air-Indians after reading in the morning papers that our Chairman Mr Raghu Raj had been awarded the Padma Shri. There could not have been a better start; and after the flag hoisting and National Anthem, Mr Raghu Raj himself declared open the Meet.

The twelve events that were conducted began with the Marathon Walk for men. All of them, clad in sports outfits and track shoes were ready to take off. The walk started amidst loud cheers from the spectators especially the participants' wives.

To give a little more detail, each contestant had to go right up to the Centaur terrace (by lift of course), go round the circumference of the circle three times, come down to the ground floor re-enter the tennis courts and walk back to the starting point. (according to a spot correspondent — one of the participants in his eagerness to win the race knocked down a room service boy with a full tray!) But the man who did the best in the event was Capt M.R. Agley. He completed the entire round in a record time of 9 minutes 16 seconds followed by Mr D.A.

Chipplunkar who clocked 9 minutes 45 seconds.

The second event — Table Tennis in an open air court. Well, it sounds difficult but that was part of the skills that had to be exhibited by the players and a wonderful job they did of it. This event conducted simultaneously for over two hours for the mens' and women's section saw some keen tussles during the latter stages. The second mens' semi-finals between Mr C.L. Sharma and Mr Kalwani saw a long drawn battle of defensive cautious play that went full distance before Mr Kalwani prevailed at 24-22. (The matches were confined to one set). The better staying prowess of Mr Kalwani saw him emerge winner.

Over the stylish attacking play of Dr Mishra in the final. The Womens' event proved more one sided with Mrs Gupte and Mrs Ogale reaching the finals though Mrs Gupte had to bring out her best in the semi-final against Mrs Thosar. The ultimate winner for the event was Mrs Gupte.

Mini Golf was held at the very mini golf course at the Centaur Rose Gardens. There were some interesting scuffles till Capt C.R.S. Rao and Mr Chhatrapal Sinh showed their abilities to finish first and second in the mens' section while Mrs Vilay Kumar and Mrs Neela Talcherkar emerged victorious in the womens' section.

Item No four — Marathon Walk for women. Some amount of walking they had to do trying to locate the right man among the group of volunteer officials placed at different points in the rose garden with their duplicate playing card. The lucky winners here were Mrs V.D. Ogale and Mrs M.R. Agley.

The obstacle race for men conducted in almost similar fashion proved more hot paced as there were fifteen participants. The winners and runners-up were, Mr Shah and Mr V.D. Ogale.

The race for men above 45 years saw lots of tumbles and scratches on elbows and knees before the energetic Mr Chhatrapal Sinh and Mr Shah finished first and second over the 50 m distance. Soon after,
The Memory Race for women was held and the participants after being exposed for two minutes to thirty odd articles on a table, had to jot down all they could remember. Mrs Prasad and Mrs Vijaya Joshi came out first and second here.

Mr Chhatrapal Sinh and Capt Agley were again in the forefront in the 50 metres ‘bite the carrot and return sprinting’ race for men. This was a hilarious event for the spectators.

The throwing events — throwing the volley ball, shot putt style — saw some amusing techniques and styles. The better throwing abilities of Mr Patker & Mr Korde (Mens) and Mrs Mohan and Mrs Neela (Womens) however brought them out as the best.

From 1130 hrs to 1215 hrs a lot of womenly squeals and excitement were heard. The much awaited Musical Arms event was on. Sharp womanly instinct and shrewdness were evident and Mrs Goikhole and Mrs Kini proved to be the luckiest.

A buffet lunch awaited all at 1245 hrs but the main event of the day was yet to be completed — The tug of war’ between Mr C.L. Sharma’s team and Capt Bose’s eight member squad. All activity came to a halt and there was a hush in the air in anticipation for the grand finale. Mr Raghu Raj waved the Red Flag for the start and the ‘PUULL’ ‘PUULL’ shouts ringed out from team captains. It took a full thirty seconds before Mr Sharma’s team consisting of Mr Varadarajan, Mr Kumar, Mr Kini, Mr Kapoor, Mr Datta, Mrs Suri, Mrs Puri, Mrs Talcherkar and Mrs Vijaykumar pulled that bit extra to tilt the scales in their favour.

After this followed the prize distribution - Asian Games style - with two beauties to bring the prizes on a platter, while Mrs Raghu Raj gave them away to the lucky winners. The luckiest of all winners was our little Maharajah who consistently bagged the third prize in all the events!

The Great Escape

But this was not the end. A sumptuous sizzling hot spread organised by the Centaur Hotel awaited all at the poolside. It was a much deserved lunch especially for the chief organisers who had done an excellent job of conducting an enjoyable meet.

— Moni Mathews
LETTERS

The letter writers are the cream of the society and they are recognised opinion leaders. But unfortunately the destiny of letter writers depends upon three main factors — the mood of the Editor, the bias of the Editor against the letter writer and finally the capacity of the waste paper basket kept near the Editor’s table. In case the waste paper basket is full, chances are bright that your letter might appear in the letters column. If the wife of the Editor has not spoiled the mood of the Editor, or the name/surname of the letter writer does not irritate or prejudice the Editor, then your letter is likely to be seen in the letters columns. But if these conditions are not fulfilled then none can help you, howsoever brilliant and topical your letter be with best of humour and literary value expressed therein! In brief, the mood of the Editor and the capacity of the waste paper basket determine the fate of your letter!

V.R. Harshan

Editor replies:

Not quite true. I am in a foul mood right now, my waste paper basket is empty, but your letter has appeared!

In the issue of March/April ‘82, Mr. V.R. Harshan of Inspection Records (now of Security, NIPT) had written a letter to the Editor, regarding the fate of letter writers.

Subsequently, I had submitted the above together with the Editor’s reply, to the leading Tamil Magazine ‘KALKI’, when they conducted a contest for “interesting letters to Editors of Magazines”.

I am glad to say that the above was one of the selected ones for winning a prize.

V. Pichumani

Every month dozens of Air-India employees retire in India and abroad.

Retirement is a traumatic experience for most people. It is very often adversely affects one’s health, results in a steep drop of income etc. It is imperative that employees who are about to retire should be given all advice and assistance to help them adjust to their new lifestyle and especially to obtain their retirement dues on the date of retirement.

The various departments in Air-India should liaise closely to ensure that a retiring employee receives his dues in full on the retirement date and without difficulty.

At the time of their retirement employees should be informed in writing regarding the specific benefits they will continue to receive, for example, free and reduced rate transportation, medical benefits etc. and what they should do to continue receiving such benefits. This kind of information could be published annually in the Magic Carpet.

The Corporation could also consider arranging one or two day seminars on ‘Retirement’ for all employees. Again, employees die in service. It is imperative that every attempt should be made to settle their dues immediately. More importantly, every employee and his family should know the exact designation of at least 3 persons to be approached by the employee’s family for help. For example, an employee of the Commercial Department, in the field were to pass away, the employee’s family should know that they can contact the station head or his deputy for all possible help.

M. G. Khairat

In your Obituary Column of the November-December ‘82 issue of the Magic Carpet, you have made mention of Mr. T.R. Naik who worked in the Western India Booking Office. Permit me to add a few lines.

While September 21, 1982 was a normal working day for office going commuters travelling on Bombay’s suburban trains, alas for Western India Cashier Tulio P. Paik, he would never that day reach work. Death had snatched away one of the most popular staff who was always known for innumerable acts of kindness to his fellow workers. Only the previous day he had advanced some money out of his personal funds to help a colleague in need. Besides his grief stricken wife and three daughters, he also leaves behind 400 sorrowing colleagues in Western India. R.I.P.

M.P. Mascarenhas

May I through your ‘Magic Carpet’, put up a small request, to the authority concerned, to allot at least one office in the Commercial Department to retired officers and staff, which will not only be a good gesture of recognition for their long services and association but also give them a mental satisfaction, that they still belong to the same big family of Air-India.

S. Ghose (Retd.)

OBITUARIES

We deeply regret to announce the sad demise of the following staff

Mr. Gopal Bangera, Master Technician, Engineering Department, Santa Cruz. Years of service — 27.

Mr. S.K. Suri, Station Supdt., Commercial Department, Delhi. Years of service — 26.

Mr. Jagannath Rajaram Kelkar, Foreman, Engineering Department, Santa Cruz. Years of service — 35.

Mr. S.B. Singh, Loader, Ground Services Department, Santa Cruz. Years of service — 4.
OU lie on a met in a cool Samoa hut and look out on the white sand under the high palms and a gentle sea, and the blackline of the reef a mile out, and moonlight over everything... And then, among it all are the loveliest people in the world, moving like Gods and Goddesses, very quietly and mysteriously and utterly content. It is sheer beauty, "so pure that it is difficult to breathe it in" — so wrote the poet Rupert Brooke, inspired by the idyllic beauty of Samoa — the string of Pacific Islands, north east of New Zealand, created as nature's own paradise with 200 inches of rain falling every year on rich volcanic soil and surrounded by a limpid coral-reefed seas.

As the Polynesian Airways' flight carried us from Nadi in Fiji to Apia in Western Samoa, the pilot announced that we had just crossed the international dateline and told us to set our watches back by one day. Thus we arrived, in the unhurried Polynesia, not yet caught up in the mad rush to enter the 21st century.

Apia, the capital city of Western Samoa, still retains the charm of its early days as a haven for trans-pacific schooners and a centre of the copra trade. The roads are uncluttered, lined with swaying palms and hibiscus. Samoa's national flower. Urban civilization not having caught up with them, the Samoans maintain an easy style of life and still retain a lot of their humour, sweet temper and friendliness. There are not many cars on the island and no one is in any particular hurry to get anywhere.

The men are big made, broad and strong, and wear a long garment called 'lava lava', much in the fashion of a dhoti, which suits the tropical and humid weather of the region. Women also wear the lava lava, along with a blouselike garment, called 'puletasi'.

Though Samoa has been known by that name to the Samoans over 2000 years, it was the Dutchman Jacob Roggeveen who first sighted Samoa in 1722. Later the French navigator Bordaiville named them the Navigator Islands. Western Samoa was under German control from 1899 to 1914 and later under the trusteeship of New Zealand till it gained independence in 1962. Samoa has a parliamentary government which is a blend of Polynesian and British practices.

Samoan society has built up a system based on the 'Aiga' — the family. This means the extended family and can incorporate a large number of people. The head of the family is the 'Matei', who is an important person deserving respect. It is pertinent to note that, out of a total population of about 1.5 lakhs, less than 10,000 cast their votes as under the Samoan parliamentary system, only the Matai's vote can count.

Western Samoa's greenery has often been likened to a Garden of Eden. Nowhere is the beauty and colour of flowers and the trees so varied as in Samoa. A day's drive gave us a vivid picture of the Samoan landscape.

As we climbed higher to the Mafa Pass, about 300 m high, we could see huge tree ferns, lanas, epiphytes, creepers and a tangled mass of grass vegetation consisting of moss, lichens and ferns.

Reaching the other side of the island we arrived at a beautiful beach resort called the Hideaway. Donning my snorkels and flippers, I soon got into the limpid waters and swam on to the nearby reefs to explore them. What an experience! There is a fascinating world with all its varied forms of living creatures and vegetation just a few feet below the sea. Swimming through canyon like passages separating weird coral formations, I saw shoals of brightly coloured fishes like the zebra, the clown and damsel fishes flit across me. Then came a large sturgeon which for a moment, seemed confused and intrigued at the strange intruder. It paused for a moment, gingerly examining me from a distance. Its curiosity satisfied, it soon turned back and disappeared behind one of the endless reefs.

An unforgettable experience was the Fia Fia at Aggies. The Samoan Fia Fia is a feast-cum-entertainment and is an excellent opportunity for the visitor to experience the real Samoan feast! It all started with a gourmet buffet feast — there was a roast suckling pig, baked taro and tamu, breadfruit and the special Samoan delicacy, Palusami — made from the fresh taro leaves — and cooked in the traditional stone oven, Umu, Palusami tasted delicious.

After regaling ourselves at this feast, we were treated to an equally thrilling show consisting of the graceful Siva Dances, performed by the pretty Samoan girls dressed in Frangipani leis (garlands) and the vililefia knife and fire dances (like limbo of West Indies) executed by the handsome men set to the tune of melodious Polynesian music.

Pago Pago (pronounced Pango Pango) is American Samoa, much smaller than Western Samoa. It lies some 128 km east and has a very nice harbour. It is situated around the bay overlooking the rainmaker mountain — made famous by Somerset Maugham's short story "Rain". In contrast with Apia, the supermarket in Pago Pago is full of goods and the US dollar is the accepted currency. Plenty of American cars, posh hotels and beach resorts — all evidence of the three million dollars per year pumped into the economy by Uncle Sam.

No account of Samoa would be complete without dwelling upon that well-known writer and浪漫istic Robert Louis Stevenson (author of Dr Jekyll & Hyde, Treasure Island etc.) who made Samoa his home in his last years. Stevenson endeared himself so much to the Samoans that he is affectionately called "Tuitala" — teller of tales. Tuitala displayed the finest qualities in the minds of the Samoans — that of gentleness, courage, and compassion. Even to this day, he is held in high esteem by the Samoans.

The Samoans speak both Samoan and English. While most of them are Protestants, there are some Catholics too. Church life in Samoa is extremely important — for the Church means more than just religion — it means a social and family setting and a way of life.
Our New Minister Visits Al Bombay

Mr. Khursheed Alam Khan was born on February 5, 1919 at Rainager District Farrukhabad (UP) took over as our Minister on 15th February 1983. During his brief visit to Bombay on 2nd March, he visited the HCIL Flight Kitchen (Chef's) the Computer Centre and the 707 Simulator, Cabin Mock-up and Hangar in Santa Cruz. He was accompanied by our Chairman Mr. Raghuraj, our two Dy. MDs Mr. C.L. Sharma and Capt. D. Bose, and Director of Engineering Mr. H.C. Kapoor. (see photo 2). He also visited the Administrative Offices at Hariman Point where he had a meeting and lunch with the Departmental Heads in the Board Room.

"Touchdown", Air-India's corporate film was screened in the auditorium. After this he visited the Bombay District Office from where he directly left for N.I.P.T. and thereafter to the domestic airport to board IC-406 back to Delhi. He was taken around the Booking Office by Commercial Director Mr. H.M. Kaul and Manager-W. India Mr. M.P. Mascarenhas (see photo 1). The Regional Director of Tourism Ms. Jegannathan was also present on the occasion.

Shri Khursheed Alam Khan has completed his Master of Arts from Agra University and a short Management course from the Pennsylvania University (U.S.A.). Married to Shrimati Saerda Khursheed, he has one son and three daughters. He has been the Chairman of the Board of Governors, Y.M.C.A. Institute of Engineering, Faridabad (Govt. of Haryana), Vice Chairman, Governing Body Dr. Zekir Hussian Memorial College, Delhi and a Member of various Trusts, Foundations and Committees. He was elected to the Rajya Sabha in 1974 and re-elected for a second term in June 1980. On January 15, 1982 he was appointed Minister of State for Tourism and Civil Aviation and held this post till September 2, 1982 after which he was Minister of State for Tourism till 15 February 1983, when he took over additional charge of Civil Aviation.

His special interests are tourism, transport and traffic problems on which he has written quite a few papers, and several articles in various newspapers.
PADMA SHRI RAGHU RAJ

HE fountains in the front garden are playing as you drive up. Alighting from their cars at the main entrance are bejewelled ladies and their smartly-dressed escorts. Forty years ago, this may well have been a reception hosted by the Viceroy and Viceresine. But today it is a civil investiture ceremony where men and women who have rendered sterling service to the country are being honoured by the President of India. Today, they will receive the awards announced on Jan 25, 1983, India’s thirty-fourth Republic Day. Among them is our own Chairman, Mr Raghuraj.

As you ascend the magnificent set of pink sandstone steps between two rows of potted plants, you glance up with awe at the imposing 12-colonnaded Lutyens structure with its vast square dome topped by a huge cupola. Aop flutters the national flag. Frozen into the canvas are members of the famous President’s Bodyguard dispersed over the frontage at various vantage points. They are clad in white frocklets, black-and-white striped turbans, white gaunlets and black leather gaiters. Through the crook of their arms stand eight foot nates with red and white pennants.

With a pleasurable feeling of excitement, you enter the famed Durbar Hall. It was in this vast circular arena that the Viceroy of yore conducted his meetings with the people. It was in this hall that the first Governor-General of India was sworn in. Today it is used mainly for investiture ceremonies, both military and civil.

The stage is almost set, the hall is suddenly full, the TV crews test their lights for the uninvited and photographers jostle for position on their special stand. The awardees have now settled down in chairs set diagonally across the far corner of the room. The plump lady on your left exclaims: “Here she is!” and peaks crane ajar wards. Mrs Gandhi walks in, gently amiable and smiling, and quietly takes her seat in the front row.

A hush descends. Backstage trumpeters sound a fanfare and the President enters. Two young ADC’s, resplendent in their gold agiulliettes lead the way. All rise for the National Anthem. The Union Home Secretary, requests permission to proceed and the ceremony commences. Behind the President, a life-size Buddha carved in pink sandstone benevolently presides over the proceedings, the background being provided by rich velvet drapes narrowing thirty feet upwards to end in a black marble Ashoka Pillar.

With precision, they ascend the steps to receive the Padma Bhushan or Padma Shri — they are scholars, academicians and educationists, senior defence officers, civil servants, philanthropists, artists, musicians, social reformers, and those associated with medicine, sport or other fields. And, of course, there is Sir Richard Attenborough of “Gandhi” fame, industrialist Swraj Paul who is a good friend of Air-India, and our own Chairman, the only public sector recipient. And while the family of pigeons unconcernedly cluck away high up in the huge dome, and the magnificent six-tiered chandelier dominates the Durbar Hall with a hundred electric candles, the ceremony draws to a close.

Somberly, you leave the Durbar Hall. Tomorrow is another day, but the solemn ceremony of today has made you feel at the same time both humbled and canonical.

J.R. Martin

AIR-INDIA AND NAM

Now that the remarkably successful seventh non-aligned summit has concluded with India taking up the leadership of the movement, we are in a position to give our readers the behind-the-scenes story of how various departments in Air-India moved like a well-oiled machine round-the-clock to facilitate the arrivals and departures of Prime Ministers, Presidents, Vice-Presidents, Emirs, etc. and in the process to successfully undertake the biggest handling operation by one airline of over 100 aircraft of 20 different types over an extremely limited period. It all started on November 3, 1982 when senior officers of Air-India met Mr Natwar Singh, Foreign Secretary, who was also the Secretary-General of NAM, and Air-India was assigned its role. Many many meetings were subsequently held to ascertain requirements, formulate procedures, hold rehearsals with all agencies involved, and plug any loopholes.

The basic intention was to make everything run smoothly, and the major task was to familiarise all agencies with airport and airline procedures. Mr Brij Mohit took over as the main co-ordinator, Mr Behram Rustodem was appointed as convener for the inter-departmental committee of NAM, and smoothly the various departments moved into action. The presiding genius behind this was Mr Raghuraj our Chairman, and the indefatigable Mr Harsh Vardhan, Executive Assistant to the Chairman, who was present at all hours to see that things were kept moving.

The story is one of commitment, involvement and pride. In the fact that Air-India had been selected, was eagerly prepared for the summit and, was determined to see it through successfully. Air Vice Marshal S. Raghavendran who was in overall charge of all airport operations had this to say about Air-India:

“Air-India was one agency which started early, planned early, and geared up early. Whatever had not been thought of was quickly tied up. The people packed for the job were of excellent calibre; they knew what they wanted and they made sure that they got what they wanted. They coped with emergencies under very high pressure as if it was routine work. On March 6, about 1700 hours when there were no less than eight aircraft circling to land at Delhi Airport, I thought the system would collapse. But Air India came to my aid, helped me to exercise control and to save the situation. The community work was excellent. If I wanted any information from Air-India, I was sure to get it immediately.”

Multiplicity of aircraft:

As stated earlier, Air-India’s Ground Services Department (GSD) handled not less than 20 different types of aircraft from the Boeing family, there were 747, 747-SP, 707, 727 and 737 aircraft. There were DC-10’s, DC-8, 1011 Tristar and Airbus. There were four types of Russian aircraft — IL-76, IL-82, TU-154 and TU 134. Also, there were C-130 Hercules, Avro, Gulf Stream G2 and G3, Falcons and F28 (Jet). A ‘simple’ piece of equipment like the towbar imposed a great deal of problems. Each aircraft required its own towbar, most of which

The Memo Card showing the autographs of the Presidents of Seychelles and Tanzania, and the Prime Ministers of Mauritius and Zimbabwe who travelled on the same flight for the Non-Aligned Meeting.
राष्ट्र के विवास के लिए राजभाषा हिंदी की प्रमुखता आवश्यक

एक विवास की उपलब्धि का लाभ उत्तम कार्यकर्ता का लाभ तथा हिन्दी-भाषी के लाभ के लिए निर्देशन देने के लिए आवश्यक। फलस्वरूप का लाभ उत्तम कार्यकर्ता का लाभ तथा हिन्दी-भाषी के लाभ के लिए निर्देशन देने के लिए आवश्यक।

अभियान कैंडर या कार्यकर्ता का लाभ उत्तम कार्यकर्ता का लाभ तथा हिन्दी-भाषी के लाभ के लिए निर्देशन देने के लिए आवश्यक।

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I was robbed in India — in Bangal
tore, that beautiful city of the South
where echoes of the Raj still reverberate
loud and clear. Garden parties and
feasts were held on shaded lawns amid
a profusion of vividly
coloured blooms; not forgetting the
private parties under canopies, usually
with myriads of twinkling fairy lights.
I was robbed — with a degree of
professionalism that must be acknow-
ledged. The thieves — I should add, I
reached a calculated distraction, a dexterous
sprinkling of an alarmingly-uncomfort-
able kind of subtlety — my suspicious
smell, and my handbag was gone. I
was without money, passport, travellers’
cheques and travel documents, and not
a New Zealand consulate around!
There was a middle-aged lady all
alone and seemingly without a friend.
It was a Saturday evening; I pondered
my predicament briefly and anxi-
ously, reported it to the authorities and
was immediately surrounded by officials
who would do anything to help. But to
no avail. The villains would be half-way
to Bombay by this time, if they
hadn’t decided on my wife about them.
A policeman was summoned
and it was suggested that I should
call around to his police
headquarters to make a statement.

