

**MAGIC CARPET**  
**1982-83**

**AIR INDIA**  
**PUBLIC RELATIONS OFFICE**

# Magic Carpet

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## Happy Birthday

**L**AUNCHING 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).

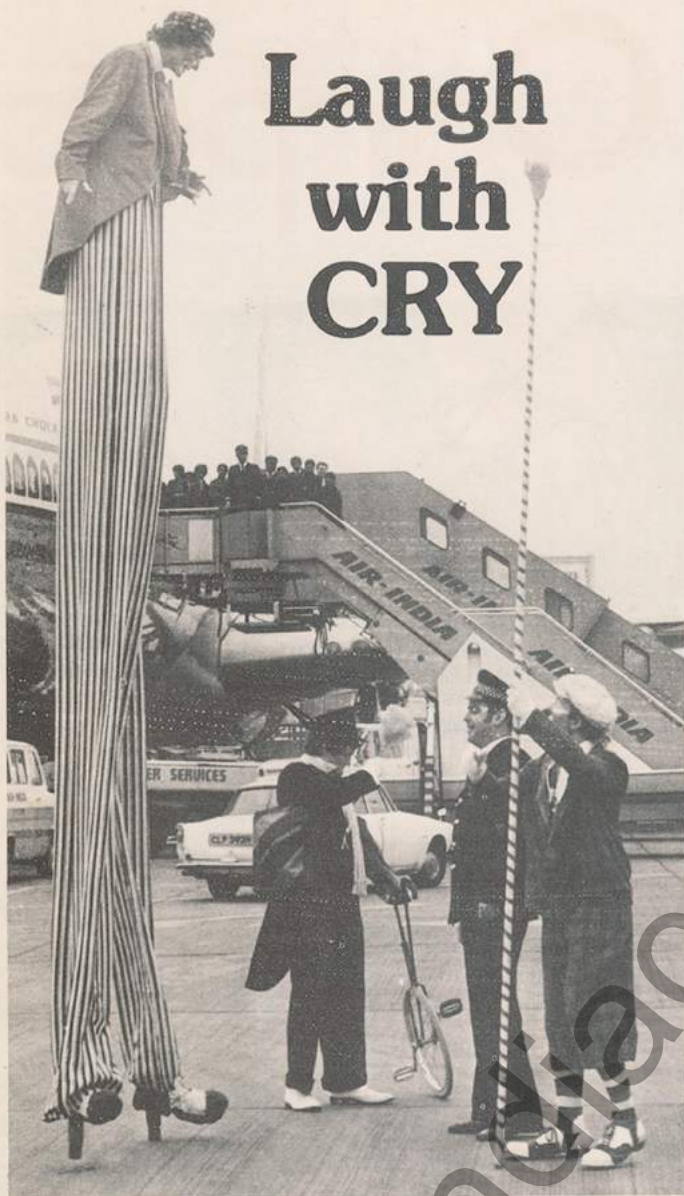
And finally, the name of your child. We selected 'NAMASKAAR' and we think it is a good name. 'NAMASKAAR' saw the light of day on Dec.1, 1980, appears once every two months and has just celebrated its first birthday. It has had its detractors (originating mainly from those who did not get the contract)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

# Laugh with CRY



**T**HREE 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 — airside (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 Rukmini 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 said: "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. Their 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, Jonno, David and Jan have already put up spectacular street and charity shows to raise money for CRY in Bombay.



Mr Malcolm Barretto, Director-in-charge, Hotel Corporation of India presents a farewell souvenir to Mr J.J. Rindani, Director Finance, who returned to Air-India to take up the assignment of Regional Accounts Manager, Continental Europe stationed at Geneva. Mr Rindani joined HCL from Air-India as Controller of Accounts in 1977 and his wide experience in finance was a great asset to the HCL in its many expansion projects.

## 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 F.T.T. on production of the necessary travel documents.



## Kenya Airways' Delegation Visit Air-India

A Kenya Airways' delegation led by its Chairman Mr Maina 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 Reservations System. Later they met the Chairman, Mr Raghu Raj and held discussions with him.

At the Air-India Complex at Santa Cruz the delegation was shown around the Simulator, Mock-up area in the Inflight Service Department and the Computer Section. Photograph shows the Chairman welcoming Mr Maina Wanjigi, Chairman, Kenya Airways, and leader of the delegation.

# मैजिक कार्पेट



जनवरी 1982



## केन्या एअरवेज के प्रतिनिधि-मंडल ने एअर-इंडिया फैसिलिटीज का दौरा किया

हाल ही में, केन्या एअरवेज के प्रतिनिधि-मंडल ने अपने अध्यक्ष श्री मैना वांजीगी के नेतृत्व में बम्बई में एअर-इंडिया फैसिलिटीज का दौरा किया। बुकिंग कार्यालय में उनके आने पर प्रबंधक-परिचमो भारत ने उनका स्वागत किया। उन्हें बुकिंग कार्यालय दिखाया गया और कंप्यूटर आरक्षण प्रणाली की क्रियाविधि समझाई गई। बाद में वे अध्यक्ष श्री रघु राज

से मिले और उनके साथ चर्चा की।

सांताक्रुज स्थित एअर-इंडिया कॉम्प्लेक्स में प्रतिनिधि-मंडल को सिमुलेटर, उड़ानगत सेवा विभाग स्थित मांक-अप शेव और कंप्यूटर अनुभाग दिखाया गया। चित्र में अध्यक्ष प्रतिनिधि-मंडल के नेता श्री मैना वांजीगी का स्वागत करते हुए दिखाई दे रहे हैं।

## हिन्दी बैठक

एअर-इंडिया व सैंटार होटल के सौजन्य से राजभाषा विभाग, नई दिल्ली द्वारा 29 अप्रैल, 1981 को सुबह 10.30 बजे नालंदा हाल, सैंटार होटल में बम्बई स्थित सभी सरकारी उपक्रमों/केन्द्रीय सरकार के स्वामित्व एवं नियंत्रणाधीन कंपनियों और निगमों की एक बैठक बुलाई गई थी। इस बैठक की अध्यक्षता, भारत सरकार के हिन्दी सलाहकार व गृह मंत्रालय, राजभाषा विभाग के सचिव श्री जय नारायण तिवारी ने की।

बैठक की विभिन्न मदों पर चर्चा करने के साथ-साथ सरकारी उपक्रमों/केन्द्रीय सरकार के स्वामित्व एवं नियंत्रणाधीन कंपनियों/निगमों में हिन्दी की प्रगति की समीक्षा की गई