Then followed a very relaxed four-
and-a-half hour interview punctuated
by the occasional offer of a banana,
and conducted by two officers whose
compassion and exemplary good
manners were exceeded only by their
joint optimism. “We will catch those
bloody rogues, Madam” they assured
me. I was not entirely convinced
because I had been quite unable to
furnish any adequate description of the
villains.

A police car was provided, complete
with escort. The latter was given to
remarking few, if any, on the
face and manner approaching the
grimmest. I tried to coax a word or two out of
him — even dredged up what may have been my
last remains of sanity — but it seemed to me when I thought
about it, that if any humouring was to be
done or reassurances voiced, surely
it ought to be coming in my direction.
Who was I to be trying to cheer up
the constable when the crisis was mine,
not his? What a predicament we were in!
Where was I to go? Who would be
prepared to accommodate a rupee-
less stricken one of great faith but very
few belongings?

A hotel in Residency Road provided
the answer. I had stayed overnight at
this establishment in morning Taj mal
Nadu to Andhra Pradesh. It would
be reasonable to assume that the staff
would recognise me as one, who in
better times, had passed through
bearing all the normal travelling para-
phernalia — money, passport and
fettering things necessary for the
lone traveller who dares to roam about
in this most fascinating of countries.

I made a phone call to friends in
Australia, “even as if in fact we’re
all.” And then surrendered to the
waiting game, sitting reasonably com-
fortably in my hotel room, overlooking
the swimming pool, chin cupped in
hands, elbows propped on the window
ledge, watching the hotel staff going
about their daily tasks.

Another phone call — this time to
the British Consulate, who seemed
readily to have forgotten that my
country of origin had whipped up the
flag and offered naval support — be it
ever so humble, at the time of Britain’s
most recent crisis. In reply, I received
a couple of dispassionately relayed
messages, to the effect, that being
a New Zealand citizen I was placed
outside their diplomatic jurisdiction.
Truth indeed, but at a time of crisis,
their lack of enquiry into my state
of well-being was about as impressive
as a hot cucumber sandwich.

Offers of help in terms of money
and accommodation, came from the
painstakingly they sifted through my
problems.

During the following four weeks
newly acquired friends were both
compassionate and supportive. There
were visits to private homes, where
delicious Indian food was consumed,
arranged by and stimulating conversation
from which I learned as much as I
could absorb about Indian family
life, customs, culture and politics.

In the evenings strolling through
Cubbon Park and the sprawling Lal-
bagh Gardens, watching the illumina-
tion of the Vidhan Soudha at sunset
that monumental display of golden
light, I had ample time to reflect on
the sight-seeing that I had already
enjoyed while travelling through Tamil
Nadu, Karnataka and Andhra Pradesh.
The larger than life statues of
Gandhi and Nehru on the beachfront
at Pondicherry, walks

through the adjacent park in the early
evening when the lamps were just
being switched on, making the trees
look greener by the soft golden light,
and then myriads of fairy lights,
this time strung across the courtyard
of the Circle de Pondicherry, with
strains of music pouring forth, suggest-
ning a party or perhaps a wedding.
It was the Fourth of July. Would
there be a celebration be in order?

— Estelle Dryden

Indian people employed at the hotel,
even from those obviously in the lower
income bracket, bless them, assured
me, and that they would take care of you Madam — and He
did, in the form of Air-India.

A close friend in Australia contacted
Air-India’s office in Sydney to ensure
my now vanished airline tickets could
be re-issued, should I need to return
to my adopted country sooner

Cubbon Park — Bangalore

Tiruvannamalai — that quaint
bazaar town which hosts the huge
Temple of Lord Shiva. I sat on its
steps one evening with a fellow
traveller. The sun had set, the plain
blanketed in daisies, and the
inconspicuous blue sky speckled with
the occasional star. The quiet
sensation of being so alone.

Meanwhile, back in my hotel room,
bills were accumulating and there
was no sign of money from Australia
— none. And here we were having
(also) vanished into the
wishing rings of the World’s Great Banking
systems.

A phone call from Air-India, Banga-
lore. Was I well and of good spirits
and how could they help? — help
which came within the hour and help
which kept me buoyant during the
four weeks to come. Skillfully and
myself catch my breath at the sheer
beauty of the countryside.

Mysore — the city of palaces. How
many of us have wandered through
those towering monuments of the past
marvelling at the magnificence of the architecture,
opponent the life-style
enjoyed, or perhaps, not enjoyed by
the Maharajas and their families.
Visions spring to mind as one’s eyes
rove over the dozens of locked doors
and roped-off areas, and yet, how can
we Westerners begin to imagine a life-
style which is completely alien to us,
our own a life-style of opulence which
is way beyond our comprehension.

Usually on these trips one is accom-
paied by a self-styled tour guide
dressed in a furred hunting shirt and
a near-white sari or lungi, barefoot,
or sometimes chappals on his slender
brown feet. He introduces himself as
Bob or Charlie Rao and these will
probably be the last words that you
will understand, as he launches into
his endless verbage, descriptions of the
races and times of Maharajas long
since departed. But Bob and Charlie’s
features will long remain
stamped on your memory, because you
will spend several hours contem-
plating them as you struggle to under-
stand at least one or two words of
enlightenment. Snippets like — “the
year 1804, seven hundred and forty-nine
windows, it took thirty-two years
to complete under the British, pure gold
domes, this bus will leave in 15 minutes
(I always miss that bit), please do not
enter the roped-off areas and finally —

(Continued on Page 4)
Hindi Vital
For National Progress

India cannot progress unless it vigorously pursues policies of backing the national language, which is Hindi, said Mr. Acharya Bhagwan Dev, Member of Parliament and Convenor of the 3rd Sub-Committee of Parliament on Official Language.

He was speaking as the Chief Guest at a function in the Air-India Auditorium Bombay, held for those who had successfully completed the Hindi examination and participated in the first Hindi workshop. Mr. Raghunath Raj Bhagwan Dev, Chairman and Managing Director, had presided over the function.

Acharya Dev said that if China, Japan, Germany and France could progress without English, there was no reason why India could not do so. He said that the excuse that technical terms were not available in Hindi was invalid because he had occasion to point out to experts in various fields, the number of words in Sanskrit and even in Hindi. He commended Air India for having encouraged the study of Hindi among its employees.

Acharya Dev presented awards to staff who had participated in the essay competition as part of the campaign for greater use of Hindi. He was particularly pleased to find that in the competition, six prize winners out of nine were from non-Hindi speaking areas.

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

Mr. Ashok S. Pawaskar, Cleaner, Engineering Department, Santa Cruz, Years of Service — 1

Mr. Mohamed Ali Shaikh, Cleaner, Engineering Department, Santa Cruz, Years of Service — 4

Mr. K. Gopalakrishna Ramasubramanian, Chargehand, Engineering Department, Santa Cruz, Years of Service — 19

Mr. Atulram Bhodave, Head Cleaner, Engineering Department, Santa Cruz, Years of Service — 26

Mr. Gopal Rama Jadiyar, Sr. Peon, Engineering Department, Santa Cruz, Years of Service — 23

Mr. Ramakant Shankar Patki, Foreman, Engineering Department, Santa Cruz, Years of Service — 24

Mr. H.M. Karunaratne, District Sales Manager, Colombo, Years of Service — 23

and on to Bangalore and was handed to me. Bombay American Express was contactable and provision made for cheques to be released in Madras. This necessitated my travelling to Madras and aircraft tickets already arranged were also handed to me. Someone remarked to me that no other airline in the world would have cared for me as Air India had cared. I believe this wholeheartedly. But what was the loss of a few material possessions compared to the richness of the experiences which transpired as a result. Sometimes I feel almost inclined to thank my "bloody rogues", bless their hearts, and I freely admit that had I been a little less confident that night and kept a firmer grip on my belongings the temptation might not perhaps have been so great and the exercise so easy!
The Exotic East Experience

GUARDIAN a daily newspaper of England held an unusual and exciting essay competition for school children, based on a series of articles on an Indian village written by Victor Zora. The latter had been chronicling every Monday in the Guardian, ordinary life in the Himalayan village where he has settled down; giving British children an insight into mystical India.

Based on this information the children had to use their creative imagination and write an essay in not more than 100 words from a choice of 4 given topics. The competition was open to children in two age groups – up to 13 and 14 to 18, and the exciting prize offered was a 10 day holiday to India.

UK would be surprised at "how balanced our weather is, not too much rain, or too much heat….they have too much sun, which makes their skin look old….and only in Central India do they have office blocks"(!)

Christopher and Rebecca were accompanied by their father whilst Kay (who had an Indian birthday this year) had come along with her teacher Ms Katherine Chalmers.

Our Magic Carpet correspondent had the pleasure of meeting all of them at a quiet evening at the CentOS Hotel on the eve of their departure back home. They all looked excited after their 10 day Indian experience and wished they could have stayed longer. Within their short stay they had packed in all they could. Delhi, Agra, Jaipur, Bombay, Lonavala and Karla – a real village near Lonavala where they had the chance of riding a bullock cart.

Each of them had different tales and experiences to relate but all of them had one thing common to say: people are here much happier than we thought they would be, although there is poverty, they are always warm and smiling". While the two younger girls vouched for Lonavala as their favourite city, Christopher had more to say. He was rather concerned about the status of women in India and the "Women’s Lib" movement! With future plans of studying anthropology, he would like to return to India for a more leisurely trip. Ms Chalmers had never quite experienced anything like this before. I am so thrilled in my mind that I wonder if I will ever be able to sort it all out! She left for UK with the sincere hope of returning to this ‘fascinating country’ – not as a guardian the next time, but as a school teacher in one of our villages. We wish her dream comes true!

Operations Department Get-together

The annual social get-together of the Operations Department was held on Friday, February 4, 1983 at the Operations Headquarters at Santa Cruz. The highlight of the evening was a variety entertainment programme followed by an excellent dinner on the lawn of Indian Airlines Sports Club. The retired employees of the Operations Department were special invitees and many were found to be recalling nostalgically their past association with the Operations Department.

Earlier in the evening inaugurating the function, Capt G.P. Narayanan, the Director of Operations, stressed the importance of such get-togethers which helped the staff and officers of the Department to meet and exchange pleasantries. Expressing his special thanks to the retired employees who made it a point to attend the function, Capt Narayanan said that his happiness in meeting them was two-fold.

Capt D. Bose, Dy Managing Director and few other Departmental Heads also attended the function.

Now, Air-India adds Sana’s to its Gulf network

A IR-INDIA commenced operations to Sanaa, the capital of North Yemen with a Boeing 707 aircraft effective April 2. The total number of stations to which Air-India operates now, touches 47 cities (excluding points covered by cargo services) and the number of countries is 35.

Thrilling Prizes To Be Won

In the month of March, Richard Attenborough’s “Gandhi” – the motion picture of Lifetime had its premiere in Adelaide. At the same time, the popular “Go India Holidays 1983/84” contest was launched. A return trip to India for two persons with six nights accommodation courtesy AI and $1000 spending money courtesy Fox Columbia Film Distributors was the big prize for the lucky winners of the contest. There were about 700 sold out guests but our hostsess Ms Dalal & Ms Wasnik did a fantastic job of taking care of all of them in true Air-Indian style.
AIR - INDIA and NAM (Continued from Page 1)

were not readily available in India. 

Engineering and Maintenance was given the responsibility of getting towbars by borrowing, buying or modifying. Again, another problem cropped up. The DO was step-ladders. In the first rehearsal, 747 step-ladders were borrowed from other airlines but their performance was not up to our expectations. In the second rehearsal, two old 707 step-ladders were modified, wheels changed, front platform extended and they were ready for use on some aircraft. Air-India's 13 step-ladders adaptable to both 747 and 707 aircraft were also used.

The Ground Services Department had the most important role to play and all 25 months waits for actual preparation of the overall plan was the eventual command of Mr. V.R. Subasubby, had to plan in detail. The main functions of the department, most of all, operation of equipment. Over and over again they had to operate step-ladders, tractors and other equipment to ensure maximum speed and efficiency of operation.

Eight light-stands had to be moved to HCI's Centaur Hotel, which is four km away. 15 food-hills had to move from the airport to the hotel on a heavy highway. This required a great deal of caution and expert driving of these vehicles.

Mr. R.K. Nanda, in charge of the Delhi Sub-Group, was responsible for locating the company. On which he refers to as 'fantastic'. Apron Supervisors, though responsible for parking, towing and operation of equipment, all worked as a great team and mention must be made of Mr. K.K. Shanglo and Mr. P.K. Thakur who operated them without mishap, shift by shift, who with Mr. R.K. Nanda was on duty during the day. Mr. M.A. Irani was special to coordinate the movement of the towing of aircraft from the intermediate bay to the remote bays.

Movement of aircraft

Air-India has handled VIP aircraft before, normally one, sometimes two or three. But in this case only one bay was available. Two aircraft, five could be accommodated on intermediate bays and 33 on remote bays. The moment an aircraft landed, the step-ladder was positioned for the Head of State to disembark. He walked down the red carpet to be received by the President of India, Finance Minister, Vice-President then to the saluting dais, where the National Anthems of both countries were played. The salute and then to the VIP car to be whisked away. Immediately thereafter the red carpet was rolled up, the step-ladder removed, the towbar attached to the aircraft which was then moved to the adjacent intermediate bay where the remaining steps of operation of towing of baggages, luggage, food, etc. were removed. While the ceremonies were on, in the VIP bay, a second aircraft had already landed and was taxiing towards this bay, while the third one was on final approach. This split second operation was almost on a military pattern and it is to the credit of Air-India that at times no less than ten aircraft were handled in about 2½ hours.

Maintenance

Mr. K.P. Venkataramani, Regional Maintenance was given the task of maintaining all aircraft that landed in Delhi. As soon as the VIP aircraft landed, the Commander was asked whether any assistance was required. Only one aircraft required any substantial degree of assistance; this was an Airline aircraft which had been parked in Bombay and landed in Delhi on completion of NAM with a minor hydraulic leak from its landing gear. Engineering took over immediately and completed the job at five in the morning.

Engineering was also involved in over two extra work stands for VIP aircraft and 180 tools. They also had at hand special equipment for recovery of disabled aircraft. Officers and staff from the Maintenance and Engineering Facilities Division were on constant duty round the clock.

Similarly, the Controller of Stores & Purchases played his own part as a member of the team. Initial procurement action was initiated for G.S.D. Engineering and also for maintaining contacts like painting. Procurement of lift services material and cargo space were also completed by February 15, 1983. Mr. R.V. Dama, Supplies Manager, Stores Department, Delhi, was largely responsible for the setting up of complete Cabin Stores Unit at the Centaur including a cold room which was unique in design. When VIPV aircraft started arriving, their boxed stuff was unloaded and placed in the Cabin Stores Unit at the Centaur.

Communications

A vital role in the entire NAM operations was played by the Communications Department, under Mr. G.D. Desh. Some of the highlights were provision of 100 walkie-talkie sets with 15 base stations for co-ordinating between different departments. Provision of a special radio base station at the Centaur flight kitchen to support the speed-up of the supply of food and boxed items; a long range radio communication facility to the Operations Division to enable constant communication between ground and aircraft; sufficient telephone facilities for the various foreign dignitary's extensions, etc. There were hot lines between Vijayan Bhavan (Headquarters, NAM Coference Centre) and the NAM Facilitation Counter at Himlay House. Besides this, various other telephone circuits and teleprinter links between vital control areas were set up.

All coaches at the airport were fitted with VHF equipment so that they could be called up from a walkie-talkie set. The net result of all this was a constant flow of communication.

Since Air-India had so many different areas of operation which had to be co-ordinated and monitored constantly, a special control room was set up in the International Departure Building.

This Control Room was in constant contact with the Co-ordinating Control Cell established in the Air Traffic Control, with Flight Dispatch, with the Duty Manager, and with various departments, such as Commercial, G.S.D., Catering and Security. The Control Room thus became responsible for collecting information pertaining to arrivals and departures of VIPs, VIP type aircraft being used at the time and other information and then disseminating this to various Air-India units. On arrival of an aircraft, it was ascertained whether the aircraft was to be parked in Delhi of dispersed elsewhere, and other requirements such as catering etc. had to be taken care of.

The arrival had been a fairly harrowing experience since many aircraft had not adhered to their various slot timings. But departure was not as problematic. However, it was important for Air-India Control Room, after knowing the ETD of a VIP, to inform crew scheduling to arrange call time, pick up the crew from the Centaur Hotel, monitoring their movements, briefing them before they finally boarded their aircraft.

A word about the co-ordinating control cell which had representatives of DGCA, IAAF, IAF and AI. Air-India's representative was Mr. N.V.S. Murthy, his team worked for 48 hours without a stop. Another gentleman who came in for a great deal of work was the various foreign crews was Mr. P.R. Dassan, who was responsible for crew scheduling.

Hotel Corporation of India

HCI also played an extremely important role, basically in two different areas. The first was the flight kitchen operation. In order to provide the highest standards of hygiene, a new flight kitchen was commissioned entirely for NAM Milestones. This was situated within the Centaur Hotel Complex and catered to 49 aircraft. In addition to these facilities, measures, Air-India made doubly sure that the highest standards of hygiene were maintained, by utilizing the services of outside caterers. A choice of five menus was offered to each airline and all food was tested before being served in the aircraft. Approximately 4000 meals were uplifted.

It was decided early on that the crew, all airline positions in Delhi would be accommodated only in the Centaur Hotel. In the event, 43 such crew members lived in the hotel which was closed to all outsiders inspite of the possibility of loss of revenue. Security was very tight but the emphasis was on providing the crew every requirement of theirs. The swimming pool, health club, beauty parlour and shopping arcade were opened up, cultural evenings held on two nights and elephants took the guests for rides around the area. Special transport was provided to the Iskcon Chowkdown-town and on one particular day, to Agra. Every night the bar was converted into a discotheque. This proved immensely popular, keeping knights, flight engineers, purser, housekeepers, dancing away through the night.

The Security Department, and Mr. P.M. Phatharekar popularly known as Pat who issued 725 passes to Air-India staff, must also be given the excellent work put in by Bobby Kaul, Manager, Delhi Airport and his staff who handled the whole operation with skill and efficiency till the last VIPV aircraft had left. And last, but not least, we come to that very great taking point of the ADB lounge, created for VIPP and VIP lounges, which were used by all our foreign guests during arrival and departure. The entire decor was designed and planned by interior decorator Rajiv Sethi with Mr. S.S. Dabholkar assisting. The shimmering beauty of these lounges will remain in the author's mind for many a month and it is to the credit of the authorities that they did not make these lounges will remain locked except for use by only the most important personnel.

All's well that ends well and a special salute goes out to all those responsible for arrangements of this magnitude and complexity in a few weeks and in less than a normal time requirement of at least 12 months. A great deal of additional equipment had to be procured and positioned. Staff had to be trained and motivated and finally the job had to be done. As I said in the very beginning, the cooperation and every single member, officer and staff of Air-India, who was on duty were excellent. There were no question of 9 to 5 duties, or, shift duties. A final shahshah came from no less than Mr Natwar Singh again in Air-India's Board Meeting on March 11, 1985, when he recorded the contribution of Mr. S.S. Dabholkar as well as every one in Air-India who had worked so hard for NAM. Mr. Raghuv Raj has also added his sentiments of appreciation of the dedication and devotion to duty of all those who worked so hard to keep Air-India's flag flying. The next step, now, is the Annual General Meeting of IATA of which Mr. Raghuv Raj is the President, in October this year. Can anyone doubt its total success! 

by J.R. Martin

Mr. Fasser Afratia the PLO Chairman (extreme L) seen here with our Prime Minister Ms Indira Gandhi. In this background is Ms Kushma Malik, Special Handling, Bombay Airport.
हिंदी विभाग

सराहनीय कार्य

इस वर्ष के आर्च में हिंदी में अग्रणित अपने-अपने रूप से विशेष शिक्षक विशेष अनुभव के साथ विषय समन्वय में एएआर-डीएफ के लिए पर्याप्त भूमिका निभाने का काम करते हए उनके जीवन के भाग में उनका नाम ही मान्य रहा है। एएआर-डीएफ के मात्र बलिदानों में इन व्यक्तियों के प्रकाशकमयों, सम्पर्क, उपदेशीय इस समस्या के लिए अपने-अपने प्रयासों को बढ़ाने वाले इनके मूल्यमान है। उन्होंने आंशिक और व्यक्तिगत रूप से 20 वर्षों से इसी क्षेत्र में साधनों का अधिकार या उपचार दिया। इस वर्ष 1983 में उन्होंने अपनी जीवनी का अंतिम अध्याय लिखा।

इस आफ़िल्ड में हिंदी का प्रदर्शन नहीं करा रहा था, बल्कि उनके नवीन और प्रभावशाली विचारों के बारे में न ही पढ़ा रहा था। उन्होंने सबसे पहले अपने समुदाय के लिए एएआर-डीएफ की स्थापना की। 

इस वर्ष कलकत्ता के बनाम विधायकों के कर्मचारी विषय समन्वय में आगे भाग दिखाया। 

परिचालन विभाग कर्मचारी-समारोह

परिचालन, विभाग के कर्मचारियों का सर्वप्रथम सामन्त शासन का नियुक्त, शाक्ति और सत्यकार, 1983 में हिंदी में सामाजिक समन्वय तथा विभाग के कर्मचारी नवीन को योग्यता देने के लिए नियुक्त किया गया। 

बिहार के कार्यालय तथा अधिकारियों का साहित्य समिति के लिए एएआर-डीएफ उपचारों नाम से नवीन को मिलता था। 

परिचालन विभाग के सेरेंटर नवीन की नियुक्ति से उनकी कार्यकर्ता जीवन का शुभमल्ल रीति-रिवू प्रारंभ हुआ। 

भारत रत्न स्वतंत्रता से जुड़ी-जुड़ी दृष्टियों के लिए भी नवीन के जीवनाधिकार में प्रदर्शन करते रहे।
men's teams and the women's team championship. There were 12 teams in the senior division, 20 in the junior division and 8 in the women's team championship.