तथा कार्यान्वयन में आनेवाली कठिनाइयों पर विचार किया गया।

कार्यक्रम के आरम्भ में कामिक प्रबन्धक व संपर्क अधिकारी (हिन्दी) श्री नंदलाल अश्वि ने एअर-इंडिया की ओर से स्वागत भाषण दिया और मेहमानों, अधिकारियों व विभिन्न प्रतिनिधियों का अभिनंदन किया। समन्वय प्रबंधक एवं संपर्क अधिकारी (हिन्दी), विंग कमांडर एस. बी. माथुर ने धन्यवाद ज्ञापन दिया। उपसचिव कार्यान्वयन, श्री विजय सिन्हा ने बैठक का संचालन किया।

इस बैठक में 40 कंपनियों और निगमों के प्रतिनिधियों ने भाग लिया। बैठक 3.45 बजे समाप्त हुई।

## विदेश-यात्रा कर बुकिंग कार्यालय में देय

एअर-इंडिया के यात्रियों को विदेश जाने समय अब सहर स्थित अन्तर्राष्ट्रीय एअरपोर्ट पर विदेश यात्रा कर भरने के लिए अलग लाइन में खड़े होने की तकलीफ नहीं उठानी पड़ेगी। नरीमन पॉइंट स्थित बुकिंग कार्यालय में भारतीय स्टेट बैंक के सौजन्य से एक विशेष काउंटर खोला है, जहां यात्री अब आवश्यक यात्रा दस्तावेज प्रस्तुत कर 100 रुपये विदेश यात्रा कर भर सकते हैं।

## स्पोर्ट्स कंट्रोल बोर्ड

हाल ही में स्पोर्ट्स कंट्रोल बोर्ड का पुनर्गठन हुआ है। इसके अध्यक्ष श्री बी. पी. बालिगा, उपाध्यक्ष श्री के. आर. अश्वि और सचिव श्री आर. डी. मांजरेकर हैं। अन्य सदस्य हैं श्री जे. एन. नाईक (कोषाध्यक्ष) श्री टी. एन. डी. पिल्लै, श्री एफ. वाज, श्री जी. क्लेमेंट, डा. ए. के. मिश्रा, श्री जे. आर. बोकारो, श्री एम. के. करमरकर और कैप्टन एस. जी. मल्लिक।

## कुवैत में एअर-इंडिया ने बैडमिंटन टूर्नामेंट जीता

कुवैत के अल कदसिया स्पोर्टिंग क्लब के तत्वाधान में प्रथम अंतर्राष्ट्रीय एअरलाइंस आमंत्रण बैडमिंटन टूर्नामेंट में चैंपियनशिप एअर-इंडिया ने प्राप्त की। एअर-इंडिया की टीम के साथ कुवैत एअरवेज, एअरलंका, ब्रिटिश एअरवेज, लफ्थासा और स्कैंडेनेवियन एअरलाइंस की टीमों ने मुकाबला किया। प्रत्येक टाई में 9 मैच थे, पुरुष एकल-2, महिला एकल-2, पुरुष डबल-2, महिला डबल-1 और मिश्रित डबल-2।

सेमी फाइनल में एअर-इंडिया ने स्कैंडेनेवियन एअरलाइंस को 5-4 से हरा दिया और उसी मार्जिन से फाइनल में कुवैत एअरवेज को हरा दिया।

कुवैत में भारतीय राजदूत श्री एस. जे. एस. चटवाल भी इस अवसर पर उपस्थित थे। क्लब के अध्यक्ष श्री खालिद अहमद अल होमद ने पुरस्कार वितरित किए।

एअर-इंडिया स्पोर्ट्स कंट्रोल बोर्ड के अध्यक्ष श्री बी. पी. बालिगा को प्रबंधक-कुवैत एक पत्र में लिखते हैं: कुवैत में आयोजित मैचों की सफलता के पीछे हमारे प्रतियोगियों का विरोधी-पक्षों को बुरी तरह से पछाड़ना है। कुवैत एअरवेज के कठिन संघर्ष के कारण हिन्दी विशेष रूप से रोमांचक रहा। फाइनल में हम महिला एकल के 2, महिला डबल का 1, और पुरुष डबल के 2 मैच जीते।

## कैरम टूर्नामेंट



श्री एस. एच. पावरी टीम के कैप्टन श्री बी. बी. रेवंडकर को पुरस्कार देते हुए।

इस वर्ष हमारी कैरम टीम ने महाराष्ट्र कैरम चैंपियनशिप में भाग लिया और उसे रनर अप घोषित किया गया। श्री बी. बी. रेवंडकर टीम के कैप्टन थे। टीम के अन्य सदस्य थे इंजीनियरी विभाग के श्री जी. बी. कदम, श्री डी. एस. कारखानीस, श्री पी. डी. बालिजकर

और भू-सेवा विभाग के श्री बी. एल. जीट, श्री बी. बी. काले और श्री बी. एस. वीरकर।

महाराष्ट्र राज्य कैरम संस्था के अध्यक्ष श्री एस. एच. पावरी ने पुरस्कार वितरित किए।

## एअर-इंडिया का वार्षिक कार्यक्रम

18 जनवरी, 1968 को अधिसूचित संसद के दोनों सदनों द्वारा पारित राजभाषा नीति संबंधी सरकारी संकल्प के पैरा-1 में निहित निर्देशों के अनुसार संघ के विभिन्न सरकारी प्रयोजनों के लिए केन्द्र सरकार के मंत्रालयों/विभागों/कार्यालयों/उपक्रमों आदि में हिंदी के उत्तरोत्तर प्रयोग के लिए वार्षिक कार्यक्रम तैयार किया जाता है और सभी मंत्रालयों/विभागों से उसका कार्यान्वयन सुनिश्चित करने का अनुरोध किया जाता है।

राजभाषा विभाग द्वारा भेजे गए वर्ष 1981-82 के वार्षिक कार्यक्रम के आधार पर, एअर-इंडिया कार्यालय ने भी एक वार्षिक कार्यक्रम बनाया है। कार्यक्रम की मदों पर एअर-इंडिया की मुख्य राजभाषा कार्यान्वयन समिति ने अपनी बैठक में विस्तार से चर्चा की। अनुमोदित वार्षिक कार्यक्रम नीचे दिया जा रहा है। उसकी मदों को 31 मार्च, 1982 तक पूरा किया जाना है।

\* भारत तथा विदेशों में नामपट्टों/साइन बोर्डों का हिन्दी और अंग्रेजी में प्रदर्शित किया जाना।  
\* अधिक स्टेशनरी/फार्मों का हिन्दी अनुवाद व मुद्रण।

\* एअर-इंडिया के रोजमर्रा के काम में सामान्य रूप से प्रयोग में आने वाले शब्द, वाक्यांश, और मानक रूपों को संग्रहित कर एक शब्दावली बनाना।

\* हिन्दी निबंध-लेखन प्रतियोगिता का आयोजन।

\* बम्बई में दो और दिल्ली, कलकत्ता और मद्रास में एक-एक कार्यशाला का आयोजन।

\* एअर-इंडिया स्टाफ पास का हिन्दी अनुवाद व मुद्रण, बोडिंग-कांड और वैगेंज टैग का हिन्दी अनुवाद।

\* एअर-इंडिया यात्री टिकट का द्विभाषी मुद्रण।

\* हिन्दी-दिवस का मनाना और एक काव्य संस्था का आयोजन।

\* एअर-इंडिया के कुछ कर्मचारियों के लिए हिन्दी अनुवाद प्रशिक्षण की व्यवस्था।

राजभाषा अधिनियम, राजभाषा नियम और सरकारी आदेशों को पूरा करने का दायित्व हम सबका है। अतः हम सबको इस कार्यक्रम को निर्धारित तारीख तक पूरा करने का प्रयत्न करना चाहिए।

# 1981 वर्ष के कुछ महत्वपूर्ण संदर्भ



## संसदीय राजभाषा समिति का एअर इंडिया में दौरा

राजभाषा अधिनियम 1963 की धारा 4 के अनुसार जनवरी, 1976 में संसदीय राजभाषा समिति का गठन किया गया। इस समिति को संघ के सरकारी प्रयोजनों के लिए हिन्दी के प्रयोग में हुई प्रगति की समीक्षा कर, उस पर अपनी सिकांशित करते हुए राष्ट्रपति को अपनी रिपोर्ट प्रस्तुत करनी थी। यह एक बहुत ही उच्च स्तर की समिति है। इस समिति में 30 संसद सदस्य हैं, 20 लोकसभा के और 10 राज्य सभा के। जनता के विभिन्न वर्गों की राय जानने के लिए इस समिति ने कुछ प्रश्नावलियां बनाई और देश में स्थित केन्द्रीय सरकार के कार्यालयों को नमूने के तौर पर देखने के लिए तीन उपसमितियां बनाई। इन उपसमितियों ने जुलाई, 1976 से अपने निरीक्षण-दौरों का कार्यक्रम शुरू किया। पर्यटन एवं नागर विमानन मंत्रालय तीसरी उपसमिति के कार्यक्षेत्र में आता है।

इस समिति ने क्रमशः अक्टूबर, 1976 और जनवरी, 1979 में बम्बई स्थित एअर-इंडिया के मुख्यालय का दौरा किया। फिर जून, 1978 में हमारे क्षेत्रीय कार्यालय दिल्ली का निरीक्षण किया। उसके बाद सितम्बर-अक्टूबर, 1980 में उक्त तीनों उपसमितियों ने एअर-इंडिया के विदेश स्थित 23 कार्यालयों का निरीक्षण किया। अन्ततः जनवरी, 1981 में तीसरी बार 3री उपसमिति ने फिर बम्बई स्थित

एअर-इंडिया के मुख्यालय का दौरा किया। इन अनेक अवसरों पर समिति ने हिन्दी की प्रगति को सन्तोषजनक पाया व समय-समय पर अपने अनेक मूल्यवान सुझाव दिए व हमारा मार्गदर्शन किया।

31 जनवरी, 1981 को नरीमन पॉइंट स्थित बोर्ड रूम में, तीसरी उप समिति के सदस्यों के साथ हमारे विभागाध्यक्षों की हुई बैठक में एअर-इंडिया के अध्यक्ष व प्रबंध निदेशक श्री रघु राज ने समिति के सदस्यों का स्वागत करते हुए उनके समक्ष एअर-इंडिया में हिन्दी की प्रगति का व्योरा प्रस्तुत किया। इस अवसर पर एअर-इंडिया के उप प्रबंध निदेशक श्री सी. एल. शर्मा और पर्यटन व नागर विमानन मंत्रालय के वरि. हिन्दी अधिकारी श्री प्रह्लाद खन्ना भी उपस्थित थे। बैठक की समाप्ति पर एअर-इंडिया की राजभाषा कार्यान्वयन समिति के अध्यक्ष श्री एस. के. नंदा ने मनेजमेंट की ओर से श्री ओम मेहता व अन्य सदस्यों के प्रति आभार व्यक्त किया।

इस तीसरी उपसमिति के संयोजक थे संसद सदस्य श्री ओम मेहता और अन्य सदस्यों में श्री भगवान देव, श्री गिरिधर सोमंगो, श्री गुरुदेव गुप्त, श्री जगन्नाथ राव जोशी, श्री आर. के. म्हातगी, श्री जी. एस. मिश्र, श्री एस. मुनिन, श्री रामविलास पासवान और श्री वी. वेंका संसद सदस्य थे।

## सुरक्षा पाठ्यक्रम

इंजीनियरी विभाग ने 29 और 30 जून, 1981 को संयंत्र औद्योगिक सुरक्षा पाठ्यक्रम हिन्दी में चलाया। इसका उद्घाटन कार्मिक एवं औद्योगिक संपर्क निदेशक श्री एस. के. नंदा ने किया। इस अवसर पर उप इंजीनियरी निदेशक श्री एम. एस. बालमुब्रमण्यम और विभिन्न वर्कशॉप के शॉप प्रबंधक भी उपस्थित थे।

औद्योगिक सुरक्षा पर इस प्रकार का पाठ्यक्रम इंजीनियरी विभाग में पहली बार चलाया गया। यह पाठ्यक्रम विशेष रूप से हिन्दी में चलाया गया था, ताकि कुछ श्रेणियों के कर्मचारियों को समझने में आसानी हो और वे समझ में आने वाली भाषा में, आसानी से अपनी बात कह सकें। यह पाठ्यक्रम नेशनल सुरक्षा परिषद, बम्बई के अनुभवी विशेषज्ञों द्वारा चलाया गया।

अपने उद्घाटन भाषण में कार्मिक एवं औद्योगिक संपर्क निदेशक श्री एस. के. नंदा ने वर्तमान समय में उद्योगों में सुरक्षा के महत्व और सुरक्षा के प्रति व्यक्ति की भूमिका का विशेष रूप से उल्लेख किया।

अधिक उत्पादन के लिए अधिक संख्या में व्यक्तियों और मशीनों के अधिक होने से उद्योग में किसी व्यक्ति के दुर्घटनाग्रस्त होने की संभावना बढ़ गई है। इस स्थिति में, व्यक्ति को अपने को सुरक्षित रखना है और औद्योगिक दुर्घटनाओं की संख्या कम करने के लिए सुरक्षा उपायों का पालन करना है।