Bomunay Municipal Corporation, our traditional rivals, stretched us to the full in this year's women's final. Clinching the title for the third year in a row, S. Jain and T. Malkani had to gather all their resources to score a 2-1 victory by winning the crucial deciding doubles match 15-9, 15-13.

Get-together. And finally souvenirs were presented in recognition of services rendered to Mrs. T. Malkani (co-founder of the tournament). Mr. T.V. D. Pillai (retired), former captain of our team, Mr. S.K. Sekhri (former Air-India player), Mr. O. Ronco (present captain), Mr. Kamalpurkar (B.E.S.T.), Mr. P. Nivasar (M.S.C.) and Mr. A. Terdalkar (B.E.S.T.).

Tennis: The fifth two-day Pratt & Whitney Vs Air-India Tennis Classic was played at the Centaur hotel courts early this year. Air-India triumphed again, taking away the cup for the third time. The brothers pair of V. Ethiraj and V. Gajapathy, with their youth and agility, made sure of two points for Air-India while the gude and experience of Capt. Godbole- Jawant Singh's team fetched them two more to lead Air-India to a 4-0 victory. The P & W team did however show spectator's glimpses of some excellent power tennis.

Scores:
1) Capt. Godbole & Jawant Singh bt P. Meece & J. Sorosia 6-2, 4-6, 6-3.
2) Ethiraj & Gajapathy bt P. Meece & J. Sorosia 6-3, 6-2.

Reverse Matches:
1) Capt. Godbole & Jawant Singh bt P. Meece & J. Sorosia 6-3, 0-6, 6-4.
2) Ethiraj & Gajapathy bt Easterbrook & Cramer 6-2, 6-3.

Golf: The Eleventh Air-India Open Golf Tournament teed off at the Bombay Presidency Golf Club, Bombay on February 11, 1983. The total number of participants were 36 including ten outstation entries.

Capt. M. Subhash took the honours this time, winning the open tournament, dethroning defending champion, Mr. N. Nawa from Orissa, Japan, who had the last year's trophy. Other winners included kap. R. Siddh, Capt. J.P. Singh and Capt R. Sharma.

Mrs. K. Nanda, wife of Mr. R.K. Nanda, Dy Ground Services Manager, Delhi, presented prizes to the children of Air staff at the Air-India Athletic Meet 1983.
National Award for AIR-INDIA

A glittering function held in Mavalankar Auditorium in Delhi on April 19, 1983, the President of India, Mr. Zail Singh presented a National award to AIR-INDIA for excellence in printing, design of books and other publications. Mrs. U. Parikh, Publicity Manager, received the award on behalf of AIR-INDIA.

The award was presented to AIR-INDIA for the production of a series of jewellery postcards based on the theme "Traditional Jewellery of India (Kutchamam)." Adapted from AIR-INDIA's 1980 calendar, these jewellery postcards were designed by the Art Studio of AIR-INDIA.

This 22nd award function was organized by the Directorate of Advertising and Visual Publicity of the Government of India. After the function the President of India inaugurated an exhibition where a number of outstanding prize-winning entries including those from AIR-INDIA were displayed.

The President, Mr. Zail Singh presenting the National award for excellence in printing, designing of books and other publications to Mrs. U. Parikh.

‘NAMASKAAR’ Wins Award

The Travel Agents Association Convention was held in May this year. AIR-INDIA’s Chairman, Mr. Raghu Raj, delivered the key note address at this Convention. AIR-INDIA’s inflight magazine ‘NAMASKAAR’ together with the diary and the calendar were awarded the Government of India Tanojpe Trophy. Our August issue will feature Mr. Raghu Raj’s speech.

Seminar

The Training Division of the Ground Services Department organized a Seminar-Cum-Workshop on Equipment Maintenance and Trouble Shooting in Bombay on May 19, 1983. The seminar was inaugurated by Dy. MD Capt. D. Bose who was introduced at the session by Dy. Director-GSD, Mr. V. R. Subrav.

14th LRC

The following have been elected to the 14th Labour Relations Committee for the year 1983-85: D.R. Vaishampayan, A. B. Charan, Dalip Nim, N. G. Waghmare, V. R. Ganesha, A. Lobo, P. M. Sawant, V. Phulipathi and P. V. Bobkhar. The Committee set an example by going round various offices to meet the staff and find out their problems. Magic Carpet wishes them all success.

CHIEF EXECUTIVES OF GF, AI MEET IN DELHI

In May, Chief Executives of Gulf Air and AIR-INDIA met to discuss the implementation of the tariff integrity programme of the International Air Transport Association and other vital issues related to the two airlines. Gulf Air and AI are in pool partnership, this being the biggest of its kind in the world in terms of volume of traffic carried, more than 90% of the million passengers between India and the Gulf travelling on these two airlines.

Mr. Raghu Raj, Commercial Director Hari Kaul and other AI executives met Mr. Ali Ibrahim Al Maki, the Chief Executive of Gulf Air, who was accompanied by Mr. Hamad Al Medfa, Dy. General Manager-Commercial, Mr. Archie Mello, Executive Assistant to the Chief Executive, Mr. Mohamed Al Shafee, Regional Manager-India, and Mr. Jasim Abdullah, Area Manager, Northern India.

During his visit to Delhi, Mr. Ali Ibrahim Al Maki met Mr. Khursheed Alam Khan, the Union Minister for Tourism and Civil Aviation, when the Secretary for Tourism, Dr. B. Venkataraman; Mr. M. M. Kohli, Secretary for Civil Aviation; and Mr. Raghu Raj were also present. Prolonged talks were held on a variety of subjects relating to both tourism and civil aviation.
हिंदी-बिभाग

एसर इंडिया को राष्ट्रीय पुरस्कार

दिनों के शानदार समाप्ति में 19 अगस्त, 1983 को आयोजित एक बहुत सामाजिक में भारत के राष्ट्रीय अर्जित वैदिक ने एसर-इंडिया को पुरस्कार और अन्य प्राप्तकर्ताओं की उनकी उपलब्धि और समर्पण के लिए राष्ट्रीय पुरस्कार दिया गया। एसर-इंडिया की ओर से यह पुरस्कार भारत-प्रभावी भीतरीत उपलब्धि पर सार्थक था।

विविध समाचार

दोस्तों समाज : भारत के राष्ट्रों बनाने एवं विकास में सार्थक राष्ट्रीय किराए के पात्रों को प्रोटेक्ट तथा अप्रेशेते करने वाले भारत सरकार भी आयोजित प्राप्तकर्ता का पुरस्कार दिया गया था। इस समाज के बारे में राष्ट्रीय पुरस्कार प्राप्ति की उपलब्धि का निर्धारण किया गया था जिसमें एसर-इंडिया शामिल था। पुरस्कार की समारोह की सराहना के लिए ग्राहक की है। एसर-इंडिया के बारे में दो पुरस्कार दिये गए थे।

दूल्लु: आजमगढ़ के उपचार अर्जित वैदिक को अनियंत्रित रूप से कार्य करने के लिए अवधि तथा राष्ट्रीय पुरस्कार के लिए बाहरी निर्देशन का किरासा। दूल्लु ने अपने कार्य के लिए अवधि तथा राष्ट्रीय पुरस्कार के लिए बाहरी निर्देशन का किरासा। दूल्लु ने अपने कार्य के लिए अवधि तथा राष्ट्रीय पुरस्कार के लिए बाहरी निर्देशन का किरासा। दूल्लु ने अपने कार्य के लिए अवधि तथा राष्ट्रीय पुरस्कार के लिए बाहरी निर्देशन का किरासा।
A Tale of Two Cities—DELHI

Prepared by Leena Bisen

Capital of a controversial and fascinating country like ours, Delhi has got to be a 'someplace'. The capital of India for 800 years, it is among the oldest of the old and yet in some ways the newest of the new cities of the world—a cliche as this may sound. Seven times have mighty empires risen and fallen here; small wonder, then, that there are over 3000 monuments in Delhi officially listed as historic.

Nobody really knows how old the city is or how it got its name. While some believe that 'Dilli' was built by Raja Dilli, a contemporary of Alexander the great, another school of thought says that Raja Dilli of Kausai held 'Dilli' as a subject kingdom; still others feel that it derived its name from the Persian word 'Dehli', meaning threshold or gateway. Some stone inscriptions date it back to the third century B.C., excavations of pieces of pottery and earthenware date it to 3000 B.C. Herein possibly lies its main charm and mystique.

With the advent of the Muslims into Delhi, a new culture rooted in the desert and the oasis was brought in. Their designs were geometric, and based on abstract principles of order. Hindu art on the other hand had always been centered on human forms and nature. The mingling of these two fundamentally different conceptions of life and art resulted in a fusion of Indo-Islamic themes which is seen all round Delhi.

And amidst this kaleidoscopic past, the personality and excitement not only of Delhi but also of the largest democracy in the world remains to be discovered.

The city of New Delhi now grown to a sprawling modern metropolis, stretching over an area of 1,500 sq km with a population of over 6 million is after Bombay and Calcutta, India's third largest city.

Madhubani Paintings—just one of the several things which you can pick up in Delhi.

And yet, old Delhi, with its narrow crowded lanes, its water carriers, scent merchants, donkeys, enchanting bazars selling anything from earthware pots to silver jewellery, from glass bangles to zari embroidered saris remains unaltered in the ever-changing Delhi. The recent Non-Aligned Summit was a runaway success, with the foreign press pouring over it, and so was the 10th Asiad which was held but a couple of months back. The venue for the games in 1982, it hosted them once again in October 1982, with all the pomp and show. The latest challenge now is the 39th Annual General Meeting of the International Air Transport Association to be held from October 24th to October 26th this year. All the heads of IATA carriers will be present and presiding over it all will be our Chairman—now President of IATA, Mr. Raghuv Raj. Following barely a month later is the Commonwealth Countries Meet. Without a doubt they will both be a total success like its predecessors.

In keeping with ever changing times, Delhi has been growing at a phenomenal rate and neither the city designed by Luyens (to whose imagination and
WHERE TO STAY: Delhi has a wide range of accommodation ranging from 5-star hotels of international standard, to tourist class hotels, lodges, youth hostels and dharamshalas which are cheap yet usually clean and comfortable. Prices range from as little as Rs. 2 per head to Rs. 400. In the 5-star bracket we have all the big names — the Taj Mahal Hotel, the Maurya Sheraton, the Centaur Delhi, the Oberoi Intercontinental, the Hyatt Regency, the Ashok Hotel and a host of others where due to stiff competition prices are more or less the same.

Kings, the Delhi shaped by the British. Immaculate gardens, widely spaced colonial bungalows, lavish hotels, impressive government offices, the sweeping symmetry of that lovely avenue, Rajpath, as it moves past the imposing Parliament House straight to the massive gates of Rashtrapati Bhawan, once the regal residence of Viceroy's, now the home of the President of India, and much more. The architecture of the sprawling edifice of Rashtrapati Bhawan as suggested by Lutyens and Baker is a blend of European classicism enriched with Indian refinements and additions. Rajpath comes to life and is truly at its best on 26th January—India's Republic Day, when floats are taken out and men and marble monotones with bands of Arabic writings on it was designed as a victory tower to mark the triumph of Muslim rule in northern India. At one time there were 27 Hindu and Jain temples around the base of this tower. Today, all that remains are disfigured figures and figurines of Hindu gods and goddesses. Wandering around this complex, you will find in the middle of the courtyard, the famous iron pillar.

330 distinct species have been recorded by the Delhi Bird Watching Society. And amidst the hub and traffic sour of Delhi's main shopping and commercial centre — Connaught Pl. the screeching of parakeets and chirping of mynahs continue to amaze visitors. This is just one of the several contradictions that exist side by side in Delhi.

Though exposed to the ferocities of nature for over 600 years, this unique iron tower does not carry the smallest fleck of rust. Story has it, that if you can circle the pillar with your arms behind your back, all your wishes will come true. Best of luck to all those who venture to try it!

Before moving on to Old Delhi a visit to the famous Jantar Mantar on Sansad Marg is a must. Built by Maharajah Jai Singh II of Jaipur in 1724 it is an accurate astronomical observatory resembling a giant geometry box and probably capable of competing with the latest Japanese technologies in watch making.

For lovers of nature, Delhi has no scarcity of greenery or parks. Few cities can boast of as many parks as Delhi — and fewer where history and nature combine in such absolute harmony. The Moghul gardens of Rashtrapati Bhawan are elaborately laid out and justifiably speak of the opulence of the days gone by. Also a ridge, giving a splendid view of the city is the Buddha Jayanti Park with emerald green lawns and flower beds spreading over many acres. The city has a rich variety of flora which comes into its flowering best in the winter months of January/February/March when Delhi is a veritable riot of colour. Roses the likes of which can never be seen in Bombay decorate almost every individual garden in Delhi. With the onset of the blazing summer, flamboyant gulmohars take over the scene.

Irrespective the greenery of Delhi attracts a vast variety of bird life. Over

CLIMATE: Situated above the Tropic of Cancer, Delhi has an extreme climate that varies from the bracing cold to the searing heat of the summer. Summer lasts from April—June with temperatures ranging from a minimum 25.6°C to a maximum 44°C followed by three months of rain. Winter sets in from November and lasts till the month of March with temperatures dropping as low as 5°C during December—January.

WHAT TO WEAR: Light cottons for summer, heavy woollens for winter, light woollies during the month of October.

FESTIVAL:

LOHRI — MID JANUARY: Celebrate who go round singing to collect money.
DELHI ROSE AND FLOWER SHOW — arrangement competition at safdarjung
HORSE SHOW — Mid February — Eq
PHOOI/ Walton KI SAIR: Septem
PARKS — To be erected in Mehrauli. Cultural programme at JI
DUSSEHRA: October. Amateur draw the 10th and last day, when huge effigies
Ram Lila grounds where there is a ban
Shopping:

Whether it is handlooms, pottery, silverware or just readymade brocades that you are searching for, come to Delhi. It is no exaggeration to call India's shopping paradise. Paradoxically, war and conquest carry cultural riches in their wake, and so it was with the invasion of the Moghuls into Delhi. They brought glazed pottery where already a homely sort of 'unglazed rude earthenware' existed. And now Delhi has some of the most artistic and beautiful pottery— ranging from ashtrays, lampshades, planters to assorted table and desk utility ware, blending old and modern materials and designs to create new masterpieces.

At the Central Cottage Industries Emporium on Janpath, you can pick up some of these but if lower prices and greater variety is what you want, a little more leg work is required. But when at the end of it you are able to pick up a dinner set for 16 at a price as cheap as Rs 300 it is definitely worth the trouble.

Janpath—parallel to Bombay's Colaba Causeway offers bargains galore. Embroidered and block printed ghagnas (ankle length skirts), T-shirts, slippers, handbags, ready made pant suits and hippy jewellery—just name it, and Janpath has it — a veritable storehouse of goodies, where haggling is the game.

For those who prefer to shop in more authentic Indian bazaars, there is the Chandni Chowk (Silver Square) in old Delhi. In 1650, Shahjahan's favourite daughter, Jahanara or Begum Sahiba as she was popularly known, built a large square with a pool in its centre. On a moonlit night the new complex and pool shimmered in the silvery light and almost automatically acquired the name of Chandni Chowk (Moonlight Square). Today it is one of the most bewitching markets with its maze of crowded, narrow lanes where you have to keep pushing in order to keep moving. Here the strangest of sights and smells—the like of which you will get nowhere else in the world will greet you. Camels, perfume vendors, capsellers and venerable old Muslim gentlemen like characters out of a book through the ancient lanes.

To get away from all the bustle for a short time, visit Raj Ghat and Shanti Vana where the Father of the Nation and Pandit Jawaharlal Nehru were cremated and experience tranquillity in today's world of chaos.

(Continued on Page 6)
With mixed feelings of awe, admiration, excitement, and wonder in your minds by now (not to mention the tired feet) enter the Red Fort, so called after the red sandstone used in its construction. Still a living bastion, it saw the rise and fall of the Mughal Empire. The outer walls of the fort are covered with a succession of turrets, domes, balconies, windows and perforated screens which makes it extremely picturesque. At one time there were inside the Fort innumerable gardens and fountains, with a canal of water flowing through each building known as the Nahar-i-Bahisht (the Stream of Paradise). Today, while the Fort remains impressive it is lacking in this element of water which the Mughals prized above all.

You enter the Fort through the Lahori gate, that is the gate facing the city of Lahore, (now in Pakistan) and you find here again, a series of shops where till date, some of the old traditions continue with artisans flourishing within the arcade. In the days gone by, this arcade was the centre of activity where sat the court jewelers, goldsmiths, workers in enamels, carpet manufacturers, weavers of rich silks etc.

Inside the Red Fort too there are an endless number of mosques, halls, and sights worth visiting. A few worth mentioning are the Diwan-i-Am (Hall of Public Audience), Diwan-i-Khas (Hall of Private Audience), where once stood the famous Peacock throne and the ‘Nasbat Khana’ (Hall of Music) where music was played 5 times a day at auspicious hours. It is for the visitor to find the rest and the best way is to get lost within the fort walls.

Across the street from Delhi’s Red Fort is the Jama Masjid, the largest and most majestic of India’s splendid-doured mosques. The last of the buildings constructed by the Mughal Emperor Shah Jahan in 1658, it is built on a high plinth, dominating the skyline, and is the focal point of the old city’s intense and colourful life.

Food
As far as the capital’s gastronomic scene goes, there is something for everyone. From the best in Mughal food (some of the tastiest and cheapest Mughal meals are to be found in the ‘Dhabas’ or wayside inn), to the new fast-eating joints where the most delicious pizzas, burgers and ice-cream can be had, to the ‘chawal’ (savoury, pungent snacks) stalls and ‘tukdha’ (sweet) shops, Delhi has it all. Not to be skipped is the famous ‘lassi’ (diluted yoghurt) served in large sized aluminium tumblers, and as a hors’-d’oeuvre or as an accompaniment with your evening drink — the sumptuous kababs.

When darkness starts setting in, with the brilliant stars beginning to twinkle above, and you have a free night ahead of you, return to the Red Fort to experience the Son-et-Lumiere (light and sound) show where the story of Delhi will unfold itself to you. Sit through it enthralled while the days of the Mughal era of romance and valour are recreated and you will return to your hotel room a different person — with the sound of horses hooves and the clangour of chains in your ears; wondering if you are in the twentieth century after all.
प्रतीक के पथ पर

विद्यालयिक संबंधितों की पद्यविपणन है।

जिस तरह वे लेख लिखते हैं, वे सबसे लंबा निर्देशन किया करते हैं। आप उन्हें समझ सकते हैं।

इमानदारी का पत्ता

3 जनवरी 1983 के एक बड़े नंबर के नाम में, एन.एस. डॉ. साहिब नामक अधिकारी ने अनजित लिख कर लिखा कहा, 'कुछ बड़े मुद्दों को खुद में लेकर रहना चाहिए कि उसका उपयोग किया जा सके।'

विज्ञान में एक और कार्यशाला सम्पर्क

रंग 1982-83 के बाद बार-बार वालों में, 1983 में, जब वे निजी में ले लिया, तब वे संस्कार एवं मानवीय बातों के लिए विशेष अभियान करने लगे।

संस्कार का श्रेय

लक्षणों को लेकर रहना चाहिए कि उसका उपयोग किया जा सके।
India Promotion:

In providing a window on India, our Managers in Brussels, Dhaban and Kuwait have launched the year with full-scale promotion of India and judging from the media coverage, India will continue to prove an ever popular destination.

Our Dhaban office provided glimpses of India at the Holiday 1985 Gulf Travel Trade Exhibition and according to Mr. Ajit Singh, Regional Director-ME, “our stall attracted a good amount of public attention and was quite popular with all types of visitors.” The Fair was inaugurated by the American Consul General in Dhaban who was accompanied by Sheikh Ahmad Algoasi, one of the leading Sheikhs of Saudi Arabia. At the Air-India Trade Fair in Kuwait a typical Indian atmosphere prevailed with a backdrop of documentaries on the many-splendoured aspects of the Indian scene. Our Brussels office participated in a Holiday Fair with an Indian Pavilion and during the fair the Indian Ambassador to Belgium and FNC, Mr. E. Gonsalves hosted an India Day at the Pavilion.

Ali Dhanse, Geneva, and Anil Kadam, Perth, also point out that their regions are also in the forefront in promoting India. From Geneva we carried 50 senior executives from business and industrial organisations from all over the world representing the International Management Institute. This is the second time that the IMI group have chosen our Magic Carpet service.

In Perth, following the footsteps of this year’s most talked about and award-studded film ‘Gandhi’, six group tours are being planned. Reporting on this in the Sunday Times, the doyen of travel writers, John Young states; “from the snow-capped Himalayas overlooking the Vale of Kashmir through the deserts of Rajasthan down to the architectural masterpieces of Agra and Delhi to the scenic beauty and beaches of the South... it could be a case of culture shock to the first-time overseas traveller. I have travelled through India several times and find it fascinating. Most of my favourite places are included in the programme.”

Tokyo:

The statistically oriented Magic Carpet readers will remember the recent mention of our Bangkok Office keeping track of our 1000th 747 flight on that route. And now, Gopal Kapoor reports from Tokyo, that “in the history of 28 years of operations by AI in Japan, eight staff have received 25-year-service pins.” The latest recipients of the service pins and commemorative certificates are: V. B. Agaonkar, Maintenance Manager, Ms. Kaoru Takahashi, Accounts, and Hideki Fuyuno, Cargo Store.

Dhaka:

Eager beaver G. S. Chauhan from Bangladesh continues to dominate the local scene with his appointment for the second term on the Bangladesh Working Group for the IATA Agency Investigation Panel. He also continues to demonstrate his untiring efforts with an unflagging regularity treating his travel trade friends with his culinary delights and this time he invited the members of the Travel Agents Association of Bangladesh along with their wives to a sumptuous luncheon which provided a unique opportunity for travel agents from all over the country to get together with Mr. K. A. Azzad, General Manager Marketing of Bangladesh Railway as the Chief Guest.

Delhi:

In order to make Centaur self-sufficient in providing every possible amenity to its valued guests, Mrs. Raghu Raj recently inaugurated a Beautician Unit and the Chairman, Mr. Raghu Raj, a hair dressing unit. These units together with others at Bombay (Centaur) are operated by Zarine Edkar, our former Air Hostess, and her husband Mangesh is still with our Inflight Service Department and has completed 27 years service.

Bombay:

Subrato Ghoseal from our Staff College was one of the main speakers at the 7th National Convention of the Indian Jaycees and this unique honour was bestowed on him in the 19th immediate Past International President. The Convention attracted 4,000 delegates from all over the country with Mr. Pranab Mukherjee, Union Minister of Finance as the Chief Guest, and Mr. Arjun Singh, Chief Minister of Madhya Pradesh, as the Guest of Honour. Mr. Karan Nath, MP, was also present on the occasion.

Sport Focus:

In corporate circles, sports grants may not have yet acquired as much universal popularity as the Study Grants to the children of employees; but in Air-India this concept is now gaining momentum and the current recipients of these sports grants are 12 young enthusiasts and a cadet who will now be able to give maximum expression to their pursuit of excellence in their respective fields. The recipients are: Sunil (S/o G. A. de Sousa, Commercial), Ratan (S/o A. K. Vaidya, Stores), Iona (D/o F. M. Pinto, Stores), Raghunandan (S/o B. N. Raturi, G.S.I.), Sontosh (S/o V. G. Ruhe, Security; Richard (S/o C. D’Mello, Engg.), Beverley (D/o N. A. Baptista, Commercial), Meera (D/o D. R. Vashishapriy, Engg.), Kari Ram Sai (S/o K. Suryanarayana, Engg.), Srinan (S/o M. R. Mullick, Accounts); Anil (S/o G. A. de Sousa, Commercial), Subhash (S/o G. C. Mukherjee, G.S.I.) and Margaret (D/o S. J. T. de Sousa, Operations).

Among these there are four who are already on their way to achieving distinctions and they are Beverley, Anil, Sunil and Sontosh. Adjudged ‘Best Girl Athlete’ when Beverley claimed the girls Intermediate Individual Championship during the Bombay High School Athletic Meet in February, this is not the first occasion when Beverley has come out with flying colours. She is already a recipient of a series of awards and has to her credit numerous record breaking performances. She is the daughter of Norris Baptista of Space Control. Along with her in the limelight is 14-year-old Anil who represented his school in Bombay in the Junior Nehru Hockey Tournament played on Astro Turf. Anil’s elder brother, Sunil, represented Bombay in the Junior National Hockey Championship, Anil and Sunil are sons of Mr. G. A. de Sousa, who is our Magic Carpet correspondent in Kuala Lumpur. Sontosh, son of V. G. Ruhe, Security, was adjudged the best boy athlete at the recent annual sports meet of his school and he was also the junior individual champion.

Sohan, son of Bansi Lal from our Calcutta Office, was named the Joint Best Fieldman in the summer Cricket Tournament (Junior) in the year 1981-82 by the Cricket Association of West Bengal. He also bagged a souvenir certificate for having represented West Bengal in the XVI C.K.Naidu National School Cricket Championship 1982-83, hosted by the Education Department, Chandigarh Administration. And in the recent East Zone Cooch Bihar Trophy (under 19) match played at the Eden Gardens, Calcutta, Sohan dominated the scene with his brilliant batting performance.

The young ones apart, Umesh Kant from Industrial Engineering at the Santa Cruz Complex, has also left his mark in the field of hockey when he was nominated as a liaison officer in the National Hockey Championship concluded early this year. The youngest official to hold this post, he is also the first Air-Indian to be chosen for this assignment. Umesh Kant represented the Delhi State Team in 1979 and was also associated with the East Bengal Club in Calcutta.
Brochure on AI Facilities

Over the years Air-India has kept abreast of the technological changes taking place in the airline industry and has always followed a policy of acquiring the latest and the best equipment and training facilities.

With the emphasis on high standards of service and self-sufficiency in each and every aspect of airline operations, Air-India is staffed by the most experienced management personnel, pilots, engineers and technicians and its facilities have been ranked as the best in Asia.

This has been highlighted in a sleek, four colour brochure which is produced by the Public Relations and printed at the Air-India Press in Bombay. The purpose of the brochure is to market Air-India facilities among the third world airlines who are desirous of contracting out their training and maintenance work.

Haj Charters

For the benefit of almost 3200 pilgrims from the northern states of India (including Jammu & Kashmir, Uttar Pradesh, Bihar, Haryana, Himachal Pradesh and Rajasthan) we will operate this year, eight 1974 special Haj Charter flights from Delhi to Jeddah. The first chartered flight will leave Delhi on August 13.

This was announced by Shri Khurshid Alam Khan, Minister of Tourism and Civil Aviation, at a Press Conference held at the Centaur Hotel on June 20. Present on the occasion were the Vice Chairman of the All India Haj Committee Mr Yousuf Hafiz; our Chairman & Managing Director Mr Raghu Raj; Dy Managing Director Mr C. L. Sharma; and Commercial Director Mr. H. Kaul.

Besides the eight flights ex Delhi, there will be 21 Haj Charter flights out of Bombay starting from August 14 over a 25-day period. And against their earlier foreign exchange allowance of 3500 rupees, each pilgrim will now be entitled to 4000 rupees.

Each year about 20,000 pilgrims visit Mecca of which about 10,000 travel by air.

Staff Prizes

The office of the Manager- Western India has instituted the Staff of the Month’s prizes with effect from April 1983 and these prizes will be awarded on the basis of punctuality, attendance, uniform, enthusiasm, initiative displayed and the results produced.

The prizes, which include a certificate of appreciation, will be awarded to the staff in the following categories: Reservations (Computerised), P.T.A., Gulf, Main & Enquiry Counters, Agent’s/Itineraries Cell, Special Cell, Government Cell, Message Unit, Instant Check Cell, Travel Documentation, Refunds, Correspondence, Administration including Manager/ Dy Manager- W. India’s staff and Despatch/Sales Sections, Cargo Booking Office, and Offline stations in Western India.

The first recipients of these prizes are: Mr. Thakreshi Paddar, Mr. P. M. Sadri, Mr. K. B. Malaviya, Ms P. Pereira, Mr. S. Rivoli, Mr. Z. Merchant, Mr. S. M. Mohite, Mr. P. R. Desai and Mr. D. M. Wakakar (Baroda).
भू-सेवा विभाग पर सेमिनार

हाल ही में संपन्न (आरएसएम) एक विविध उपकरण और महत्वपूर्ण उपकरण पर एक सेमिनार-बूढ़कर्म का उद्घाटन करने वाले उप-प्रभावी उपकरण के वरन के विश्वविद्यालय ने वहाँ की विधायिका ने वहाँ होने के लिए किया।

"भू-सेवा विभाग पर सेमिनार हाल ही में संपन्न एक विविध उपकरण और महत्वपूर्ण उपकरण पर एक सेमिनार-बूढ़कर्म का उद्घाटन करने वाले उप-प्रभावी उपकरण के वरन के विश्वविद्यालय ने वहाँ की विधायिका ने वहाँ होने के लिए किया। उन्होंने कहा, "हाल ही में संपन्न एक विविध उपकरण और महत्वपूर्ण उपकरण पर एक सेमिनार-बूढ़कर्म का उद्घाटन करने वाले उप-प्रभावी उपकरण के वरन के विश्वविद्यालय ने वहाँ की विधायिका ने वहाँ होने के लिए किया।

विश्व का सबसे भारी शिकार

विश्व के सबसे भारी शिकार हैं हाल के अंतर्राष्ट्रीय लड़ाई में दोनों दिशाओं में विश्व और जीवन के दोनों में शिकार हैं। यह शिकार अन्तर्राष्ट्रीय विश्व नागरिक समूह के केंद्रीय भागम्य के रूप में कार्यरत है।

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पाठ समापन में भारतीय राज्य

यह विभाग कार्यक्रम भारतीय राज्य ने कलाम अन्वयिक भाषा से निःस्वाभाविक निरोधक एवं विषयक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है। निःस्वाभाविक निरीक्षण भी है।
SUGAR ON SNOW

MAXIMUM HONOUR AT MAXIMS

MAXIMS, the world’s most famous restaurant in Paris, renowned for hosting the elite among kings, queens, billionaires, millionaires, movie stars and the lot, recently departed from its tradition by offering a cuisine other than French and leaving its kitchen and its crew to the care of our own Mr S. Bakshi.

He is our Catering Cabin Service Manager Europe. The occasion was a sit-down dinner for over 150 distinguished guests in the company of Sir Richard Attenborough, the director and producer of the famous Gandhi movie.

Watching Mr Bakshi in action drew applause from every guest, and MAXIMS very thoughtfully combined the event with an award night offering a silver trophy to Mr Bakshi. The inscription on the silver trophy reads as follows:

“To Mr Bakshi for his excellent food preparations” — From MAXIMS

The origin of the celebration dates back to the days of the pre-white settlers in North America, when the Red Indians made maple syrup and sugar from the sap of the maple tree.”

AR-INDIA Montreal and its GSA, Chalais Holding Canada Ltd., jointly organised a “Sugaring Off” party for their staff and families.

The venue was a ‘cabana sucre’ (sugaring cabin), Erabliere ‘Au Sous Bois’ (which stands for log cabin under the maple grove), at Mont St. Gregory in the Eastern Townships about 20 km. from Montreal. Eastern Canada which boasts of its tall, stately maple trees, has numerous such ‘cabana sucre’. Fortunately, the light snowfall the night before made for the perfect setting for the ‘sugar-on-snow’ party as it is colloquially known.

The origin of the celebration dates back to the days of the pre-white settlers in North America, when Red Indians made maple syrup and sugar from the sap of the maple tree. It also marks the onset of spring, when the trees are tapped and the crystal clear sap is collected. You ‘sugar’ for a few weeks or maybe a month or so — and ‘snap’ — its over as quickly as it began. Then the woods get a rosy flush and the buds swell into leaves and sugaring is all over for another year.

Joe de vivre

The atmosphere on April 17 was one of Joe de vivre and apparently the Sunday selected seemed to be a popular one! There were over 500 people at the chalet which comprised a large dance hall, two dining rooms, a bar — all in wood panelling, wooden floors, sturdy wood beams, etc. Tiny shops selling local handcrafts were an added attraction — and more so to the photographer loaning period costumes for ready-in-five-minutes snapshots!

After preliminary warming up and dancing, A/C/H group moved to the dining hall where young men and women, dressed in the traditional attire of Quebec served the food. A typical sugaring off party menu included light, fluffy omelettes, ham, bacon of about three varieties (one of which for some strange reason was called ‘Christ’s Ear’), beans and lentils, cornets, grilled potatoes, cole slaw, marinated beetroot, pickled cucumbers and hot buns, fresh from the oven. To go over it all was sodden of maple syrup. This was followed by a treat for the sweet-toothed — apple, tart, yorkshire pudding, egg tart in syrup, and mini doughnuts. The heavy, but perfect meal was rounded off with coffee.

Spout-and-Pail

The right antidote to this was a much needed walk in the woods — though still barren, it was interesting to see sap being drawn from the maple trees. Much of the olden days spout-and-pail system had been replaced by modern pipes which transport the sap from the single trees to a main collecting pipe which in turn takes it to the boiling house.

After this it was time for the actual sugar-on-snow part of the feast. In a trough, packed with clean snow, warm, molten maple syrup was being poured and as it cooled down it got waxy and chewy, like taffy. Youngsters and elders alike happily scooped it up with sticks, wrapping the long strings of sugar around it.

Glorious day

Well-satisfied, and tired, after a wonderful time, half the crowd called it a day and headed homewards, whilst the other half stayed back to dance and join in the gaiety — stretching the glorious day a bit more.

— Anjali Sarna

New Appointment

Mr J. (popularly known as Jimmy) Naegamvala has been appointed as Dy. Director-Inflight Service and head of the Inflight Service Department from May 1983. Mr Naegamvala joined the Corporation on March 16, 1951.

Dr Managing Director, Mr C. L. Sharma, with our Montreal staff during their recent visit to the station.

After the "sugaring off" party — from left, Mrs Deepa Puri, Mr R. C. Puri, Mrs Virendra Sakhari and Mr S. Sakhari.
GROWTH PROSPECTS AND STRATEGIES

Key-note Address by Mr. Raghu R. Revana
Convener

- the losses of IATA carriers alone being estimated at a staggering 4.3 billion US dollars, of which billion dollars has been calculated as the loss for 1982 only. The industry’s Cassandras have further prophesied that not only will 1983 be as bad if not worse, but that the 1984s in their totality will be a low-growth period for international air traffic in general. We must all admit that the high growth rates of the 70s sported a feeling of euphoria in all of us and it is unlikely that the same situation will prevail in the foreseeable future.

Nevertheless, I am a firm believer in looking at the bright side of things and I honestly feel that matters have been somewhat exaggerated. Before elaborating on this theme, let us examine what actually has gone wrong, since everyone is willing to fail and squarely put the blame on the massive oil price hike of last one having taken place in 1979. Oil prices undoubtedly played havoc with airfares and increased costs, but more significantly, they denied the economies of the industrialised and the industrialising nations, which are the major traffic generating sources for the aviation industry. Let me, therefore, briefly dwell on the world economic scene.

According to its mid-year economic review, the OECD consists of 24 major industrialised countries, has estimated that in 1983 the GNP will grow at different rates in different countries, about 2% in the USA, 2% in Canada, 2% in Australia and 5% in Japan. Leading economic indicators suggest that the prospects of recovery from recession are more promising in Europe and Japan than in the USA and Canada. It is also predicted that personal consumption expenditure will remain constant on account of the sluggishness and North America. In short, the economic prospects for the 80s appear to be satisfactory for us.

PROSPECTS OF GROWTH

Coming to growth prospects, then, it is true that traffic growth for IATA airlines, measured in RPKMs, registered growth of only 10% and 5% during 1980 and 1981, with the estimated growth in 1982 again being under 2%. While growth rates are expected to pick up in the second half of the 80s, even a figure of 5% annual average growth in traffic for the full decade seem optimistic. But what is true of the world traffic growth patterns as a whole is not necessarily true in its application to different areas of the world, and I think that we, in this part of the world, have been faring better than our colleagues west of the Suez. Compare with the estimated less than 2% traffic growth in traffic in the worldwide region of major industrialised countries of North America and Europe, the countries in Asia, Africa, Latin America and the Caribbean, the region of the Pacific, and the Indian air market in Asia itself. This is no surprise, since the Asian market has been growing at an annual rate of about 11% in the first three years of this decade. While growth has been sluggish at 3% between India and the industrialised nations of the West, traffic between India on the one hand and Africa, Gulf/Middle East and S.E. Asia on the other, recorded buoyant growth ranging from 14% to 16%. Our own experience in Air-India has been similar, and during the Jaffna period. In December 1982, we achieved a passenger traffic growth of 7.4% compared with the same period in 1981. Enough of statistics, but given reason- able economic stability and the unlikely possibility of yet another upsurge in oil prices. I do not think that I would be unduly optimistic if I were to predict a reasonable growth rate during the ’80s, particularly for those of us who dominate this part of the world. It seems a remarkable coincidence that both TAAI and Air-India happen to be in the middle of a comprehensive high growth potential area. Let us not waste this opportunity by senseless cutting strategies.

Speaking of oil, you are all aware that the price of imported oil in the US which had a peak of 59 dollars in 1981 was down to 33 dollars in the third quarter of 1982 as the oil glut deepened because of worldwide recession and increasing overcapacity. Today, prices are down to 29 dollars per barrel, and experts have predicted that a collapse of world oil prices would be an energiser (a very good thing) and could possibly result in a further oil crisis. The world has successfully adapted itself to an uncertain oil market and a further fall in oil prices would undermine many a country’s economy. Here is something we have to think of with some urgency.

Before I deal with the marketing strategies for the 80s, let me acquaint you with some of the financial problems that the industry is confronted with. As I said earlier, the combined losses of IATA airlines in 1982 are estimated to be in the neighborhood of billions of dollars, or a loss forecasted for 1983. That some major airlines have gone bankrupt in the recent past, and a number of others are facing a precarious position is stunning evidence of the state of the industry. Already, the debt-equity ratio of IATA airlines has plunged from a healthy 40:1 ratio in 1980 to 75:25 in 1981 and a frightening 90:10 in 1982. While immediate cash flow problems and, in fact, survival itself, is one side of the story, the future cannot be totally disregarded. According to a study conducted by IATA, even if there is no traffic growth in the next few years, the industry will require an investment of 50 billion dollars merely to replace obsolete aircraft, and the annual level of profitability (that is, return on revenues) required to finance investment and maintain a healthy balance is anywhere between 7% to 10%.

MARKETING STRATEGIES

Turning to the question of marketing, it is an established fact that the passenger life cycle of any consumer item today follows a definitive pattern. First come the pioneers who may even be classified as ‘cranks’. But the growth pattern set by the opinion-makers, who are essentially the elite of society, continues and strengthens the marketable value of the product. And eventually, it proper late right to the masses when reasonable price and availability combine to create a market. And then comes the decline before the more advanced more accurate replacement arrives in the game.

And so it has been with air travel and its marketing. I know I am telling you nothing new when I say that the travel product can be divided into two utilitarian and pleasure travel, and pleasure travel in the 80s, air travel was confined to utility and the elite category. With the advent of wide-bodied jets in the 70s there was an explosion of mass tourism, the rapid build-up of the hotel industry and to a marked extent in the late 70s and early 80s, the change from being a large extent compound into being a free market for different airlines for different nations. This is the era of the non-stop and air travel in the 80s was a trip to one destination and market and a further fall in oil prices would undermine many a country’s economy. Here is something we have to think of with some urgency.

Before I deal with the marketing strategies for the 80s, let me acquaint you with some of the financial problems that the industry is confronted with. As I said earlier, the combined losses of IATA airlines in 1982 are estimated to be 2 billion dollars, or a loss forecasted for 1983. That some major airlines have gone bankrupt in the recent past, and a number of others are facing a precarious position is stunning evidence of the state of the industry. Already, the debt-equity ratio of IATA airlines has plunged from a healthy 60:40 ratio in 1980 to 75:25 in 1981 and a frightening 90:10 in 1982. While immediate cash flow problems and, in fact, survival itself, is one side of the story, the future cannot be totally disregarded. According to a study conducted by IATA, even if there is no traffic growth in the next few years, the industry will require an investment of 50 billion dollars merely to replace obsolete aircraft, and the annual level of profitability (that is, return on revenues) required to finance investment and maintain a healthy balance is anywhere between 7% to 10%.

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and the undesirable consequences that necessarily follow.

Apart from the economic necessity for them to do so, there is another, less obvious reason why we need to also look at the product environment to which we are likely to relate the airlines. Barriers to market entry, as the advent of wide-bodied aircraft like the B-747's, the 70's saw a massive injection of capacity into the system, and our primary marketing obsession then, understandably, became a concentration on marketing philosophies that would generate new traffic to fill these jumbos. A proliferation of promotional and creative fares came in its wake, and produced results for the airlines and for the industry that were all too good. Perhaps, 1978 was the best year that the industry has ever had, in spite of the oil price jolt of 1973. But with the second major oil price hike in 1979, the effect of the promotional fare structures in generating traffic was nullified by deregulating costs outstanding revenues, a situation which was compounded by the unorthodox beliefs that I have already referred to.

**A NEW SITUATION**

Today, we are poised for a new situation. It is a situation where the ratio of world oil prices and the development of a new breed of a new breed of aircraft that is significantly affected in its fuel consumption. It is a good one for the industry that these technological developments have been applied to medium-sized aircraft. These new aircraft will outstrip economies of scale in terms of a fleet and the level of capacity will not increase by 25% will not have significant impact in the manner of the advent of 747’s did, but will give capacity and efficiency improvements with progress, and at reduced costs.

A modern medium-sized jet will carry 200 passengers, and Regulars, 3 to 4 times more efficient. As an example, a flight between London and Paris is 80% more efficient than the existing Concorde, and 40% more efficient than the 747.

Thus far, the most important situation is a significant new horizon exists for those of us who wish to cater to the needs of the masses economically. Clearly, therefore, what we need is another dose of innovative, fuel-related marketing strategies to pep up demand — but without compromising the prices of the operator's services. Taken for example, incentive travel, while incentive travel schemes have been adopted quite successfully for employees of industrial and commercial organizations worldwide, take or nothing has been done in India to acquaint the large employers with the advantages of travel.

Similarly, for outbound tourism also, I believe that a substantial untapped potential exists in this country — a potential that is being deprived of because it is too expensive to be reached and made aware of pleasure travel possibilities to cities like Singapore and Hong Kong, which are destinations within the monetary means of the vast community of professionals and traders in India. There has been a significant upswing in pleasure travel in the countries of South-East Asia and the Far East. The time is now ripe to extend the regional tourism Envoy to include the Indian subcontinent as a destination and as a generator of tourist traffic. A deeper and a more fashionable sense of regionalism in the travel trade of this region and India, and a more in-depth assessment of the requirements of the leisure travel market at all ends will go a long way in helping to develop this particular segment of the air travel market. I would, in fact, recommend an extension of this philosophy to the affluent oil-rich states of the Gulf as well. If we are to combat any slowing down in the movement of worker tourist traffic between India and the Gulf countries, as has been predicted will happen, and if oil prices fall substantially, it will become an imperative necessity to extend the intra-regional tourism concept to include the Gulf states.