उद्घाटन अवसर पर उपस्थित श्री एस. एस. बालमुब्रमण्यम, उप इंजीनियरी निदेशक (फैक्टरी मैनेजर), ने प्रतिभागियों को संबोधित किया। उन्होंने अपने भाषण में वर्कशॉप में विभिन्न कार्य करते समय शॉप में व्यक्ति को दिए गए कर्मचारी सुरक्षा उपकरणों के इस्तेमाल पर बल दिया। काम करने समय कर्मचारी सुरक्षा उपकरणों के इस्तेमाल करने की आदत कर्मचारियों में डाली जाए और वह उनकी नेमी आदत बन जाए। अगर कार्य करते समय इनका इस्तेमाल न किया गया तो इनका कोई महत्व न होगा। इस अच्छे कार्य की आदत जो सुरक्षित कार्य की आदत है, व्यक्ति को अवश्य ही आने वाले खतरों से बचाएगी। व्यक्ति को रोजमर्रा के काम में सुरक्षित कार्य की आदत डालनी चाहिए और रोजाना की जिदगी में उपकरणों के इस्तेमाल की आदत डालनी चाहिए न कि कभी कभार आवश्यकता पड़ने पर।



सुरक्षा पाठ्यक्रम के उद्घाटन अवसर पर

## एअर-इंडिया में अधिकारियों के लिए प्रथम कार्यशाला

भारत सरकार की ओर से केन्द्रीय सरकार के कर्मचारियों को छूट है कि वे अपना काम हिन्दी में करें। इसके लिए उन्हें विभिन्न प्रकार के प्रोत्साहन भी दिए जाते हैं। फिर भी पहले से अंग्रेजी का अभ्यास होने के कारण लोग हिन्दी लिखने में शिक्षक अनुभव करते हैं। उस शिक्षक को मिटाने में हिन्दी कार्यशालाएं काफी कारगर रही हैं। एअर-इंडिया अपने कर्मचारियों के लिए ऐसी दो कार्यशालाएं आयोजित कर चुका है।

जैसा कि आप जानते हैं सरकारी कामकाज में हिन्दी के प्रयोग को प्रोत्साहन देने में सरकार के वरिष्ठ तथा उच्च अधिकारियों के ऊपर बड़ा उत्तरदायित्व है। यदि कोई अधिकारी स्वयं बड़ी लगन और तत्परता से अपना काम करता है तो उसके नीचे कार्य करने वाले भी ऐसा ही करेंगे। इसी प्रकार यदि कोई उच्च अधिकारी अपने सरकारी कार्य में स्वयं हिन्दी

का प्रयोग करता है तो इसमें कोई संदेह नहीं कि उसके नीचे काम करने वाले अधिकारी तथा कर्मचारी भी ऐसा ही करेंगे—वह प्रत्येक कार्य में उनका मार्गदर्शन जो ठहरा। इसी उद्देश्य को लेकर एअर-इंडिया ने अपने उच्चाधिकारियों के लिए अगस्त 12 और 13 को दो दिनों की हिन्दी कार्यशाला का आयोजन किया। इस कार्यशाला में इंडियन एयरलाइंस के अधिकारियों ने भी भाग लिया।

कार्यशाला एअर-इंडिया बिल्डिंग की 22वीं मंजिल स्थित सभा-कक्ष में आयोजित की गई। इसमें एअर-इंडिया के 13 अधिकारियों और इंडियन एयरलाइंस के 11 अधिकारियों ने भाग लिया।

इस कार्यशाला का उद्घाटन एअर-इंडिया के अध्यक्ष एवं प्रबंध-निदेशक श्री रघु राज ने किया। अपने उद्घाटन भाषण में श्री रघु राज ने इन कार्यशालाओं के उद्देश्यों को बताते हुए

कहा कि प्रत्येक नये कार्य को करने में प्रारम्भ में कुछ दिक्कतें पेश आना स्वाभाविक है, लेकिन कठिनाइयों के डर से अनन्तकाल तक स्वभाषा के स्वाभिमान से वंचित रहना भी ठीक नहीं है। उन्होंने कहा वह दिन ऐतिहासिक था जब भारत स्वतंत्र हुआ, वह दिन महत्वपूर्ण था जब भारत में गणराज्य की घोषणा हुई और वह दिन गौरवपूर्ण होगा जब देश का राजकाज भारतीय भाषाओं में होगा। उप कार्मिक एवं औद्योगिक संपर्क निदेशक श्री के. ए. सपत ने कार्यशाला में भाग लेने वाले अधिकारियों व विशिष्ट मेहमानों का स्वागत किया व संक्षेप में एअर-इंडिया में हुई हिन्दी की प्रगति का व्योरा दिया। उन्होंने राजभाषा अधिनियम और नियमों के पालन की जिम्मेदारी का एहसास भी कराया।

अपने अध्यक्षीय भाषण में अधिकारियों को संबोधित करते हुए श्री विजय सिन्हा, उप

सचिव (कार्यान्वयन), राजभाषा विभाग ने इस बात पर प्रसन्नता व्यक्त की कि अपना सारा कार्य प्रायः अंग्रेजी में करने वाली एक अन्तर्राष्ट्रीय एअरलाइंस ने हिन्दी के प्रचार-प्रसार के लिए जो कदम उठाए हैं, वे वैश्वक अनुकरणीय हैं। उन्होंने राजभाषा संबंधी नीतियों पर प्रकाश डाला।

आर्म्मित अतिथि श्री आर. वी. तिवारी ने राजभाषा हिन्दी का महत्व व उसके प्रति हमारा क्या उत्तरदायित्व है, इसकी बड़ी सशक्त भाषा में बताते हुए अतिथियों को प्रभावित किया।

कार्यशाला के समापन अवसर पर दोनों एअरलाइनों के संपर्क अधिकारी व अन्य उच्च अधिकारी उपस्थित थे। कोर्स का मूल्यांकन करते समय प्रतिभागियों की प्रतिक्रिया से यह महसूस किया गया कि इन दो दिनों की कार्यशाला ने एअरलाइन्स व्यापार में हिन्दी का वातावरण बनाने में मदद की है। उनमें हिन्दी के बारे में और अधिक जानने की उत्सुकता है। वे हिन्दी में काम करने के लिए प्रेरित हुए हैं। यह भी महसूस किया गया कि कार्यशाला के आयोजन के लिए दो दिन का समय कम रहा। एअर-इंडिया के संपर्क अधिकारी श्री नन्दलाल क्षत्रिय ने कार्यशाला के सफल आयोजन के लिए धन्यवाद देते हुए अपने संदेश में कहा कि ऐसी कार्यशालाओं की सार्थकता तभी है जब आप लोग सीट पर भी जाकर हिन्दी में काम करें। राजभाषा विभाग के उप सचिव (कार्यान्वयन) श्री सिन्हा, सेंट्रल बैंक के श्री आर. वी. तिवारी, रिजर्व बैंक ऑफ इंडिया के डा. पी. जयरामन और स्टेट बैंक ऑफ इंडिया के डा. शंकर शेष इस कार्यशाला के प्रमुख वक्ता थे।