I would like to dwell on this subject for a little longer. We have concentrated essentially on long-haul traffic because of the belief that the money comes from the states. Until the Frenchman who traditionally holidayed in Venice, then there is no Country can take his place. That was not the case then, and it may be the case today, but at that time, it was a matter of cost and the income level of the people of our own region. I leave this thought with you, because I honestly believe that you travel agents must now consider the value of travel to areas of culture, but also explore new and untapped markets in our own region.

Again, the oil, oil, oil! You have to dig into your pockets to make the initial investment, I can assure you that fortune favours the brave, and rich dividends will eventually be yours!

Coming to the tourism industry in India, the growth that was envisaged a decade ago has unfortunately not materialised and though India has an exciting experience to offer to any tourist, it is a sad commentary that only a small percentage trickles into India. On the other hand, it is a known fact that tourism to countries in S.E. Asia has quickened its pace. Thailand, Singapore as well as Sri Lanka, which are contiguous to India and with relatively less than what India has to offer, have shown a greater advance in tourist arrival figures. For example, the tourist arrivals into Sri Lanka increased at an annual rate of 15% in the last two years, Singapore at the rate of 8% and Thailand at 7%. Similarly, in 1982, I have recorded an increase of under 1% in its tourist arrival figures.

A good number of tourists arriving into these countries are from the West and as a consequence, they bypass India. This is where the TAAI, Air India and others in the industry need to do a lot more to divert leisure travel traffic to India.

Another area in which we need to look into is the needs of the consumer. Bartering minor aberrations in our system, today offers a uniformly modern product to the consumer, by way of similarity of equipment, comfort, class of service, number of distribution outlets and such like. What differs is the quality of service offered to the consumer, be it in the air, at the airport or at the lounge. This is where the urgency begins. It is the needs of the consumer that you, the Agents, and we, the Airlines, should address ourselves to. Today, we induce custom through monetary kick-backs and in the process the poor passenger is loaded with airline tickets for as long as he can endure; for initial re-routing and, in some cases, even refunds; short in short, once he has paid his money, he is left ‘to the mercy of the passenger'. Let us, therefore, seek to serve the passenger, and give him the facilities and conveniences that his money deserves and which the fare written on his ticket entitles him to.

What then, gentlemen, is the answer? I can see many of you saying to yourselves: "Why don’t you practice what you preach?" But I ask you if it is not a fact that while the ticket agent is shelling out money for you, he is paying more for his hotel, food, surface transportation and so on? On the other hand, in the decades, the age of air transportation has in fact diminished in real terms over the same period? I would like, you, friends of the travel trade, to think over this problem. Must the trust of an unjustified situation be borne by the airlines alone? Must we not pose yet another problem to you?

The vexing question of charters into India which I know has been a controversial matter in many countries. Air India started back-to-back charters in October last year from Europe. Air India’s fares were extremely competitive. For these movements, certain other segments of the industry also cooperated, but I am sorry to say that there was no attempt on the part of the industry as a whole to make these charters a success. While I can assure you that Air India is always willing and able to bring in more and more charters into India, it is imperative that the package deal give the passenger value received in its price. It is such that each and every segment must be prepared to make the necessary effort and contribution to ensure complete success of the operation.

**HOW CREDIBLE IS THE AGENCY SYSTEM?**

And this leads me on to the Agency Distribution System itself. The IATA Agency Distribution System has been formulated in a very sound way in the past decade, seeking to provide the consumer the opportunity to select the best available and the most convenient mode of travel to meet individual and corporate needs. He is free to make his choice in the faith that his money is not only being well spent, but is safe in the hands of the Agent.

Today this faith is being rapidly eroded through the mind-boggling proliferation of networks and unauthorised retailing. As we travel over the world, the touts and the bucketshops whose responsibility to the consumer is the opposite. I have collected my money. I blame the Agency System itself more than anyone else for permitting this uncontrolled dilution in ethical standards to take place, because it is the IATA and other approved agencies who are officially appointed who have abrogated their responsibility to the consumer and allowed the touts to take over as their salesmen. This, in my opinion, is not only eating into the credibility of the Agency System, but is also inculcating a severe financial disservice, the magnitude of which is evident in the state of agency business throughout the world.

As part of our marketing strategies, let us therefore seek to restore credibility and respectability to the distribution system.

May I apply the thumb-screw a little more? You are all aware of the US CAB’s recent move to preserve travel agent exclusivity to travel agent for both online and interline ticket sales. I am not personally convinced that competition would necessarily lead to lower costs; on the contrary, costs could increase if airlines found themselves bidding for potentially huge contracts of retail outlets and in this situation, where would the consumer benefit? Nevertheless, what the US CAB Chairman has to say about the decision is hot head and ominous. If you (the travel agent) are good at what you do, you won’t lose the customer. If you are not good at what you do, someone else will come along and do the job better." Further elaboration is superfluous.

And so, once again you will ask what about your airlines, a re you not being overly sanctimonious about a malaise which you consider small and the same contributing cause? Ladies and gentlemen, all of us have to live together in this business. For the airlines, there are three parameters. The first is survival, which equally applies to you travel agents, many of you operating at the lowest possible levels. The second is developing new markets by offering incentives which admittedly may occasionally have a negative impact in the short-term. The third is where we have gone it alone — it is the opening of new routes, routes which may be non-lucrative for the airlines, but are the lifeblood of the travel agent. While you stand by waiting in the wings for the opportune moment to step in when you consider it advantageous to do so.

To conclude, I feel it is imperative for the airlines and the travel agents to work in partnership and together to improve the viability of the industry. Even though individual airlines are making all efforts to be self-sufficient, in my mind, my mind, by achieving through an increase in revenues by a concentrated effort at yield improvement. It is also important for us to think more systematically in looking for new regional markets in generating new traffic while anti- changing market conditions and taking timely action to gain maximum benefit for the travelling public as a whole and, for the aviation industry. Ladies and gentlemen, it is high time that the airlines cease to be regarded as a football kicked around between the airlines and the travelling public. What we require is a deep-seated soul-searching exercise for the benefit of the airlines, the travel agents and the consumers. For our bread-and-butter, our passengers.

Gentlemen, you have a most vital role to play. Thank you for inviting me to address you. If I have indulged in any degree of pontification, indeed, it is my sincere conviction that we can all do so. If I have been outspoken in my comments, I trust you will appreciate it is only in the interest of the industry that I am doing so. I hope you will take my comments and I wish you all success in your deliberations.

FIVE
INDIA NIGHT GLOWS AT PATA CONVENTION

The Air-India delegation at the 32nd Annual Convention of the Pacific Travel Association recently held in Acapulco, Mexico was led by Regional Director for USA and Canada, Mr. Nani Mital who also co-hosted an India night of dance, music and fine cuisine.

The Ambassador of India to the Republic of Mexico, Mr. Narenda P. Jain and his wife, Mr. Girish Mehra, Director-General of Tourism, and Ms. Kanta Thakur, Regional Director of Tourism in New York, welcomed over 300 PATA delegates at this fine reception symbolizing the culture and tradition of India. Others who welcomed the guests included Mr. R. K. Narapat Singh, RD-Australasia, Mr. B. K. Mangeshkar, ROP-East Asia and Captain M. S. Kohli, Dy. CD-Tourism and Mr. Ed Macedo, Air-India's Sales Manager in New York.

The highlight of the evening was a series of dances from different states of India coordinated by the Ambassador's daughter. During the latter half of the evening, guests donned colourful kurtas that Air-India had distributed and later learned the significance of the red tilak with which each guest was welcomed by young Indian girls in traditional costumes. It was a fine evening of gaiety and joy as East and West commingled and shared cultural notes.

The Indian Chapter presentation came in for tremendous applause when the innovative animated audio-visual presentation of the Chapter's Tourism Research and Awareness Programme (TRAP) was shown. It was emphasized that the Indian Chapter had been instrumental in getting rid of certain visa restrictions and the hotel tax in India.

The entire conference was dotted with several informal evening gatherings hosted by different organizations. All this, with the bracing Acapulco atmosphere turned the PATA Conference into a splendid gathering for the travel trade industry, where both business and pleasure were balanced in equal measure.

—Neelkumar Nalewala

OBITUARY

We regret to announce the death of the following staff: Mr. Donald Moses, Jr. Operator, Ground Services Department, years of service; 5.

The following staff have been transferred:

Commercial:
Mr. L. M. Pereira as Airport-cum-Sales Manager, Lagos; Mr. F. J. Jwaverill as Asst to RD-G.E., Geneva; Mr. H. Sargis as Manager-Sanaa; Capt. S. K. Sehgal as Cargo Sales Mgr-JFK, New York; and Ms. N. Purohit as A.S.M., Fiji.
श्री शामा माहीट्यम में एक ब्रह्मण है। उन्होंने बचाव में उपभोग निर्देशक, श्री एक ग्राम, ग्रामीणों के हार्दिक स्वागत किया। यहाँ इक्का बूढ़े में भाग लेने के लिए माहीट्यम एड में। उन्होंने 26 अक्षर, जो एक-कर्ष-रिजिंग सामाजिक विकास एवं विचार सिद्धांत तथा दाता कार्यक्रमों का हीरो निम्न।

अर्पय ती पांडव (शी साधु परिवार में हस्ताक्षर लेने के क्षेत्र में शुष्कता की सुधार रही है), श्री शामा की निविदाशतिय न कर सकती है। उन्होंने कॉन्सील के इस तरह अर्पय ती पांडव स्थलीक रुप से छापी गई। तथा माहीट्यम में उन्होंने गिरी तारीख तथा सामाजिक विकास एवं विचार बूढ़े के कार्यक्रमों में महज रूप से।

पर्याय साहित्य भवन लेडी, सामाजिक विकास एवं विचार बूढ़े के साथ भी एक-कर्ष-रिजिंग का स्वागत किया।

उल्लास पुरस्कार

विविध विभाग में, वर्णपंथ-परिवार, जो अपने मिसार्नों के "बिहार" के नाम से जाना जाता है, द्वारा एक ब्रह्मण महाकाव्य कला की अवधारणा कला का कार्यक्रम "उल्लास पुरस्कार" है।

अर्पय-रिजिंग कार्यक्रम के अंतर्गत ही, उन्होंने एक कॉन्सील के कार्यक्रमों में सहभागिता करके छापी गई।

दाखल सनेह-सम्मलेन

एक-कर्ष-रिजिंग कार्यक्रम, एक-कर्ष-रिजिंग कार्यक्रम के अंतर्गत भी एक-कर्ष-रिजिंग के साथ सम्बन्धित।
Africa:

The Guinness Book of World Records to date had only one entry related to the world's heaviest baby. This record has now been broken with the delivery of a baby weighing 10.2 kilograms at birth.

He was born into this world by Dr G. J. Machado, Medical Superintendent at Sipetu Hospital in South Africa. The child is named Shahnade Simane (we are blessed). Dr Machado is the son of Mr J.E. Machado from the Radio shop in the Engineering Department in Bombay.

Writing to the Magic Carpet, Dr Machado informs us, "Today the baby weights 25 kilograms at eleven months, which is the weight of an eight year old child or around that age. He is still under investigation. Since birth his appetite has been enormous. In addition to breast milk, he drank supplementary feeds (in milk) from a cup since he was a day old. Today he has breast milk, 500 grams tin milk every two days, 500 grams Nestum (cereal) every two days and also solid food like potatoes, vegetables and meat. His milestones are normal for his age. He has three teeth, is smiling, crawling and doing all that an eleven month old child should do."

"Coming from a very poor family, the parents find it very difficult to maintain him, due to his enormous appetite and besides they have four more children. I have managed in getting some donations from America, West Germany and South Africa in the form of money and clothes for the child."

Sydney:

As in most capitals of the world, the preview and release of the film 'Gandhi' was a humbling success.

The major principals of the production, Sir Richard Attenborough and the on-camera star Ben Kingsley, were the special guests of Fox Columbia Film Industry on a Sydney Harbour Cruise. Air-India was invited along, and according to Liam Kenny, our Regional Director for Australasia and SE Asia Mr R. K. Narpat Singh "was quick to show the guests our then current copy of 'Namaskar', which of course featured the making of the film 'Gandhi'."

Bhopal:

The advanced technology in the ground support equipment and its maintenance has become a very specialised area and requires constant updating of knowledge in its handling. To be able to do this in-house is itself an achievement. Complimenting the GSD for their laudable effort in this regard by organising an in-house seminar-cum-workshop on equipment maintenance and trouble shooting, Dy MD, Capt. D. Bose, said: "I am very glad that there is enough talent in the GSD which has made it possible for this seminar to be organised."

The GSD has to its credit a very high percentage of serviceable equipment and this drew a special praise from Capt. D. Bose. The one-day seminar included among its speakers Dy Director-GSD, Mr V. K. Subhrav, Mr P. G. Subhakaran, Mr C. J. Bala-chandran, Mr P. M. Shreyar, Mr V. K. Gupta and Mr P. N. Helekar.

The staff travel in Bombay has in the recent months shown a significant increase and to cope with this rush a special counter for Free-IT Staff on Leave travel has been set up to handle ticketing and other matters. In a communiqué to the staff, the Personnel Department has informed all concerned that they should use Counter No. 12 at the AI Building which is exclusively reserved for this purpose.

Calcutta:

Vishwanath Mani, Dy Manager-Eastern India — popularly known to friends as "Vish" has done it again by achieving the rare distinction of winning the Dunlop Award for "Hole-In-One" in the 11th hole, par 3 in a match played at the Tollygunge Club. Playing with a handicap of a "Good 18", Mani's participation in many amateur Golf competitions as Air-India's official entry has brought credit to the Corporation. Notable amongst his other triumphs are winning the exclusive Silver Trophy donated by Kirloskar in a 30 hole/stroke play at the prestigious Amateur Golf Tournament held on the occasion of Tollygunge Club's Bicentenary Celebrations.
TEN PERCENT DIVIDEND

A CHEQUE FOR GOVERNMENT

Last month, Shri Khurshab Alam Khan, Union Minister for Tourism & Civil Aviation, presented a cheque of Rs 7.24 crores to the Finance Minister, Shri Pranab Mukherjee, being the dividend of 10% on the equity capital of Air-India. Air-India’s total capital, all of it contributed by the Government of India, amounts to Rs 148.75 crores, divided equally between equity and loan capital. The dividend was on the basis of the results for the year 1982-83, in which Air-India made a record profit of Rs 38.04 crores.

The Finance Minister congratulated Mr Raghuv Raj, who was also present, on Air-India’s excellent performance.

Honour For Our Employees

On the occasion of the 30th anniversary of the nationalisation of the Air Transport Industry in India on August 1, 1981, Mr Raghuv Raj, Chairman and Managing Director presented long service members and merit awards to the employees of Air-India at the Dusha Mangeshkar Hall, Vile Parle.

Honouring those with 25 years of service and more, the Chairman awarded Long Service Members. Eighty three staff who have completed 35 years with the airline received a special plaque and over 200 people with 25 years service received a watch and a service pin. In addition, 40 air-hostesses were also awarded a wrist watch and service pin for having completed 10 years of flying.

Among the AI sportspersons for whom special felicitations were announced, included Mohinder Amarnath ‘Man of the Match’ at the third Prudential World Cup Final and tennis player Sashi Menon. Besides the 51 sportspersons, 57 officers received merit awards.

Acknowledging the dedicated and loyal service of the employees, Mr Raghuv Raj said: “I have always believed that in the ultimate analysis man management should be the most important thing in the management philosophy and the success of an organisation depends purely on how its human resources are utilised. You may have the latest and the best equipment, but if you do not have the human resources, then the organisation cannot attain the heights of excellence or, have somehow managed to reach there, cannot remain there for long.”

Before the award giving function there was a 10-minute Naga and Poona dance programme put up by the AI artists group. The names of the recipients are on page 3.

Mr Harsh Vardhan Vayuddoot GM

Mr Harsh Vardhan has been appointed as the General Manager of Vayuddoot, which is the third level feeder air service established in India by the Government. Mr Harsh Vardhan took over his new assignment on August 4 after being with Air-India as Executive Assistant to the Chairman-management Director.

Having started his career with Mr Sylvania & Laxman Ltd, an Indo-American organisation, as Marketing Executive, Mr Harsh Vardhan came to Air-India in September 1980. In Air-India he has been a guiding spirit in streamlining marketing strategies and yield improvement programmes. He was responsible for launching ‘Decision Laboratories’ and ‘Efficiency Weeks’. His presence was greatly felt as the Chief Co-ordinator for Air-India and the Hotel Corporation of India during the Non-Aligned Meeting and he played a pivotal role during the recently-concluded Asian Games as a member of the General Body of the Special Organising Committee.

Mr Harsh Vardhan is a gold medalist from the Podar Institute of Management, University of Rajasthan in Central India and is a recipient of the Raja Ram Deo Podar Award for outstanding academic achievements. He is a Member of the Delhi Management Association; All India Management Association; and Founder Member of the Podar Institute Alumni Association. His appointment with the Vayuddoot at the age of 27 makes him among the youngest Chief Executives in the country.

AI among top three

In one of its recent reports, Air Transport World, the prestigious aviation publication published in Washington D.C., has ranked Air-India third among the world’s airlines in terms of operating profit. Thai International occupies the first position with an operating profit of 83.26 million dollars and US Air second with 76.34 million dollars. Air-India’s operating profit is 63.72 million dollars.

It is significant that Air-India is far below the top 25 in terms of fleet size – the first (United Airlines) having 335 aircraft and the 23th (Varig of Brazil) having 62 aircraft, while Air-India has only 18; nevertheless, Air-India occupies 23rd position in terms of operating revenue (708 million dollars).

Thanks to several strategic and well timed measures taken over the last two years, to reduce the break-even load factor of operating its fleet, Air-India has shot up to the third position in terms of operating profit.

GSD Headquarters at NIPTC

The new headquarters building of the Ground Services Department at Bombay Airport was opened by Capt D. Bose, Deputy Managing Director, on July 8, 1983. He cut the ribbon amidst loud applause from the assembled staff and later lit the traditional lamp. Built as an annexe to the workshop opened last year, it will house the administrative offices of the Department at a central location in the new GSD complex near the new International Terminal Building.

Among those present on the occasion were Capt C. P. Narayanan, Director of Operations, Mr H. C. Kapoor, Director of Engineering, Mr P. D. Marathe, Controller of Stores & Purchases, Mr M. P. Palkar, Controller of Civil Works & Properties, and Mr J. J. Naqavmala, Dy Director-Inflight Service. Also present were some of the retired executives of the Department including Mr D. P. Nirmak, former Director of Ground Services who was responsible for selecting the present location for the Ground Services complex.

Speaking on the occasion Capt D. Bose said that he was happy that the Ground Services Department was now moving into its own building. With the Transport Workshop also moving to this area soon, the GSD should be able to function better, he said. Capt Bose congratulated the Civil Works & Properties Department for completing the work on schedule.

Earlier in his welcome speech, Mr V. R. Subrivas, Dy Director, Ground Services, said that this was another milestone in the history of the GSD. With the completion of the first floor of this building which had cost Rs 30 lakhs, he continued, it had become possible to house the Technical Services Group, the Central Administration Division, Cost Control Cell, Efficiency Research Cell, all in one location and near the maintenance workshop and the Ramp Operations Division.

Mr Subrivas expressed his appreciation for the plans made by his predecessors for bringing all the GSD facilities together. He said that in the next phase a transport complex will be built nearby; also a second floor would be added to the annexe to house the training centre.

New Chairman of S.I.T.A.

Our Controller of Communications Mr G.D. Dubey takes over as the Chairman of S.I.T.A. (Societe Internationale de Telecommunications Aeronautiques) from September 1, 1983.

He was unanimously elected to the post by the 25 member board constituting the representatives from British Airways, KLM, Singapore Airlines, Varig etc. Our heartiest congratulations!
Talking Shop

by Smokey Mind

with K.S. Mhatre

Four aircraft from McDonnell Douglas
McDonnell Douglas Corporation is designing a series of transport aircraft to be launched by the mid-1980s to
compete for the 5,500 new commercial airplanes to be sold by the year 2000, according to James E. Worsham,
president of the Douglas Aircraft.

Worsham told the National Aviation Club that the DC-9-80, 120-seat aircraft; the MD-83, a long-range,
version of the DC-9-80 that is near launch; the D-30K 150-seat aircraft; and the MD-100, a DD-10 derivative,
will ensure that Douglas continues to participate in the Commercial aircraft field.

Air Canada loss

Air Canada has suffered a loss after
tax of $32.6 million in 1982, the airline's first since 1976. Operating revenue increased by two per cent to $2,306 million, but operating costs were up by seven per cent to $2,532 million. The airline increased its revenue yield by seven per cent, but load factor was down one point on 1981, to 50 per cent. Passenger load factor was down two points to 63 per cent.

Boeing 767 order postponed

Air Canada has postponed indefinitely its options on six additional Boeing 767s. The options expired at
the end of June.

Air Canada has four Boeing 767s in service with two more to be delivered this year, followed by six in 1984. In
addition, it has 18 options, in batches of six to bring its fleet to 30 Boeing 767s.

Ethiopian Airlines

Ethiopian Airlines has selected Pratt & Whitney JT9D-7A engines to power its long-range Boeing 767s. The
airline has ordered two aircraft, with deliveries starting in May 1984, and has options on two more. Eleven airplanes have ordered, or taken options on, 160 Boeing 767s powered by Pratt & Whitney engines.

Sabena : 1982 results

At Sabena's recent AGM, report for the year 1982 was adopted. Despite the fact that the carrier reported a loss of $23.141 million, it was a better result than 1981 when the loss amounted to $2.369 million. During the year, the turnover increased from $29.800 million to $35.300 million.

The improvement was brought about largely because of the staff accepted grade wage cuts which enabled the overall wage bill to be reduced, by 17 per cent. The carrier also increased the number of passengers, the density of frequencies, led to new markets, and the improvement in the cash flow.

Twin over water

Currently one of the subjects being debated all over the world is the possibility of the new twin-engined airliners like the Boeing 767 and A310 being allowed to take long over water flights.

In a lengthy editorial, the Flight International said that:

"It is the emerging nations in the Pacific Basin – particularly South East Asia and Australasia – which form the biggest potential new market for twin turborotor airliners. There, and in other areas where aircraft of passenger capacity 180-250 are most efficient for many routes, airliners will be using modern improvements in safety rates to persuade their aviation authorities to let them fly by twins. They are not asking for extension of the 90 min rule.

"ICAO has recently held a formal but significant consultation with all the parties involved, and its Air Navigation Commission is to set up a secretariat study group to look at the matter in detail.

"ICAO's spokesman for the FAA and the British CAA believe that statistical information now available on the new types is not enough to enable them to allow big twins to fly all long over-water routes without exception.

"In the meanwhile the International Federation of Air Line Pilots' Association at its Annual General Meeting in Dublin last April, has asked for internationally agreed safety standards for over water flights by twin-engined airliners.

INTERAVIA reporting the matter stated in its report that:

"The US legislation, contained in FAR Part 121, requires twin-engined airliners to remain within 90 minutes' flying time of an alternate airfield. ICAO, in Annex 6, stipulates a time of 90 minutes. Neither the FAA nor ICAO relate the times specifically to flights over water, but the oceanic case is the one in which the operators are keenly interested at present.

"IFALPA's strong view is that the safety level should be determined by international agreement within ICAO, after appropriate analysis, and that manufacturers should demonstrate appropriate engine reliability to meet the standard. Also crucial to IFALPA's position is the effects that any failure on structure, on the second engine, and on engine-dependent system.

"Also included, as integral to IFALPA's policy, is consideration of the operating environment, for example the level of air traffic control and meteorological facilities available, the standards of flight documentation, and the implications of these on a change of flight level dictated by engine failure.

"What is the humidist who said: 'Giving up smoking is the easiest thing in the world. I've done it dozens of times!' Well, I think I can safely put myself into that category, having metaphorically (and, at least on two occasions, literally) thrown my cigarettes out of the window with a firm resolve never to touch the foul weed again, at least seven or eight times. Once it has been done for long months. And contrary to popular supposition, one does go back to smoking all at once. In fact, the first ciggarette after a prolonged absence tastes just awful. And then I looked at this question in my cool, incisive analytical manner and arrived at a really dramatic conclusion - that you could never become a heavy smoker if you smoked only other people's cigarettes.

For years I had been offering cigarettes to people who took one just because it was offered, who would not have taken unless I had not done it. They could never become heavy smokers because they had never spent a penny on tobacco.

And so, on January 1 of this year I decided to join the happy band who only smoked the OP (other people's) Brand. For the first six weeks I went through the terrible pangs all giving-up-smokers do because I did not touch a single one. Then I maganistously started accepting one here and another there. My daily quota was never more than three, often it was nil, and in the following months I worked out I had smoked about forty-five, which was not at all bad considering that that was my daily figure before. And then I fell ill. My family was away. I was driving home. I had to do some serious writing work which would take me half-way into the night (not, I may add something as frivolous as Random Jottings). And so... I STOPPED AT THE PAAN-BEEDIE SHOP JUST OUTSIDE MY HOUSE AND BOUGHT A PACK OF 555s. And I was back at Square One. To 25 cigarettes a day is about the limit on my face.

But finally my sense of determination and well-power that has won me so many admirers over five continents prevails, and on July 4, I (with a capital I). Aye, to use Ganshe Dubey's terminology — yes, I have done it, voluntarily, arbitrarily, summarily and irrevocably. Why the Fourth of July, you may well ask. Well, it does stand for American Independence Day (and now, mine), and it is not the Americans who have reduced non-smoking to a fine art? They have invented cigarettes that cause nausea (which, I believe, is rather a problem for expectant mothers), they have a Smoker's Anonymous (who gather to smoke anonymously), who have been responsible for the mandatorv caption - Cigarette Smoking is Injurious to Health, from which our over-seas medical authorities have taken the cue-completely, of course, forgetting the ubiquitous beed which is not only smoked by hundreds of millions of people in India but which is also infinitely more injurious to health.

I vividly remember travelling Bombay-Delhi on an Indian Airlines' flight in one of the front 'smoking' seats, gaily puffing away at a Four Square, when I was violently hit on my bald patch by an umbrella brandished by an irate middle-aged lady from the good ole U.S. of A, who in no uncertain terms informed me that the smoke from my cigarette was bothering her and she was sitting in a non-smoking
"गांजिया" शिखा

इस वर्ष के आरम्भ में हमारे गांजियान की धारा अनुमृत निर्धारित प्रतिवारिक शिखा के तीन भिजवितों के नाम परिपक्व किया था। इस तौर पर निम्न रीति-रिहायों में एक बार भाषा बोलते हैं, जो भारतीय रीति का एक बड़ा हिस्सा है।

ये तीन भाषाओं में विवरण थे। जो बालाकोर्ट कोल्होप, के स्वामी पारिपालक में प्रचार तें, उन्हें हाईक्युल्ट नामक शिक्षा का विभेद स्वामी और विषय में फार्मासी शास्त्रीय की कैसे करने, दोनों की उप देखि 14 साल है। यह प्रतीत है, जो कुछ उन्होंने लिखा।

उनका इतिहास था भारत में हम तिनों की छुट्टियाँ, जो उन्होंने एम्क-डीडी और होटल कपासिया और डॉक्टर के लिए जा रहा है।

गांवों की अनुभूतियाँ

क्रिस्टोफर स्टीन

भारत के निवासियों में मृत्यु वह इसी प्रकार प्रमुख रूप से जीता है। जब वह झटके की तात्कालिक प्रभाव नहीं करता है, तब भी शिक्षक संस्थाओं और दूरदर्शियों जैसे प्रकाशित पत्रों और दर्शनीय संस्थाओं के द्वारा प्रचार किया जाता है।

भाषा भर से निवासियों के बीच एक ऐसी सीमा है जो देखी जाती है। इस तरह की मान्यताएं की जाती है।

मेरी याद में, भारतीय सभ्यता में इतिहास के कुछ विशेष घटनाएं हैं, जैसे धर्म, जिनमें विशेष रूप से नहीं, जो अपने दर्शनीय संस्थाओं के द्वारा प्रचार किया जाता है। इसी प्रकार भारत में भी कुछ ऐसी घटनाएं हैं जो विचार तथा भाषा के द्वारा प्रचार किया जाता है।

अर्णाक कर्नाटक भर भिड़ने की यात्रा, भाभी के साथ।

भारत में निवासियों का अनुभव और साहित्य के निर्धारण भी एक ऐसी सीमा है जो देखी जाती है। यह सभी साहित्यिक तथा सांस्कृतिक तत्वों के द्वारा प्रचार किया जाता है।

भारत में हमें जानने की बहुत जरूरत है तात्कालिक प्रभाव नहीं करने।
विभाग

के कार्यलैंक

भारत की उपद्रव पर अपना पायलट करना राहत है मुझे अब तक आवश्यकता अभाव है। इस विवाद की मदद के लिए मुझे प्रश्न पूछता हूं। बस कभी पहले यह मुझे देखा है कि अगर वे देखते हैं कि जहां भारत की उपद्रव आती है तो हम अब तक इतनी ही सकते हैं। यह गणतंत्र भी है और जो भी है और जो हर दुनिया में आता है हम समझ लगाता है।

मैंने भारत का संयुक्त आर्थिक क्षेत्र में देखा। भारत के मंत्रियों अल्पता अनुभूत है। और आजकल में उनों और और भाग्य में बड़े होते हैं। उनमें कोई भी जीवन और उनके लिए सक्षम होता है।

उनके सेवासूची पर अपनी तत्कालीन समय बताता हूँ कि उन्हें भाग्य में मानना महत्वपूर्ण है। नीचे में भाषा और उनके आदेश की आवश्यकता है।

मयूर सुद्दा मंत्री ताजमहल है। मैं निवास भी हूँ, जो जब समय है तो जी का विवाद है। ।

चारी दिशाओं में जोड़ी भी एक में मुझे होती है, एक अलग में आती है।

जब मैं भारत में भी तो, जब विद्युत बना न हो, जब वह गणतंत्री। इससे सीधी और गणतंत्री दोनों एक ही समय के विश्वासी रह सकती है?

जब हम अभियंता कर देंगे तो, हमें लड़ने के लिए समय रहेगा। वर्ष में हमें भाग्य जीवन कर दें ले। वो वचन भी करें जी। वो वचन भी।

मैंने माना है कि जीवन में भाग्य कर देंगे हो। यह आस्था भी है। वो वचन भी करें जी।

पूर्ण भारत में सहमति का समाधान है।

इस वृत्त में मुझे आवश्यकता है ध्यान कर दें। ये साइट के लिए आश्चर्य कर दें।

इसके दो राज्य में दर्शक है और इस से दो राज्य में दर्शक हो।

उसे ताजमहल बनाते हैं।

रिवेका सुलियन

विवाह के सबसे महत्वपूर्ण प्रभाव प्रभावित किया जा सकता है जब वह कहते हैं कि वह लोगों से लोगों के साथ संयुक्त आर्थिक क्षेत्र में मुक्त कर सकता है। इनकी बिंदुभूमि में लोगों में भारतीय सड़क का एक सफलता लाना बना रही है, जब वह भारत में बिंदु भारतीय उत्पादन में मुक्त कर सकता है। इनकी भाषा में है सबसे अच्छा तरीके उत्पादन और उत्पादन के लिए संयुक्त आर्थिक क्षेत्र में मुक्त कर सकता है। वे अगर भी नहीं मिलते हैं। अगर नहीं मिलते हैं।

लेकिन वे भारत में भारत का उदाहरण उठाते हैं और उनकी मूल्य से हमारी ही हमारी भाषा से संयुक्त आर्थिक क्षेत्र में मुक्त कर सकते हैं।

लोगों के संबंध में वे भारतीय आर्थिक क्षेत्र में दर्शक कर देंगे।

लोगों के संबंध में उनकी आवश्यकता है। जब वह दर्शक करता है और उनकी आवश्यकता है।

लोगों के संबंध में उनकी आवश्यकता है।
The following staff have been promoted:

ACCOUNTS:

COMMERCIAL:

CIVIL WORKS & PROPERTIES:
Mr. P. N. Kamurkar as Sr. Engineer.

ENGINEERING:

GROUND SERVICES:
Messrs K. S. Deshmukh, Narash Sambhi, K. S. Kohli and A. Srinivasan as Technical Officers.

MANAGEMENT SERVICES:
Mr. R. V. Ramana Murthy as Sr. Programme Officer.

OPERATIONS:
Mr. J. I. Macmull as Asst Supdt (Simulator Main) and Mr. P. P. Rege as Sr. Simulator Main Engineer.

STORES & PURCHASES:

OBITUARIES:
We deeply regret to announce the sad and untimely demise of:

Mr. K. K. Akre, Chargehand, Ground Services Department, Santa Cruz, Years of Service = 22.

Mr. G. H. Choorgale, Cleaner, Catering/ Cabin Service, Inflight Service Department, Santa Cruz, Years of Service = 25 months.

Mr. S. B. Chandala, Jr. Operator, Ground Services Department, Santa Cruz, Years of Service = 4.

Mr. A. R. Varanik, Plant Technician, Ground Services Department, Santa Cruz, Years of Service = 3.

Mr. G. S. Jadhav, Head Cleaner, Civil Works & Properties Department, Santa Cruz, Years of Service = 25.

Mr. R. Upadhya, Engineer II, Engineering Department, Santa Cruz, Years of Service = 4.

Mr. B. D. Ambekar, Master Technician, Engineering Department, Santa Cruz, Years of Service = 38.

Reducing no-shows. One of the items in the folder, which has been there for some time, is a note to myself to write something about a simple way of reducing the number of no shows on airlines flights.

I put that in the folder after I had had a difficult time getting through to an airline to make a reservation. Everyone has experienced the frustration of getting repeated busy signals — or recorded announcements that “all agents are busy” followed by canned music — when trying to call airline reservations. But few people have the patience to wait it out and see how bad it can get.

I decided to do it recently, calling the phone on my shoulder and reading a book while taking notes on what happened. You won’t believe this, but it actually went this way.

I decided to do it recently, cradling the phone on my shoulder and reading a book while taking notes on what happened. You won’t believe this, but it actually went this way.

I decided to do it recently, cradling the phone on my shoulder and reading a book while taking notes on what happened. You won’t believe this, but it actually went this way.

The phone-in show

10.00 pm Hung up to get a drink.
10.18 pm Redialed. Announcements.

Music.
10.45 pm Connection cut off.
10.46 pm Redialed. Announcements.

Music.
10.56 pm Hung up and went to bed.
11.45 am Dialed. Got reservations clerk who said we had a bad connection and she couldn’t hear me. Hung up.
11.45 am Redialed. Got recorded announcements and music and, within a minute, a clerk. Started to ask my question and we were cut off.
11.50 am Redialed. Got reservations clerk and was cut off again.
11.52 am Redialed. Got reservations clerk. Got information on schedules and fares — after 15 hours and eight telephone calls.

Passengers may fight their way through such obstacles when they have to make a reservation or, more likely, go to a travel agent. But why wouldn’t someone bother to try more than once or twice if he has a reservation and wants to cancel it? No wonder there are so many no-shows.

The solution seems simple. Why not have a completely separate number to call for cancellations and print it prominently on ticket envelopes? Then, make sure that the cancellation number is staffed, or connected with answering machines, so that a caller can get through immediately and leave the word that he does not plan to use his reservation?

This obviously would not completely solve the no-show problem. But it would be interesting to find out how many passengers would cancel if the airlines made it easy for them to do it.

The only argument I have heard against this is that it is “negative marketing” to “encourage” people to cancel. That’s nonsense. I can’t conceive of anyone cancelling a reservation and not going on a trip he had planned just because it is easy to notify the airline. It is even easier now: you just don’t show up.

SPORTS ROUND UP

It was a tremendous triumph for India at the third Prudential World Cup Final held at Lords recently, when our man from London, Mohinder Amarnath was awarded the man of the match trophy. Thanks to his brilliant performance, India was able to dismiss twice champions West Indies for 140 runs in 42 overs and win the match by 53 runs.

At a most crucial stage, Mohinder returned for his second spell of bowling and bowled Dujan, the last recognised batsman of the West Indies with a lively inswinger from well outside the off stump. He followed it up by having Marshall edging a beautiful outswinger, allowing Gavaskar to neatly take the catch at slip. And soon after he wound up the innings by trapping last man Holding leg before wicket and became the star of the show, with his remarkable score of 7-0-12-3.

On their return home, the team had a short stay in Delhi where in an interview on All India Radio Mohinder confessed that had it not been for AI's support he would not have been able to achieve such heights of success on his own. “I must thank AI for everything they have done for me — right from the time I joined,” he said. Honouring him for his excellent performance the management recently felicitated him together with 50 other sportsmen. Our heartiest congratulations Mohinder!

— Hema Kumar

Athletic Meet

The Vih All India Public Sector Athletic Meet held in progress at Bangalore

Table Tennis

In the 1983 Maharashtra State Inter Office Table Tennis League matches, Air-India 'B' team registered a well-merited 5-2 victory over Bombay Municipal Corporation 'C' team to take the 3rd Division (Zone III) title and thus earn a promotion to a higher Division.

The members of the AI team were: V.K. Durru, Capt.; Commercial; V.K. Jose, Personnel; D.S. Shanbang, Commercial; and P.M. Panarker, Revenue Accounts.

Bridge

Air-India, Nairobi, sponsored a Duplicate Bridge Tournament in collaboration with the Kenya Bridge Association and Hilton International. The tournament attracted a record number of 40 entries which was the highest number ever to participate in a Bridge Tournament held in Kenya.

The Tournament was held over three sessions and, at the end of the second session, sixteen pairs qualified for the final session and the balance played a consolation tournament. The final winners of the main tournament were Mr. C.D. Shah and Mr. M.P. Shah from Mombasa and the runners-up were Mr. C. Wilkes and Mr. N. Ajania.

The tournament was the brain child of Mr. R.A. Waive our Accounts Manager-FA, who is a keen bridge player. He justified his standing in local Bridge circles by winning the consolation event together with his partner Mr. Deepak Shekh.

FISHY NEWS

Praveen Bangera, Personnel; Larry Simoes, Inflight Service; L. Atjma, Welfare; Dilip S. Bhakar, Engineering; John Victor, Manager, P.T. Jacob, Commercial; and Tech Advisor, Capt. G. Maulik, Operations.

(Prepared from material sent to the Magic Carpet by Moni Mathews, and V.B. Jog from Bombay and S. Sen Gupta from Nairobi.)
U.S.A.

Alabama’s Birmingham Festival Arts Association bestowed a unique honour on Air-India when it called upon the airline to pitch in along with Government of India trade officials, to present a ten-day spectacular, featuring a vast spectrum of India’s life and culture.

In his report to the Magic Carpet, Mr. Nareshwar Nalawala writes that the festival was inaugurated by the Indian Ambassador to the United States, Mr R. Kocheril Raman Narayanan. In his address he stressed the role of Festivals in promoting understanding among nations which “will give a firm basis to our economic and trade relationship.” He lauded Air-India’s efforts to project India’s rich cultural heritage through the performing arts.

A seminar was also held where Mr. Nareshwar Dayal, Minister for Commerce and Supplies, spoke on recent trends in India, while at another venue, Indo-Polish board Professor Rosette Renshaw from the New York College speak on The Krishna Story.

At the Governor’s luncheon, our RTD Mr Nani Mital explained to the visitors at the Festival the significance behind Air-India’s participation in promoting this cultural activity throughout the world. “It is not as odd as it appears at first, because an airline has to sell not only transportations, but the concept of travel to a destination - in our case, primarily to India and also to the United Kingdom and other places on our network around the world. When you sell travel, as we have been doing for over 50 years, you are selling dreams - dreams with substance - that don’t fade away in the light of day, but take on the ethereal reality of the Taj Mahal, the tranquil beauty of Kashmir, and the majesty of the Himalayas.” He concluded by saying, “And we in Air-India would be happy to make that dream a reality.”

This Festival, according to Mr Nalawala, was a recreation of India, hailed by both visitors and the media, Ms P. Shah of Air-India, New York, assisted the festival organisers in making this event successful.

DOHA & KUALA LUMPUR

The Indian Food Festivals were once again in the limelight at Doha and Kuala Lumpur. In Kuala Lumpur the event was presented by the Hotel Equatorial in collaboration with the Government of India Tourist Office, Singapore; India Tourism Development Corporation (Ashok Group of Hotels); and Air-India. The Festival at Doha’s Sheraton Hotel was inaugurated by Mr AhmedMohd. Al Suwadi, Chairman of the Qatar Chamber of Commerce. The opening ceremony was attended by a large number of Qatar Government officials, heads of commercial houses, travel agents, the Indian Ambassador to the United Kingdom, Mr J.S. Doddamani, Air-India’s Regional Director-ME, Mr Ajit Singh, and Mr R.N. Kudiasa, Director, India Tourism Office, Kuwait.

LONDON

Ms Josette Bionski from our Passenger Handling Section at Heathrow Airport, represented Air-India in the Miss London Airports 1983 contest held at Heathrow Airport. Josette has been with us for nearly a year and she gets a great deal of satisfaction from her work; off duty she enjoys modern ballet and volley ball and keeps trim with aerobics. Our Correspondent Ms Lillian Reuwea informs us that Josette is French, has green eyes and a lot of Gallic charm!

INDIA

A remarkable feat has been accomplished by Manish Joshi who has bilateral phocomelia since birth. He writes with his foot. Instinct of this handicapped, he came out first in his class in standard V this year. It is indeed a great achievement, and the Magic Carpet wishes Manish, son of S. K. Joshi of GSD, Delhi, many more years of success.

Mehendra Parsikhar
Una Krishnan
Ramesh Khat
Sudha Khat

Lions Club, in which more than 600 students from different primary schools participated. P. Girish passed the SSC exam this year with 84.43% marks; Uma Krishnan, recipient of AI’s study grant, topped her class in the Senior School Certificate Examination, with her aggregate of 301 marks out of 400 and 97% in Accountancy; Mahendra has secured 91.42% marks in the SSC exam in 1983; and Kiran and Sudha have performed meritoriously by passing the High School Scholarship and SSC examinations respectively. Kiran won the Merit Scholarship and Sudha obtained 88.3% marks in SSC.

Before concluding this column, Magic Carpet’s Editor would like to bid farewell to Dhondoo Chavan. For 37 years in Air-India Dhondoo lived in a world “bored of ugly files, safely removed from the precincts of human beings, who spend their lives pushing paper buttons.” Although these words are borrowed from a remark made by former CD Mr S. K. Kooka on a similar occasion, we cannot help but repeat them because that is precisely what Dhondoo did — looking after Air-India’s art collection, antiques and art objects as if they were his own treasures. Good luck, Dhondoo!
WELCOME TO INDIA

DELHI 1983

39th AGM
एयर-इंडिया में हिंदी दिवस का आयोजन

केंद्रीय सरकार द्वारा आयोजित प्रतियोगिताएं
What the International Air Transport Association is all about

The Aims of IATA...

To Promote 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 Provide 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.

What Does It Do?

The International Air Transport Association is the world organization of the scheduled airlines. It members carry bulk of the world's scheduled international and domestic air traffic, under the flags of some 85 nations.

IATA's major purpose is to ensure that all airline traffic anywhere moves with the greatest possible speed, safety, convenience and efficiency — and with the utmost economy.

For the Airlines, IATA provides a machinery for finding joint solutions to problems beyond the resources of any single company. It has become a means by which they have knit their individual routes and traffic handling practices into a worldwide public service system, despite the differences between languages, currencies, laws and measurements.

The Association is therefore the collective personality of over 100 airlines and functions as the industry's link with governments and the public.