अन्त में, एअर-इंडिया की हिन्दी अधिकारी कु. प्रमिला भटनागर ने धन्यवाद-ज्ञापन दिया।



मुख्य अतिथि के साथ कार्यशाला के प्रतिभागी अधिकारी

## FIRST INDIA HOLIDAY AND TRAVEL MART LONDON - 23rd OCTOBER 1981



Panelists and participants at the First India Holiday and Travel Mart held in London.

# INDIA: a holiday destination

**A**IR-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. Seyid 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 Oriwell Terang, 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 Jamalabad, Deputy Commercial Manager of Indian Airlines.

expansion would continue. He said that the Pacific Area Travel Association was starting a determined effort to persuade the Government of India to recognise 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 emphasised particularly in relation to the youth, and both the Chairman

International Congress of Christian Physicians; Mr Sushanta Sen of the Association of Indian Engineering Industry, London; and Mr Angus Steele of Hawker Siddeley 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 exploring 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.

## Air-India has made a profit since December 1980 and this performance will be maintained

Mr Terang 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 Ramesh Jamalabad 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

and the Director agreed that one of the effects of the Festival would be to create a greater public awareness of all aspects of modern India and its cultural heritage, and that this would be an important element in promoting tourism.

The third Open Forum concerned trade between India and the UK. The speakers were: Mr Raymond Bray of the Association of Conference Executives; Mr Tirupasur Prakash of the State Trading Corporation of India in London; Dr Keith Saunders representing the



Mr A.P. Sharma receives a silver plaque commemorating the first flight.



Capt J.P. Singh, Commander of 'Lhotse' welcomed by Mr A.P. Sharma.



Preparations at Amritsar Airport for the great day. The proving flight.

## 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 29 years both in terms of fleet as well as of 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 foregathered at Amritsar for the launching of the first Air-India Birmingham flight.

On the dais at Amritsar International Airport at Raja Sansi sat Mr A.P. Sharma, Punjab's Chief Minister Sardar Darbara Singh, Punjab Minister for Housing & Tourism Mrs Rajinder Kaur Bhattal, Rajya Sabha MP Mrs Amarjeet Kaur, Punjab Education Minister Sardar Harcharan Singh Ajnala, Mr R.L. Bhatia 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 Raghu Raj.

Among the audience at this brief but scintillating ceremony were many eminent personalities — Mr A.H. Mehta, Chairman and Managing Director of Indian Airlines, Mr G.R. Kathpalia 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 Barretto, Mr S.R. Shenai, Mr K.K. Gadgil and Mr R.K. Thadhani.

### A Dream Comes True

A few opening words from Sardar Iqbal Singh, and our Chairman then addressed the gathering. "Not all our dreams come true," he said, "but I share the pride of the people of Punjab that this dream has today been translated into reality. Air-India is now in a position to carry swiftly, 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. Those passengers who embark in this Boeing 707 shortly before noon will disembark in Birmingham in time for a late tea this very evening!"

Mr Raghu 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."

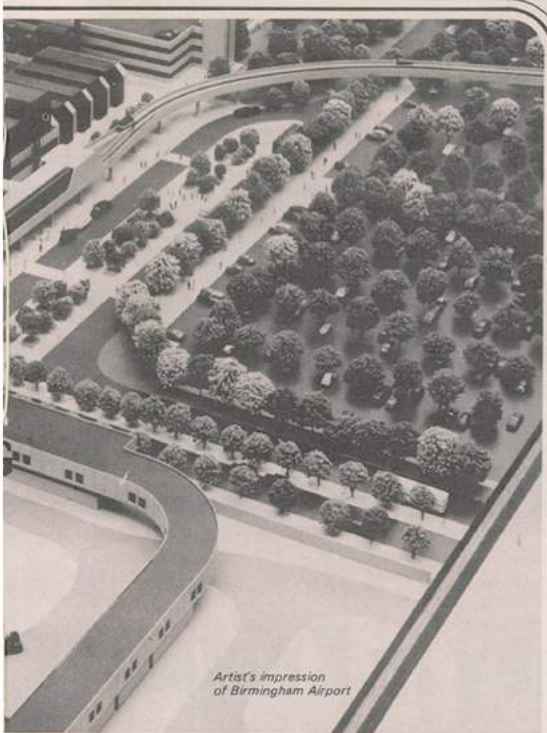
Air-India's Chief Executive then presented silver plaques commemorating the first Punjab—U.K. flight to the two guests of honour, Sardar Darbara Singh and Mr A.P. Sharma.

At 10.58 a.m. the compere announced: "In about two minutes from now, Air-India's Boeing 707 the LHOTSE will be touching down," and precisely 120 seconds later Capt J.P. Singh in VT-DSI's left-hand seat obliged when the reverse-thrust roar of the engines received great applause from the gathering. (Later, at 11.18 a.m. the compere was to say: "An aircraft on the ground makes no money, and in exactly 32 minutes from now, LHOTSE will start taxiing, 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 G.L. Sharma, Dy Managing Director who was representing Air-India when the first flight landed at Birmingham 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 Ajnala then expressed their pride and joy on this momentous occasion before giving way to the Chief Minister.

Sardar Darbara Singh offered his compliments 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.



Artist's impression  
of Birmingham Airport

A message of congratulations from the Governor of Punjab, Nawab Aminuddin Ahmed was then read out before Mr A.P. Sharma had the pleasurable task of launching the historic flight and wishing *bon voyage* to passengers and crew. Mr Sharma cut a tape at the foot of the gangway and 59 passengers embarked. The flight left with 133 passengers in 132 economy-class seats, one of them being a six-month baby-in-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 I.C. Puri, Chief Secretary, rendered invaluable assistance.

On Dec. 11, 1981 a proving flight was carried out at Raja Sansi and members of all the departments concerned worked together to make the operation a success. Mr N.L. Mital, Regional Director-India, took charge of the whole exercise and was ably supported by Northern India Manager T.K. Rao, Amritsar Manager Hari Nath and a band of enthusiastic officers. At the other end, Mr I.K. Malik, Regional Director-UK and the Air-India Manager, Birmingham and many others were making similar preparations. Just as devotional songs and a military band saw off the LHOTSE at Amritsar, *bhangra* 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 every Sunday and Tuesday from Bombay at 07.30 a.m. (local time) and complete its 1190 kilometres 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 4572 km. to Moscow will be covered in 7 hours and 10 minutes, the flight reaching Moscow at 03.30 p.m. (local time). From Moscow it will embark on its journey to Birmingham at 04.35 p.m. arriving there at 05.25 p.m. (local time) after flying 2802 km. in 3 hours and 50 mts.

On the return sector the flight will leave Birmingham an hour and 20 minutes after arrival, viz. at 06.45 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 1948, Air-India now operates extensive scheduled passenger and cargo services from Bombay and four other Indian cities—Calcutta, Delhi, Madras and Trivandrum; to Africa (Addis Ababa, Nairobi, Accra, Lagos, Seychelles, Mauritius, Dar es Salaam, Lusaka and Salisbury); to U.S.A. (New York); to Europe (London, Paris, Amsterdam, Frankfurt, Geneva, Rome and Moscow); to West Asia (Doha, Abu Dhabi, Dhahran, Dubai, Bahrain, Kuwait, Aden, Muscat, Jeddah, Ras-al-Khaimah and Sharjah); to East Asia (Dacca, Bangkok, 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 will now have a total of 44 online stations in its Magic Carpet route network.

With the new service well and truly launched, it now falls upon Regional Director Nani Mital and his team in Northern India to sustain it by keeping it economically viable. We have no doubt—as Mr Mital 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



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



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



Susan Saldanah from our Special Handling Unit welcomes passengers at Bombay Airport.



Mr T.N.D. Pillai, Captain-cum-Manager of Air-India Team receiving the Trophy from Mr K.A. Al Homad, President of the Al Qadsia Sporting Club.



Members of the Air-India team with officials of the Tournament Committee.

## AI Wins Badminton Tourney in Kuwait

**I**N 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 Homad, President of the Club distributed the prizes.

In a letter to Mr B.P. Baliga, President, Air-India Sports Control Board, Mr S. Srinivasan, Manager, Kuwait writes: "The matches arranged went through success-

fully 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** COUNT Vijay Manjrekar Air-India's Asst Personnel Officer as a key figure in my cricketing education. Until I saw him bat, at considerable length, when I led England in India on my first captaincy assignment, in 1960-61, 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 speaks 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 one 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, daringly, 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 straightest 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 it 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 Hall 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 puritanically correct. Then the inevitable shadow falls; the age is creeping in: 'However, after 1960, 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 batsman to dislodge.' 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 (1956-58). He played for Castleton 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, Mr K.R. Asundi 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 F. Vaz, Mr G. Clement, Dr A.K. Mishra, Mr J.R. Bocarro, Mr M.K. Karmarkar and Capt S.G. Maulick.

# ACHIEVERS



Ranjan 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 Chargehand 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 Kumari, 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 Batalion (NCC) during the year 1980-81.



Uday, son of Mr V.N. Malya, Personnel Manager (Operations Department), passed the SSC examination with distinction. He secured 97% in the Maths, an enviable record.



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

## CARROM STATE TOURNEY

This year our Carrom Team participated in the Maharashtra State Carrom Championship and were declared Runners-up. Mr V.B.Revandkar captained the team which included Mr G.B.Kadam, Mr D.M.Karkhanis and Mr P.D. Walinjkar

from Engineering and Mr V.L.Zite, Mr B.B. Kale and B.S. Virkar from Ground Services Department.

Mr S.H. Pavri, 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 Raghu Raj laid the foundation of the Society. The proposed Society is located at Marol 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 Kanojeeya**, Operator, Ground Services Department; years of service: 20.

**Mr Dwarkanath Ramakant Kamat**, Sr Technical Assistant, Engineering Department; years of service: 25.

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

**Ms Purnima Sekhar**, Traffic Assistant, Commercial Department; one year of service.

**Mr Nilkantha Ramakrishna Date**, Station Supdt, Commercial Department; years of service: 27.

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

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

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

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

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

**Mr Parshuram Putlaji Jadhav**, Sr Cleaner, Catering/Cabin Service, Inflight Service Department; years of service: 23.

**Mr Manohar Baburao Sailekar**, Chargehand, Engineering Department; years of service: 35.

**Ms Neela Narayan Tipnis**, Clerk, Accounts Department; years of service: 8.

Magic Carpet wishes its readers  
A Happy New Year for 1982  
May all your dreams come true

<b>JANUARY</b> M . 4 11 18 25 T . 5 12 19 26 W . 6 13 20 27 T . 7 14 21 28 F 1 8 15 22 29 S 2 9 16 23 30 S 3 10 17 24 31	<b>FEBRUARY</b> M 1 8 15 22 T 2 9 16 23 W 3 10 17 24 T 4 11 18 25 F 5 12 19 26 S 6 13 20 27 S 7 14 21 28	<b>MARCH</b> M 1 8 15 22 29 T 2 9 16 23 30 W 3 10 17 24 31 T 4 11 18 25 F 5 12 19 26 S 6 13 20 27 S 7 14 21 28	<b>APRIL</b> M . 5 12 19 26 T . 6 13 20 27 W . 7 14 21 28 T 1 8 15 22 29 F 2 9 16 23 30 S 3 10 17 24 S 4 11 18 25
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AIR-INDIA

# Magic Carpet

VOL. 26, NOS. 3/4

MARCH/APRIL 1982



Mr C. L. Sharma being greeted at Birmingham Airport.



Indian dancers celebrate the arrival.

## AIR-INDIA'S BIRMINGHAM CONNECTION

**W**HEN 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 Dy 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 marvellous. 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 Commis-



Mr Raghu Raj welcomes the Lord Mayor and Lady Mayoress of Birmingham.