For Governments, IATA furnishes the medium for negotiations of international rates and fares agreements. It provides the only practicable way of drawing upon the experience and expertise of the airlines. It helps to carry out the fast and economical transport of international air mail and to make certain that the needs of commerce and the safety and convenience of the public are served at all times.

For the General Public, IATA issues high standard of efficient operation everywhere, proper business practice by airlines and their agents, the greatest possible freedom from red tape, and the lowest possible fares and rates consistent with sound economy. Thanks to airlines co-operation which IATA facilitates, passengers can by one telephone call and payment in a single currency arrange journeys including many countries and the systems of several scheduled carriers.

History and Organization

The International Air Transport Association was founded in 1945 by the airlines of many countries to solve the problems created by the rapid expansion of civil air services at the close of the Second World War. It is the successor in function of the previous International Air Traffic Association, organized at The Hague at the very dawn of regular air transport in 1919.

As a non-governmental organization, it draws its legal existence from a Special Act of the Canadian Parliament, given Royal Assent in December 1945.

In both its organization and its activity, IATA has been closely associated with the International Civil Aviation Organization (ICAO) — also established in 1945 — the international agency of governments which creates world standards for the technical regulation of civil aviation.

IATA Membership is automatically open to any operating company which has been licensed to provide scheduled air service by a government eligible for membership in ICAO. Airlines engaged directly in international operations are active members, while domestic airlines are associate members.

The basic source of authority in IATA is the Annual General Meeting in which all active members have an equal vote. Year-round representation is provided by an elected Executive Committee and its creative work is largely carried out by its Traffic Technical, Financial and Legal Committees. Negotiations of fares and rates agreements is entrusted to the IATA Traffic Conferences with separate conferences considering passenger and cargo matters and establishing agreements valid for periods of up to two years.

New Appointment

Mr. Virendra Singh Bhagat, Dy. D.E. has taken over as Director-Ground Services.

All Ground Handling contracts with foreign carriers are now coordinated by Ground Services Department.

L. R. C.

It is heartening to note that members of the 16th Labour Bureaux Committee, elected in December 1982 are taking their duties really seriously. One can see them going round various offices including taking the staff inspecting canteens and other facilities, and so on.

To Mr. D.R. Vaishampayan, Secretary, and his boys, Magic Carpet says, "More power to your elbow!"

IATA Clearing House

There are some 16,000 airports around the globe which are served by scheduled flights. However, the scheduled airlines have jointly built up a worldwide system allowing a passenger virtually anywhere to purchase transportation through a single ticket involving the services of as many carriers as are necessary to fly to and from his chosen destinations, paying for the total trip in one transaction, in just one currency.

The cornerstone of this worldwide scheduled air network is a series of interline agreements, for passengers and their baggage, as well as consignments of cargo and mail. Some 250 carriers currently participate in the interline agreements administered by IATA.

The IATA Clearing House was established in January 1947 to simplify the transfer of money by replacing the sporadic, separate settlements of the past with a single industry-wide monthly settlement. Furthermore, the currencies to be used by the Clearing House were limited to two "international" ones, the US Dollar and the Pound Sterling.

A historic example is the clearance of January 1968, when one airline cleared $42 million worth of airfare accounts for a central cash transfer of only $4,202. Another example is the clearance of August 1978, when one airline cleared accounts amounting to $5,573,206 with a cash transfer of $1,346. If there had been no Clearing House, this particular airline would have been obliged to settle directly with more than 80 other airlines spread around the world.
MANKIND has known powered flight for about three-quarters of a century, but until all of us look at the Wright brothers as pioneers, Man and his imagination go back many centuries to the days of Greek mythology. (And there was Icarus who flew on wings to escape the wrath of Minos, flew higher and higher until the sun melted the wax which cemented his wings to his body, and ignominiously descended into the Aegean Sea.) Even the 4th century B.C. philosopher, Aristotle, clever as he was, suffered from a misunderstanding of two fundamental aspects of the physical laws associated with movement in a fluid medium, namely the principles of displacement and relative mass, and secondly the function of the flow of air over a curved surface to produce lift.

The Middle Ages saw active interest in the possibility of human flight. In the 13th century, Friar Roger Bacon wrote: "It is possible to make Engines for flying, a man sitting in the midst thereof, by turning only about an instrument, which makes artificial wings to beat the Air, much after the fashion of a Bird's flight. Two centuries later, the great painter Leonardo da Vinci (1452-1519) applied his mind very seriously to this problem, and basing his work on the flight of birds designed many machines including flying chariots. One cannot blame him, though, for being incapable of understanding the basic principles of aerodynamics and his consequent lack of success.

Let us then, quickly pass over a few centuries during which various aspects such as lift, drag, vortices, stability and control over three axes (what we today call roll, pitch and yaw), indeed the very basics of aerodynamics, continued to be analysed, investigated and experimented with. Sir George Cayley is credited with having the very first insight into the theory of flight as far back as 1799. Cayley's earlier designs were constantly improved until in 1852 he designed a fixed-wing monoplane, an aircraft which could be said to approach modern configuration. His coachman, however, promptly quit on the grounds that he was hired to drive and not to fly. Of such beings is History made!

Many others entered the stage to establish aerodynamics as a science. In 1884, Count Ferdinand d'Esteerno published an impressive book on bird flight. Englishmen Francis Wenham and Horatio Phillips worked at the theory of aerodynamics. It was not all theory. Wenham tested multiple-wing gliders, Jean-Marie le Bris tried out a bird-shaped glider, while John Montgomery made a series of somewhat unsuccessful trials in America. Then came Otto Lilienthal (1848-96), that most gifted of pioneers just before the Wrights. Convinced that success could only be achieved by a close imitation of the flapping flight of birds, he constructed ornithopters, fixed-wing, hang gliders, in fact 18 different types of machines. His premature death in a flying accident was indeed a tragedy. The American Octave Chanute (1832-1910) practised his aeronautical experiments late in life, one of them being what we could call the immediate ancestor of the Wright brothers' flying machines. In fact, Chanute and the Wrights worked to-gether individually and collectively.

BREAKTHROUGH!

And then came the breakthrough — so quietly that it took the citizens of America almost four years to realise its significance! On December 17, 1903, at Kittyhawk in North Carolina, Orville Wright made the world's first flight in the history of the world where a machine, carrying a man who had raised itself by its own power into the air in a free flight, had sailed forward on a level course without reduction of speed, and had finally landed without being wrecked. It lasted only twelve seconds, a very modest flight when compared to the birds and the bees, but no matter. The second and third flights lasted a little longer. And while the fourth with Wilbur in the driver's seat covered the unprecedented distance of 852 feet in 50 seconds, it was at the cost of a 21 mile wind. History had finally been made!

On November 16, 1909, the world's first all-metal airplane was built at the Deutsche Luftschiffahrts AG, known as D.L.A., with headquarters at Frankfurt and operating passenger services with Zeppelin airships. Delag with a subsequent fleet of seven Zeppelins had great expansion plans, all of which World War I brought to a naught; but during its four odd years of operations, Delag had made 3688 flights, covering 173,293 km., and carried 5372 passengers and crew without a single mishap.

In Florida, USA, the only pre-war scheduled airmail services were operated when, on January 1, 1914, a single engine 75 horse-power Benoist biplane of the St. Petersburg-Tampa Airboat Line piloted by Tony Jannus, left St. Petersburg and landed in Tampa 23 minutes later. (It is important to mention that the Tony Jannus Award presented every year for outstanding achievements in the field of Aviation was awarded to Mr. J.K. D. R. Kinsey, Chairman of Air-Florida (USA) by the Undersecretary of State and pioneer supreme of Indian civil aviation, at Tampa, Florida in 1979.)

After the war, came Britain with de Havillands and Handley Page twin-bombers (used during the war and now converted to civilian use, with passengers sitting where bombs had been reposed) on the London-Paris service. These RAF (Royal Air Force) services operated in France, England and Switzerland. From July 9th to September 1919, carrying 534 passengers and 1008 bags of mail. After the war, several British companies started increasing, some with Government subsidy, but this state of affairs was considered entirely unsatisfactory until a national airline, Imperial Airways was set up on May 12th, 1924. (Some 50 years later, the two national carriers, BOAC and BEA were to merge, this merger was considered unsatisfactory and, at the time of writing, there is every possibility that BA will go public.) A French company, the Société des Aéronautiques, had a daily domestic service in 1919 and, under severe conditions, pushed through an international route to Dakar, Senegal, in June 1925. Other European companies followed suit. KLM was born in 1919, Danish Airlines (now part of SAS) in 1920 and Sabena in 1921.

Before we turn to see what was happening at this crucial period in the United States, a country which was later to produce virtually all the passenger aircraft the world's airlines would be using, we might stay with the four pioneers of Europe — Britain, Belgium, France and the Netherlands — and their colonial powers, and see what was happening on their international routes. Belgium's S.N.E.T.A had started operating in the Congo (now Zaire) between Kinshasa and N'Gombo in July 1920. This service was gradually expanded until the entire Congo River was covered from open by July 1921 between Kinshasa and Stanleyville (now Kisangani). Of Britain, October 1919 saw a blueprint of a route to India, and thence to Australia. But it took ten long years to reach the jewel of the British Empire, the city of Singapore, too far for the coast.
ON THE AGES

but not before it had flown more than 22
million km, and carried more than 300
million letters. But it had been a trouble-
some period – 790 forced landings due to
bad weather or mechanical trouble,
200 crashes with 32 pilots killed and 37
seriously injured. While emphasis during
those days continued to be on mail
service, gradually the need to carry
cargo and passengers began to be recog-
nised, and in May 1968, Transcontinental
Air Transport started a coast-to-coast air
route service, complete with stewardesses
and meals. The New York Los Angeles
trip took exactly 48 hours, and the one-
way fare ranged between $ 357 and $ 405
from New York to Los Angeles. It was
a mammoth task to take the reader from those pioneering and exciting years through the next half
decade. Suffice it to say that the passenger
aircraft began since 1950, undergone much
greater changes than those that took
place in the preceding 50 years.

AIRCRAFT DEVELOPMENTS

Commercial pressure has always been the
main driving force behind the development
of all aspects of aviation, from the
earliest days with military technology
giving a helping hand, to occasion. We
cannot give one single answer why the passenger aircraft was derived from the
Heinkel bomber of World War I, other
than it was what emerged from German and
American military research. Technology,
however, has sometimes gone the opposite-
way, for example, the all-metal stressed-skin
airliners of the 1930’s could genuinely
be the fastest bombers of that day and were
entirely the product of civil research
while the jet-turbine was used by
military aircraft before it was accepted by
the civil world.

The history of commercial aviation is also
the story of how Europe and America pulled
the world into the airline era. The period
in 1909-1914 led to the US by 1914. By 1929, three individual types of
American jet aircraft – the V-37, SR-75 and
DC-6 – had each outpaced Europe’s entire
production of jet aircraft. After World
War II, only the British could compete
with the Americans. Some of their aircraft
were decidedly successful, examples being
the Vickers, the Avro 550 and the BAC one-slowers, others such as the
Vanguard, the VC10 and the Trident were
correspondingly successful

The all-time classic is the story of the
American Douglas DC3 or the Dakota.
The first of this type was built in
California in 1938, total production
was well over 13,000 and many Dakotas are
still flying in the world’s skies today. It
must be pointed out, however, that a

large degree of this success was due to its
military application.

Free competition among the airlines
and manufacturers in the USA has always
been matched by similar rivalry between
government manufacturers. Wright and Pratt
& Whitney fought a 5-year battle which
was eventually won by the latter. The
engines also underwent drastic changes.
The traditional piston engine was
replaced by the jet engine which was
invented by Sir Frank Whittle. Today the
majority of all major airlines in the world
is the jet airplane. In the mid
50’s engineers were already looking at
the possibility of a supersonic transport
(SST) and an Anglo-French agreement
to work together on a supersonic civilian
aircraft was signed in November 1956. The
first Concorde started flight trials in
March and April 1969, while the
Russian equivalent, the Tu144 had been
tested to fly by December 31, 1968.

CIVIL AVIATION IN INDIA

India had the unique distinction of
having organised the world’s first air
mail flight as far back as February 1911.
When a Frenchman called Henry Piquet
flew mail from Allahabad across the
Ganges to Naini junction some 10 km
away, however commercial aviation
in the real sense did not begin until early
50’s. Straddling the main east-west trade
route, India became a happy hunting ground for colonial powers like England,
Netherlands and France. Mention has
already been made of Imperial Airways
terminating at Karachi and on October
13, 1932, Tata Airlines was the first to
start a scheduled airline service in
India between Karachi and Madras.
After World War II, when surplus
airplanes were available, a number of
airlines started operating within India
and to neighbouring countries. Mean-
while, Air India International started
its first Bombay-London service in 1946.
Financial instability in the airline
industry as a whole, ultimately led to
the Government’s decision to nationalise
the air transport industry resulting in the
creation of Air-India and Indian Airlines
on August 1, 1953.

Today Air-India has a fleet of 10
Boeing 747s, 5 Boeing 707s and 3 Airbus
A300s. Indian Airlines has 10 A300s, 25
Boeing 727s plus Fokker Friendships
and HS748s. The new third level carrier,
Vayudoot, has been set up to provide
services in the mountainous North
Eastern region of India as a start. Already
services are being extended to other
regions of India and the Fokker
Friendships and HS748s being used will
be supplemented shortly by new Dornier
aircraft.

WHAT OF THE FUTURE?

The subsonic wide-bodied aircraft has
been developed to a high pitch of
efficiency and will undoubtedly be in
production well into the next century.
Historically, passenger aircraft have
tended to remain in production for
longer and longer periods as the industry
expanded. The biplanes of the 1920s
were followed by the DC2. The break in this
pattern came in the post-war era, when the
Douglas DC4, the Lockheed Constellations and their descendents
dominated for some 13 years. It was
the pressure of commercial competition and the
determination of big manufacturers
in breaking the Lockheed/ Douglas hold on
the market which brought the jets in 1958.
The first jets created the travel
boom which, ironically, led to their
replacement as well as establishing the
technology which made it possible.

The staggering hikes in fuel on three
separate occasions in the 70s determined
the need for new generation of aircraft
which would be as fuel-conscious as possible.
Two engaged-fuel efficient aircraft are now accepted fact of life
through the medium term, it is almost
certain that the twin pressures of traffic
growth and airport congestions will be
partly alleviated by the introduction of
stretched versions of existing types.

More reliable and more capable
electronic systems are now being introduced
on some existing aircraft while
the new generation will have even more
advanced systems in which cathode-ray
type displays will replace many of the
conventional dials and counters. The study
of the art in wing design continues
to advance. Active controls can be
combined with drag-reducing wing tips
thus reducing significantly more efficient
wings than the mid-60s designs of wide-body aircraft.

The Concord has been a commercial failure and the supersonic aircraft have
to inevitably overcome the question of
avoiding supersonic flight over land
masses. It is also not certain whether the economics of operating supersonic
aircraft would start comparing with the
wide-body aircraft of today, let alone the
stretched aircraft of the late 60s. Future
stretched versions may carry up to 500
people per aircraft as opposed to the two
and three passenger aircraft of the early
70s. Small wonder, then, that almost
a billion people are flying the world’s
skies every year.

ADVENTURE INTO SPACE

Man has not content to merely
fly. He now wants to examine outer
space and on October 4, 1957, Sputnik-1
was launched as the world’s first
man-made artificial satellite. A month later
a dog was shot into space in Sputnik-2
and cosmonaut Yuri Gagarin circled the earth for
3 hours 46 minutes in Vostok-1.

The first American in space followed less than a month later with a flight time of 15
minutes. Neil Armstrong, in Apollo 11
became the first man to land on the moon in July 1969. Altogether six
landings were made on the moon in the next 5½ years. India in its own small way has
also gone ahead in satellite research for
peaceful purposes. Safely ensconced
in the space shuttle Challenger, INSAT-1B
took off from Cape Kennedy Space
Centre, Florida, on September 2, 1983,
and shortly thereafter control was taken
over by the Master Control Facility at
Hasan in Karnataka.

Today man is looking at Mars, at Venus and at Mercury. Agencies in the
United States are already booking
passengers for the first commercial flight to
the moon. The Soviet Soyuz-17 carried
Sergei Leonov for 73 hours and 22 minutes
and in Soyuz-18 circled the earth for
1,511 hours and 20 minutes. I wonder what	will happen when the time comes to that in the context of his first powered
flight in 1903 which lasted just 12 seconds.

The first aircraft to make an
successful flight – Wright Broth, 1903.
The Minister of Tourism and Civil Aviation, Mr. Khandker Ali Akbar, climbing down the steps of our Boeing 747 after meeting the 114 pilgrims at Delhi Airport. For the first time, Air India has launched Haj Charters from Delhi, for the benefit of the more than 42,000 pilgrims from the northern states of India.

Ernie Ray (foreground), Assistant Sales Superintendent, Perth, holding flight bags and taking for ‘Traveling of Gandhi Tour,’ which the Air India has promoted with the Sunday Times. He is seen here with the members of the tour group at a Heathrow reception held in Perth prior to the group’s departure.

Air India participated for the first time in the Air France exhibition. Mr. M. H. Chaudhry and Mr. V. J. Chhatelar welcoming Mr. F. J. King, the U.K. Minister of State for Transport.

Lions International recently declared. Mr. Paul Costello, Assistant Manager, Passengers Administration, New York, as Men of the Year. Mr. Costello with Mr. Harry Thrasher, President of the Kennedy Airport Aviation Council and Mr. William G. Price, President of Lions Club of JFK.

While on their honeymoon in Europe, James Martin from GSD and his wife Rahmen with the Holy Father, Abp. Rev. the Patriarch & Archbishop Simon, Primate of Brabourne.

Above: Mr. R.L. Parashara, Manager, Eastern & Central Saudi Arabia, hosted a reception at the Le Chinois Restaurant for the Hotel Delegation. CHEN: Mr. J.S. Hingorani, Regional Director, Gulf & Middle East. The photograph shows (L) Mr. Parashara, Mr. Joseph Mathew, Mr. Dave Vannini, Mr. Choudhry, and Mr. Hingorani. Below: The Turbos charged Besorah’s racing car being launched on our aircraft at Sydney for participation in the major racing circuits around Australia with Air India’s sponsorship. The Besorah with its dazzling 300 kph plus performance and the Air India logo prominently displayed along the wings received wide media coverage throughout Australia.
होनहार प्रतिभाओं

मादनराम अलमातूरी

मादनराम अलमातूरी की वृत्तिकोष 1983 के लिए, मादनर गृहराम द्वारा साहित्य शास्त्री अलमातूरी के लिए आयोजित विश्वविद्यालय द्वारा राम के रूप में प्रकाशित किया गया है। वास्तविक इतिहासी विकास में यह साहित्यकीय विश्वास के रूप में वांछित करने वालों के लिए एक महत्वपूर्ण मार्गदर्शक रहा है। इस प्रकार, इस विपणन के लिए 7 विवरणों में आयोजित विस्तारित मिलती है जो तब तक 3 विभागों में समस्त अंशांक शामिल है।

गद्दी गीता सेमन

हमारे एक-दूसरे के बारे में हमारी खोज करती हैं। वास्तविक इतिहासी विकास में यह साहित्यकीय विश्वास के रूप में वांछित करने वालों के लिए एक महत्वपूर्ण मार्गदर्शक रहा है। इस प्रकार, इस विपणन के लिए 7 विवरणों में आयोजित विस्तारित मिलती है जो तब तक 3 विभागों में समस्त अंशांक शामिल है।

अपने बचाव की तकनीक

हाल ही में, एडवर्ड के पास कुछ साहित्यकीय विकास कंपनी तथा आईडियॉन में काम करते रहे हैं। कंपनी के अध्यक्ष अर्बेन एडवर्ड ने कहा कि, "इस तकनीक का उपयोग करने से हमारे दो अन्य कंपनियों के साथ तकनीकी समझदारी और अस्तित्व पूर्वकाल के साथ बाँटने का अपने उपयोग के लिए विवरण किया है।"

सच्चाईः

अपने बचाव की तकनीक का उपयोग करने से हमारे दो अन्य कंपनियों के साथ तकनीकी समझदारी और अस्तित्व पूर्वकाल के साथ बाँटने का अपने उपयोग के लिए विवरण किया है।
25 YEARS AGO
IATA AGM AT DELHI
THE 39th IATA AGM held in Delhi in November 1983, with 261 delegates from 121 airlines and 421 members, was a success all the way through.

What had been planned major host to so many international meets in the past, all of which were a success, could not be the pride of event fail even in the slightest manner. A number of staff and officials from Bombay posted themselves in Delhi several days before the event to familiarise themselves with their work place and nature of work. And when the day finally dawned everything and everyone was well spruced up.

October 24th turned out to be a clear cool day with just the hint of winter in the air. Delhi looked even more beautiful than usual. Colourful banners and signs of welcome, with the AGM logo inscribed all over, lined most routes. Vignyan Bhavan, where the inaugural session was held, was alive with fluttering flags of many nations and looked really impressive. As our Prime Minister was inaugurating the session, there was strict security all around and only people with special IATA badges printed on them were allowed to enter.

At 8:30 sharp the Prime Minister arrived and took her place on the dais. President of IATA, Mr. Raghu Raj opened the meeting and welcomed everybody to the AGM and to India; after which the Union Minister of Civil Aviation and Tourism Shri Kishorekumar Khanna spoke a few words. Prime Minister Smt Indira Gandhi then took over, taking the audience back to her flight of 1962. . . . (for details of the speeches, please turn to pages 4 & 5). There was also a talk by an Indian Airlines Chairman, Mr. Billimoria.

But that was not the end. For all those who were interested in seeing a little more of India, there were pre and post meeting tours specially planned and arranged to places of cultural and historic interest — Guwahati, Agra, Udaipur, Kathmandu, Jaipur, and for the women there were separate programmes and itineraries drawn out with shopping sprees thrown in.