sioner 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

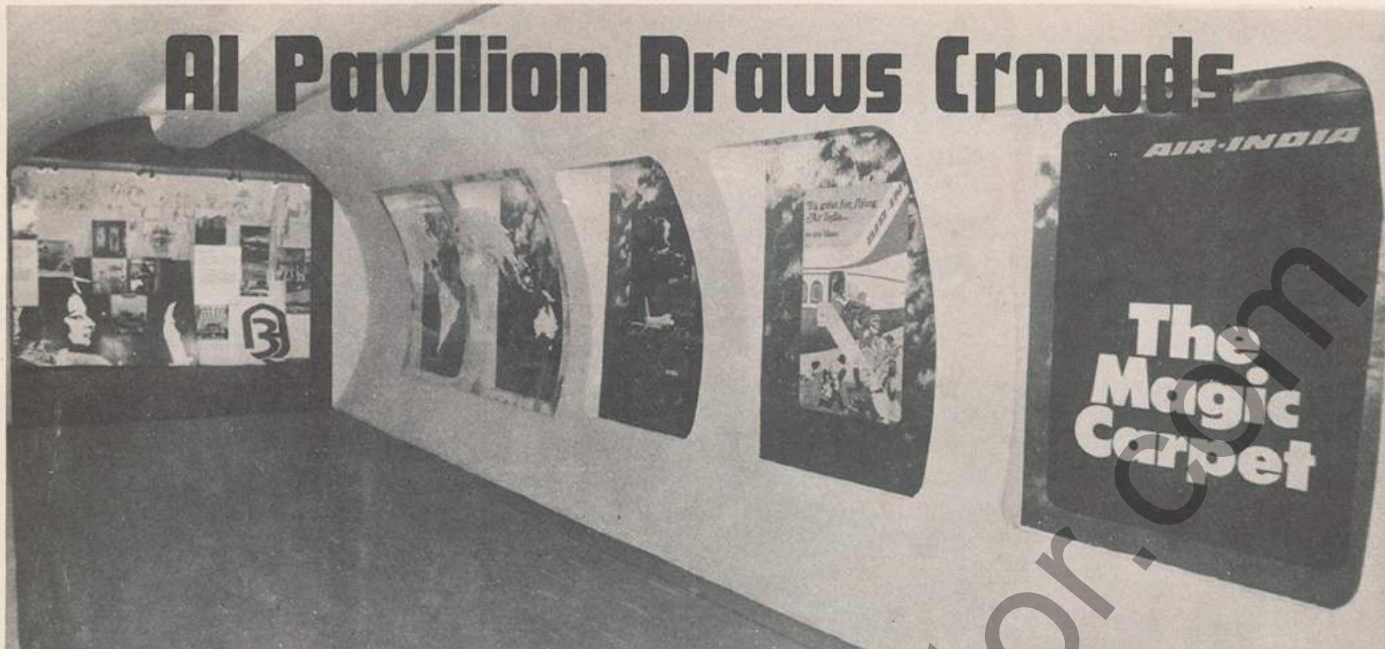
flight, he replied, "Well, Birmingham is the second largest city in U.K., and we have a very large Indian community here. I believe in the Midlands the total is almost about half a million, and a very large number of them come from north India. In the past, if a person wanted to go to Amritsar, he had 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). □

# AI Pavilion Draws Crowds



## Trade Fair in Capital

"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. Distinguished by the rotating green and white airport lights mounted on the slate gray roof, the pavilion attracted large crowds for the duration of the fair. Several leading personalities including our Minister and the Governor of Sikkim visited the pavilion.

The pavilion represented the joint participation of five wings of the Ministry — Air-India, Indian Airlines, ITDC, IAAI and Dept. of Tourism — each of which highlighted their role and contribution in the promotion of tourism.

The unique and compact display was designed and fabricated by M/s Hindustan Thompson Associates, Delhi, whose concept and design was 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 tourism 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 inflight boarding music, an Air-India hostess handed out a specially designed mock boarding card 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,



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

and free hotel accommodation offered by ITDC. Three draws were held, one at the end of each week and leading personalities were invited to draw the lucky numbers for the prize-winning boarding pass.

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 rave reports.



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.R. 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 lagged 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.

## CROSSWORD

### CROSSWORD CLUES

#### Across:

1. Use it to descend safely.
5. Get in.
7. First airmail stop in the world.
8. Southern flight operators with threads.
10. Common this is not so common!
12. Without Royce it could be bread.
13. Workshop equipment.
14. 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.
6. Will you live longer at sea by tightening it?
9. Enroll.
11. Birth in South Africa?
13. A mixed-up mountain.



Answers on page 7

(Compiled by A. K. Basu)

# A Floral Oasis In The Concrete Jungle

**N**OVEMBER/DECEMBER are undoubtedly 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 keener interest in nature by promoting a better knowledge of flowers and plants from different lands.

The language of flowers, and their appeal, is universal, and various airlines and government tourism departments are always invited to participate.

After a really hard days' work on the eve of the flower festival, we were looking forward to a relaxed, carefree opening the next morning, but alas that was not to be. Early the next morning we were advised by very apologetic Park officials that strong winds during the night had toppled the arrangements, and a fair bit of rearranging would be necessary. So off we dashed to the Park, and what a heartbreaking sight met our eyes! With less than two hours to the opening, it seemed an impossible task, but Grace squared her shoulders and set to work. She proved that where there's a will, there's



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

a way, and we managed to get things back to normal with a whole two minutes to spare! The show was a great success — the Japanese offering was a display of Ikebana, Australia had some dried flowers, Singapore had flown in some beautiful fresh orchids, as had Air Nugini, the Netherlands were represented and from China had come a huge variety of gorgeous chrysanthemums and narcissi. The talented and diligent Ocean Park gardeners had as usual created a wonderland of plants and blooms. □

## Indian Gourmet Night In South Japan



Usha Krishnamurthy at the festivities.

A truly Indian style evening of food and culture was organised by Kobe club of Osaka in different cities of South Japan as a part of its effort to promote tourist

traffic to India. Mr G.D. Subramaniam, Manager, Air-India, Osaka arranged a series of Bharatha 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 where 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 adds, "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 music recital on veena and played several items all of which kept the listeners spellbound. □



## AI Australia Celebrates 25th ANNIVERSARY

**O**N October 15 last year, Air-India Australia, celebrated the 25th Anniversary of our operations to this region.

Our first flight landed in Melbourne, Victoria, to coincide with the 1956 Olympic Games. It was fitting therefore, that a reception to celebrate this occasion was held in Melbourne and was attended by prominent members of the Melbourne Travel Industry.

Our Regional Director, Mr Narpat-singh, thanked the Victorian travel industry for its continued support of Air-India. He was very touched when a commemorative silver tray was presented to Air-India on behalf of the travel agents present.

Photograph (above) shows Mr Narpat-singh, Regional Director, Mr Les Zellner, Area Sales Manager, Melbourne and Mr S. J. Fernandes, Manager Australasia.



### By the Tail

**S**OME Heads of State collect memoirs, some knighthoods, 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.

In the hurly-burly of antipodean politics Mr Muldoon has often been accused of holding the tiger by the tail. On this occasion we have proof that he is capable of holding a jumbo by the tail.

## Vikram Hits Out

Vikram Kaul, Asst to RM-ME, Dubai, played a scintillating knock off 42 the other night against the International Cricket XI, at the Al Maktoum Stadium in Dubai. The International XI was led by Ex-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

**O**VER 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. His, 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 and 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 narates 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 agreed 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.