Looking back, it was truly a visual and mental treat. In a mere span of two to three days Air India and Indian Airlines had shown the world what Indian hospitality and warmth meant. And with that let us look forward to the next IATA AGM to be held in India 25 years hence.

Happy New Year!

A short while 1983 will be drawing to a close and I feel it would be worthwhile to use this opportunity to take stock. Looking back, it has been a year of achievement. We added two more cities to our route network, viz. Sanaa and Cairo. We have been universally acclaimed for the role we played in NAM and CHOGM and, jointly with IA, for successfully hosting the 39th AGM of IATA. Last but not least, we have succeeded in keeping Air India’s flag flying high and it is a matter of pride for all of us that 31st March, 1983, brought in Air India’s highest profit ever.

All this was achieved not by sitting back, but by conscientiousness and dedication by each and everyone of us in working together as a team. I thank you for your splendid efforts. I congratulate you on your performance and I expect you to keep up the good work. Let us strive to ensure that 1984 will be an even better year in all aspects of our airline’s activities, especially in improving our standard of service to our customers.

I send my personal regards to all officers and staff and their families, both in India and abroad. May the New Year bring all of you peace, contentment and happiness.
पर्यटन और नागरिक विस्मान हिन्दी
सलरामकर समिति की दूसरी बैठक.

बैठक के आयोजन के साथ, सभी सदस्यों के साथ समाप्त हुई।

आयोता की 39वीं वार्षिक बैठक

विनाकरण, व्यवसायिक उद्यमियों के बीच व्यवसायिक गठबंधन की जानकारी और वर्तमान नियोजन का वर्णन।

वढ़ई हिन्दी में बंधक?

नवीन मोड, संगीतिक उद्योगांकन, सांस्कृतिक सम्पदा, नाजुक भाषा और नाटक का उद्योग।

रिश्तेदार का प्रति प्रेम

वेतनसमन्वय में काफिला, अंतरराष्ट्रीय औद्योगिक सम्बन्धि पर विचार।

सामाजिक, सांस्कृतिक और सामाजिक समाज के विषयों पर विचार,

अनियंत्रित अभियांत्रिकी की जानकारी,

माहिती के साथ उपलब्ध है।
AI AND OCTOPUSSY

Air-India Copenhagen joined hands with UIP (Universal Pictures) and the local film magazine Se & Hor during the gala premiere of James Bond's latest film "Octopussy", which was attended by over 600 guests, including people from the travel trade, Indian Embassy and the Indian community. In keeping with the occasion, the theatre where the premiere was filmed, wore an exclusive AI look with AI posters, displays and objects. After the premiere, Mr Satya Baskhi, Manager, Catering Cabin Service, Europe, moved into high gear and provided in his inimitable way an exotic fare of Indian culinary delights. While Air-India flew in the film's two stars Tina Hudson and Mary Stavin from London, the highlight of the evening was the AI Octopussy contest with a fascinating trip to India for the winner.

WELL-DONE GSD!

Our GSD unit at Delhi received a pat on its back when it was awarded a certificate of appreciation from Japan Airlines. JAL is one of the airlines serviced by GSD at Delhi and the award is for excellent support provided last year.

SERVICE MEMORANDUM

In November, Air-India staff in UK had a get together at the Bond Street office, when Mr P.K. da Gama presented long service memos to the staff. A some what similar function was held in Nairobi, three staff with 25 years service were presented with a wrist watch and a service pin by our Chairman and Managing Director Mr Raghu Raj during his tour of Africa.

FAREWELLS

Mr MR Sengupta, Foreman, Engineering Department, Bombay.
Mr P. Chakraborty, Foreman, Engineering Department, Bombay.
Mr A.M. Padmanabhaswamy, Foreman, Engineering Department, Bombay.
Mr T. Subrahmanyan, Inspector, A.I. Engineering Department, Bombay.
Mr V.C. Cohen, Charge Engineer, Engineering Department, Bombay. Tenure of service - 36 years.
Mr R.R. Jadhav, Plant Technician, Ground Services Department, Bombay. Tenure of service - 4 years.
Mr C. Kannan, Charge Engineer, Engineering Department, Bombay. Tenure of service - 38 years.
Mr P.C. Menon, Station Superintendent, Commercial Department, Lagos. Tenure of service - 22 years.
Mr S. Suresh, Manager, Kauai.
Mr V. Umamaheswaran, Foreman, Engineering Department, Bombay.
Mr G.L. Jeyaraj, Section Engineer, Engineering Department, Bombay.
Mr R. Solanki, Head Cleaner, Civil Works & Properties Department, Bombay. Tenure of service - 36 years.
Mr R.B. Daik, Senior Office Assistant, Accounts Department, Bombay. Tenure of service - 21 years.

OBITUARIES

We deeply regret to announce the sad and untimely demise of:
Mr V.S. Ghadge, Security Guard, Bombay. Tenure of service - 4 months.
Mr R.D. Solanki, Head Cleaner, Civil Works & Properties Department, Bombay. Tenure of service - 36 years.
Mr R.R. Jadhav, Plant Technician, Ground Services Department, Bombay. Tenure of service - 4 years.
Mr C. Kannan, Charge Engineer, Engineering Department, Bombay. Tenure of service - 38 years.
Mr P.C. Menon, Station Superintendent, Commercial Department, Lagos. Tenure of service - 22 years.

DINNER IN PERTH

Mr Anil Kadam, Manager-Pers (standing third from left) hosted a dinner for the High Commissioner of India, Mr. Kamtekar (seated second from left) when he visited Perth recently. Also seen in the photograph are Mr. Kamtekar, Mr. and Mrs. P.V. Roy. Mr. and Mrs. Bennett, Mr. J. Newman and Mr. and Mrs. J. Rudd.

Feather In Cap
For Satya

Our man in Washington, Mr Satya- narsayana Rao, received two special awards for his outstanding services towards the cause of Indo-American relationship at a dinner in the US. The Indo-American relationship award for "better relationship between the peoples of India and America" was presented by Dr. Sambhur Banik, President of the Washington Chapter of the Association of Indians in America. The community services award was presented on behalf of the Mayor of Baltimore by his representative Mr. S. Patha at a ceremony held at Baltimore City Hall.

What Others
Think Of Us...

...For everyone and especially me, from the days of Constellation down to today's Turbo, it has always been a pleasure flying Air-India. The facilities offered, the courtesy and hospitality extended to the flying passengers by Air-India staff have been consistently excellent and leaves nothing to be desired... All the members of my family and myself always make it a point to travel Air-India whenever we fly and would like to place on record that we have immensely enjoyed flying Air-India every time.

The entire staff of Air-India and the Chairman deserve all our appreciation and I take this opportunity to congratulate everyone of those connected with Air-India for all that they have done - and continue to do - to put Air-India - The Maharaja of Airlines - in a pre-eminent position amongst the world's major Airlines. I wish you and your colleagues all good wishes for continued success.

Mani Sundaram, Vice-Chancellor, Bharathidasan University, Tiruchirapalli.
IATA President
Raghu Raj Declares
39th AGM Open
(Reproduced below is not his entire speech)

On behalf of the host airlines, Air-India and Indian Airlines, I extend to you a very warm welcome. As I address you today, the heads of 88 world airlines gathered in this enchanting city for the 39th AGM of IATA. The opening session was held at this very hall and the meeting was inaugurated by India’s first Prime Minister, Jawaharlal Nehru. He was the architect, then Shrimati Indira Gandhi is surely the builder of modern India, blessed with the same vision, the same drive and a burning desire to change things for the better.

I was interested to discover that even then the same doubts and uncertainties were expressed, the same worries about the financial health of the civil aviation industry existed as today, though of course for different reasons. Mr. J.R.D. Tata, my distinguished predecessor and the father of commercial aviation in this country, who could not be present here today, had voiced his fears also. In the early 90s, the jet age had blasted off in a storm of controversy and the prophets of doom had a field day in predicting the industry’s downfall. Instead, a decade later, the wide-body jets added to the discomfiture of the pessimists since they did not foresee that these large aircraft would, in fact, become the vehicles of mass transportation as we know it today.

Ironically enough, we are today facing virtually the same hurdles as we were 25 years ago. We now have to invest huge sums of money to replace the ageing aircraft in our fleet. Mr. Raghu Raj, our President in this hall, I feel sure, is worrying about where all this money is going to come from!

One all-too-obvious an answer to this is the fact that a large number of airlines are wholly or partially owned by their governments who find the money to make up the deficits. In such cases, inevitably the burden eventually passes on to the taxpayer. India is an interesting case in point. Less than one percent of the country's population flies every year. Both domestically and internationally enabling mass transportation of people and goods, yet it is a sad commentary to make that our airline world is divided into IATA and non-IATA, such one wanting to co-operate yet not getting very far in establishing better lines of communication and understanding. I do not understand why this should be so. After all, our aims and objectives are not different. Why then should we sit in two camps on opposite sides of the fence?

By expanding our area of co-operation we can help reduce our cost. Surely, we can streamline our industry to work together in a co-ordinated manner and still maintain the goals we have set for ourselves which are essentially carrying our passengers safely, economically, comfortably and competently. As American friends would say, let us get cracking!

Director General of IATA receives high ICAO honour

"Today, 24 October, is a day celebrated throughout the world as United Nations Day, a day when mankind commemorates the entry into force..."

This day is in opportunity for the peoples of the world and nations of the world to reaffirm their sacred determination to save succeeding generations from the scourge of war..."

Dr. Ajith Koteswara at the presentation of the Edward Warner Award.

The Award established in 1958 is named after Dr. Edward Warner, the first President of the ICAO Council, a great international civil servant who helped to formulate the Convention on International Civil Aviation during the Chicago Conference in 1944.

"It is with great pleasure and pride that, on behalf of the ICAO Council, I present to Knut Hammarskjold the gold medal of the Edward Warner Award for 1983. The citation accompanying the Award reads: 'To Knut Hammarskjoeld in recognition of his eminent contribution to international civil aviation, as Director General of the International Air Transport Association, in order to meet the need of the peoples of the world for a more regular, efficient and economical transport. He has dedicated his life to furthering international cooperation as a means of promoting mutual understanding and direct communication between peoples and countries through vigilant action and patient negotiation he has sought to order and harmonize developing of international civil aviation. As Director General of the International Air Transport Association, he contributed to fostering further spirit of co-operation and mutual respect which prevails between the Association and the International Civil Aviation Organization.'

Mr Knut Hammarskjold and Mr Raghu Raj welcoming the Prime Minister Indira Gandhi to the inaugural session.

To the left is Mr. Kishore Khaitan, Minister of Civil Aviation and Tourism.

The Prime Minister of India Smt Indira Gandhi in her inaugural address at the Vigyan Bhavan.

What is peculiar about India, is not its size or its vastness, but its tremendous diversity.

Sitting here, I suddenly remember a special event when our Minister pulled the rope...
When neolithic man invented the wheel about twenty centuries ago, little did he realize that he was unwittingly setting in motion a process which would, some 2000 years later, make it possible for the peoples of the world to travel, to intermingle, to freely communicate with each other, to exchange views and ideas and to forge a common bond of human understanding.

Union Minister of Tourism and Civil Aviation
Shri Kharshed Azim Khan.

All this has been made possible to a large extent by the air transportation industry. The August gathering of IATA represents one of the largest international organizations in the world... The industry that you represent knows no barriers. By bringing people together in your day-to-day business, you are in a better position to remove misconceptions and clear misunderstandings than any other organization that exists. Many of these misconceptions and misunderstandings unfortunately stem from a lack of understanding...

You are perhaps aware that our country is as vast as the whole of western continental Europe. We have 15 major languages, over 1000 dialects, people of different religions, customs, traditions, food habits and so on, that we are virtually a continent within ourselves.

Indian Airlines which is our domestic carrier has a total network of 71,167 unduplicated route kilometres and operates to 122 cities in the country and in neighboring countries. It operates over 200 flights daily and carries 7.5 million passengers annually.

A little over two years ago, we started our third airline, Vayudoot. It is essentially a feeder airline providing service to remote and less accessible parts of the country. You will be interested to know that a half-hour flight between two points could take anything up to two and a half hours to cover by any other mode of transport.

India has a significant profile in the field of civil aviation; nevertheless we must function within the framework of the overall national development plan, where aviation may not necessarily receive the same degree of priority as in many other countries. If you, therefore, notice certain areas still in a developmental stage, it is not because of any lack of foresight, planning or expertise, but for other reasons. One such area is the facilities we are providing at our international airports, which we are tackling with some degree of urgency.

As Minister of both Tourism and Civil Aviation, I should like to point out that civil aviation and tourism are so intrinsically interlinked that any activity in one has an immediate and repercussive reaction on the other. India is a veritable tourist paradise and has everything to offer from mountains to beaches, jungle resorts to culture, ancient history and all the rest. If we do not look at India, we should, therefore, recommend for the consideration of the assembled stalwarts of the aviation industry that when you look at India, please do not look over India!

With its experienced personnel in the technical, management and operations fields, Air-India is in a position to render considerable assistance to developing airlines. We are proud that with a fleet of just 18 aircraft — a small figure compared with some of the other giants — we have held our own against major world airlines and even emerged with a modest profit of about 38 million dollars in the year which has just ended.

Thank You.

Technology has lightened drudgery and stress has given leisure. But what do we do with the hours of spare-time? Is our range of awareness enlarged? Is your scope of interest widened? A stage has been reached when without such perception, human-kind will be trapped and annihilated by its very power. There is little effort to understand those who are different. Every international meeting should be an occasion to strengthen the defences of peace.

May every achievement sow seeds of discourse but of harmony. I have great pleasure in inaugurating your annual meeting and give you all my wishes and with you to remain aviation enthusiasts and interesting and enjoyable stay in our country.

so as to enable humans to fly... When space travel is taken for granted, it is hard to believe that the first human flight took place a mere 80 years ago and covered only 260 metres. My own first flight was in early 1927 from Ostend to Dover. Today air travel is as essential and as much a part of our daily lives as road transport.

Ours is the era of communications, when people and goods can travel faster than the speed of sound, and words and pictures are transmitted at the speed of light...

It is a cliché that modern communications have shrunk distances. I wish it were equally true that this had enabled countries and peoples to come nearer in spirit, to attempt deeper understanding, to achieve closer cooperation and to work for the good of all...

The International Air Transport Association represents a major essay in international cooperation. Together with the International Civil Aviation Organization and various national governments, your organization has evolved codes and conventions for aviation and promoted travel and trade. We should ensure that all countries observe these conventions and safeguard the lives of civilian passengers. Insane passengers should not be made the victims of any type of political or military design.

Such are the compulsions of contemporary life and for us in India the need for self-reliance, that we took an early decision to have our own airline and have no reason to regret that decision. This, we feel, is not a question of national pride but a base of our independence...

The economic crisis which engulfed our entire globe was bound to affect international trade, travel and tourism but I am told that the outlook has somewhat brightened...

Airlines are catalysts of economic growth... Your international fund I hope will be able to finance the training of staff for those airlines which can ill afford it. Fortunately because of our own Indian emphasis on research and advanced technological education, we do not lack trained manpower. But some others do. Your assistance in this area has rightly been described as "wings for a developing world".

"I lay down my office as President at this august body with mixed feelings"

On October 25, 1983, at the closing session of the 39th AGM, Mr. Raghuraj Raj handover his presidency to Mr. David Kennedy, Chief Executive of Aer Lingus.

"I am glad to say that the recent additions to the family are India's infant airline, Vayudoot, Air Laos, Air Mozambique, Mid-Pacific Airlines and Sierra Loo Airways. I extend my heartfelt welcome to them. I must say that it has been a great delight and education to have worked so closely over the year with you seasoned aviation campaigners in the airline industry from different parts of the world.

I thank you all Presidents of airlines and your colleagues, our Director-General and his highly-efficient, invariably-smiling IATA staff for the cooperation and extremely helpful support extended to me at all times. I would also like to make a special mention of Indian Airlines who proved themselves extremely able in hosting this AGM jointly with Air-India. I am very happy to see my worthy and able colleague Mr. David Kennedy of Aer Lingus in the presidential chair and I am confident that he will lead IATA to great heights during his year in office."

Mr. Kennedy joined Aer Lingus in 1962 as Operations Research Analyst, and in 1966 was appointed Systems Manager. In 1971 he was appointed Senior Vice-President of the airline. He returned to Dublin in 1973 as Assistant Chief Executive-Operations.

In October 1973 he was appointed Chief Executive-Director, and in 1974 he succeeded Dr. Michael J. Dargan as Chief Executive of Aer Lingus. Our heartfelt congratulations to him.
AIR-INDIA'S NEW ADVERTISING CAMPAIGN

To coincide with the presence of the West Indies cricket team in Bombay, Air-India launched a "sporty" advertising campaign featuring Clive Lloyd, Michael Holding, Jeff Dujon, Wesly Hall, Sunil Gavaskar and Faroukh Engineer. This campaign was the brainchild of our Western India office and, it was superbly executed by AI Publicity unit. Reproduced above are some of the ads released at the time.

HOCKEY

Air-India hockey team from London while on a tour of the Bahamas made a clean sweep of the local opposition. Philip Kelly, Manager of the team, was full of praise about the performance of the team and in particular he made a special reference to the contribution of the Bombay contingent which participated in the tour. At the All India Public Sector Undertakings Hockey Tournament in Bangalore, Air-India finished as joint runners up with BEMIL (Bharat Earth Movers Limited). Both tied with three points each and had a 2-2 goal record.

FOOTBALL

During the 1983 IFA (Indian Federation Association) Football Tournament in Calcutta, Air-India had the most arduous task of facing the country's three foremost teams — Mohan Bagan, East Bengal and Mohammedan Sporting. Yet we did rather well for ourselves with C. Raja, equalising scores at 1-1 against strong East Bengal in the semi-final, after beating Rajasthan (Calcutta's fourth best side) and the Junior Nepal National side. But in the keen and exciting battle that followed a crucial defensive lapse resulted in East Bengal winning by 2-1. While recapturing this space tingling drama for the Magic Carpet, Mr. Momi Mathews, Secretary of the Sports Control Board writes, "Sitting on the side benches hearing the ear splitting roar of Calcutta crowds, with missiles in the form of mud tea cups being hurled at the opposing

Chess

At the Chess Tournament held in the same place, S.M. Ahmed emerged the winner with M.M. Madan as the runner up.

Vijay Manjrekar

In the demise of Vijay Laxman Manjrekar, our Ast Personnel Officer, who died of cardiac arrest on October 15, at Madras, Indian cricket has lost one of its batting luminaries. Only the previous day he had received an award from the Governer of Tamil Nadu at a function organised by the All India Public Sector Sports Association to felicitate International Sports personalities.

He joined Air-India in 1968 as Officer Incharge (Sports) and played a very important role in organising and executing sports activities of the Corporation.

Vijay Manjrekar has represented the country in 55 Tests. He had starred in a crucial partnership with Paddick in the Test against Bobby Simpson's Australians at the Brabourne Stadium in Bombay when India won by two wickets after being down to 122 for six and marginally ahead. In a span lasting nearly 1½ decades of Test cricket, Manjrekar scored 3,888 runs at an average of 59.12. In recognition of his services to Indian cricket, the Government of India awarded him the Arjuna Award, in the year 1965, and in 1972 the cricket-loving public had organised a benefit match for him.

"I love to come to Madras..." he had told a correspondent of the "Hindu" some years ago. It is ironical and sad that it was in the same city that Manjrekar breathed his last. R.I.P.
हिन्दी कार्यशाला

एक-दूसरा ने भर भर एक-दूसरे पर निर्भर झुकने लगे अधिकारियों/अधिकारियों के लिए इलेक्ट्रॉनिक एंव रिक्रिएशन के साथ एक नया स्वास्थ्य विभाग युक्तिकार का आयोजन (1) में 14 अनुक्रम के बीच किया। इस वार्षिक भाषण में एक-दूसरे के 14 लेखकों ने उपलब्ध किया।

एक-दूसरे के नवनिर्मित लोकतंत्र एवं विज्ञानिकी प्रकाशित क्षेत्र का कार्यक्रम भी शामिल होगा। इस कार्यक्रम की अध्यक्षता प्रथम एवं नवनिर्मित विचारधारा, तन दिनी के बॉर्ड हिन्दी अधिकारियों भी विनियमित गतिविधियों में शामिल होंगे।

कार्यक्रम के अंत में एक-दूसरे की आयोजित विशेष उपवनिष्ठ हिन्दी अधिकारियों ने आमंत्रित विपणन आयोगों के समाप्ति किया।

उपलब्ध अधिकारियों के अन्य अधिकारियों की चिह्नित प्रतीक व तत्त्वों की उल्लेख किया।

हिन्दी अधिकारी द्वारा हिन्दी के लिए पुस्तकार

लेखक भी भारतीय संघ में ग्राहक लेखक अधिकारियों के पद पर राजन करने की भी, निर्देशार्थों ने, ताकि हिन्दी के लिए एक-दूसरे पोखरण किया। वह हिन्दी भाषा की एक-दूसरे में निर्भर रहने वाले दृष्टि-क्षेत्र को 500 रू. मिटे दिया। यह सार्थक आवाजाधी अथा उस दृष्टि-क्षेत्र के आकार को प्राप्त करने के लिए राजन और राजनीति की जरूरत है जो इस प्रकार के साथ-साथ आम लोगों के लिए सही है।

एक-दूसरे दृश्यमें, वह हिंदी लेखकों की अपील के रूप में एक-दूसरे का प्रतीक रहता है। उनका चयन प्रस्तुति संवाद समाधान है।

हिन्दी भाषार्थी अधिकारी द्वारा हिन्दी के लिए पुस्तकार

उपलब्ध कार्यालय का स्थान हिन्दी भाषा के नाम के पुस्तकार करने वाले हिन्दी प्राचीन की कार्यक्रम संस्थान में होता है।

उपलब्ध नामांकन पर वह हिन्दी भाषा के पुस्तकार का नाम इस प्रकार करने हैं - शीर्षक-अध्यक्ष के नाम की संपूर्ण लिखित नामी है।