The Medical Social Worker advises couples on how to deal with medical problems.

It is the attitude that helps to heal more than medications.

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

Alcoholism is an illness when alcoholics lose control of their drinking because they are ill in their bodies and minds. In Air-India, medical officers as well as the medical social worker have made a valuable contribution in solving the problem of alcoholics. Ms Pinto described the process we get to know of a problem drinker. I first interview 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 after the interview I refer the employee to a psychiatrist, who in concurrence with the Medical Officer decides whether or not the employee requires hospitalisation. Psychotherapy sessions with a psychiatrist bring into focus psychological factors contributing to the employee becoming an alcoholic. Once the employee is able to identify and deal with these factors, we advise him to very strictly attend Alcoholics Anonymous meetings. I have viewed five staff from various categories who have been attending Alcoholics Anonymous and are being helped by the medical social worker in the eradication of their chronic drinking habit.

Take this 40-year-old man, married with three children. He is an alcoholic, though he has not 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 stopping on the job", he explains. "I fought too hard to get this job to chance losing it because of drinking during office hours. But, after work I would go out of here to get to a liquor shop close by while he thought he was coping very well."

Dr Vijai Kumar and Dr Mukerjee discuss each case with Ms Pinto and suggest remedial measures.



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 my 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 balked. We thought we could find an easier, softer way, but we could not. We stood at the turning point. It was then that we joined Alcoholics Anonymous. With all the earnestness at our command, we beg of all those who are victims like the way we were, to be fearless and come forward for help."

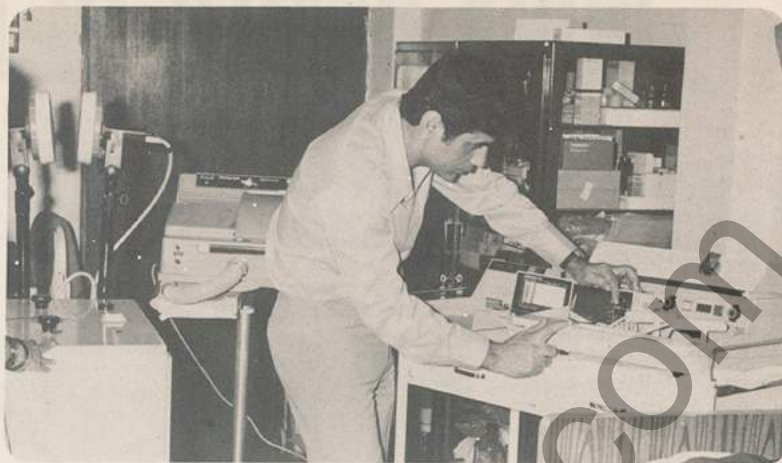
While social problems are handled in the clinic by the various people concerned with necessary gentle understanding, the promotion of family planning has gained ground. Dr Jeroo Bhada along with the Medical Social Worker has sought to spread the message of family planning to families in Air-India. Techniques of limiting the family are explained in the homes and in various Air-India colonies. From time to time exhibitions, lectures



Women employees are given regular checks during pregnancy.

and group discussions are organised for the employees and their families with an emphasis on preaching the gospel of family planning.

Air-India has done yeoman service as far as social welfare is concerned. The employee is not treated as merely a machine, but has been treated with dignity, respect and care. It is attention given to these factors that has helped in increasing productivity and making the employee as well as his family members happy. While the Corporation attends to the physical and mental needs of employees, it is in the fitness of things that the employees respond with enthusiasm, fervency and hard work



Sqn. Ldr. (Dr) R. R. Kapur at work in the Air-India Aviation Medicine Sub-Centre.

## AVIATION MEDICINE SUB-CENTRE AT AIR-INDIA MEDICAL CLINIC, BOMBAY

**B**ASICALLY aviation medicine is a multifactoral specialisation which involves the understanding of basic human physiology under stress of flying. It also involves care of flying personnel and protection of air crew against the rigours of an unnatural environment. This aspect has attained a special importance with man's flight to the moon. Hence the new name for aviation medicine in the western world is Aero-Space Medicine.

Till recently, in our country the application of aviation medicine was restricted only to the Air Force and the Indian Navy, but now Air-India has taken the initiative to introduce it into civil aviation as well. Although our aircraft are pressurised and computerised, there are many areas where aviation medicine can and does play a significant role in civil aviation.

Sqn. Ldr. (Dr) R. R. Kapur, a specialist in Aviation Medicine with over 15 years of experience in the field, who recently joined the airline on deputation from the Indian Air Force, is presently directing the Aviation Medicine Sub-Centre's activities, in Bombay. Talking to Magic Carpet, he said, "My activities include clearance of invalid passengers to travel on our flights; initial and refresher training to flight pursers and air hostesses; indoctrination

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 reduces 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 have, 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 Huts, Spaghetti Houses and the ever popular McDonalds 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 "ho latt" (very hot) Indian food, but today they appear to enjoy our spicy dishes, somewhat akin to their own Sechzwan style, relishing the "tandooli", the "Kali Koks" (Samoosas) 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, Malati Swaminathan, Dipti Mehta, Niranjan Parelkar 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.

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 every one appeared to be playing it rather cool, waiting for friends and neighbours to get their mouths burnt first. But gradually, realising 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 coverage, more and more Filipinos plucked up courage, and appeared to enjoy both the food and the show.



Kashmiri dancers set the pace.

The HCI Team led by Vijith Kuruppu at Manila Airport.



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



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 Vijith Kuruppu with a team of three chefs, led by Gold Medallist Chef Panna Lal Sharma, no newcomer to this region

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!!

— Soono Ragi



### HCI'S Financial Director

Air-India's K. R. Ghatge has taken over as Director, Finance of the Hotel Corporation of India. For the last five years he was Dy Financial Controller, Air-India.

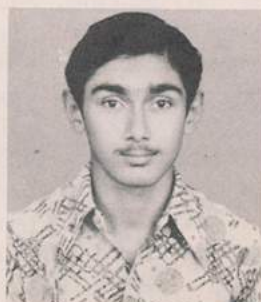
## YOUNG ACHIEVERS



Kumari Ujala Gupte

Kumari Ujala studying in St Joseph 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.

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



R. Gopalakrishnan

College. A keen Cricketer, he has represented his school in a number of inter-school matches.



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 'firsts' 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 goal-keeper of his school football team and a keen angler.

## 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.

# ON THE MARQUEE



**M**EENAXI MUKHERJI, 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 Krishnarao Pandit and Pt Ramesh 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 Khayal 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

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## 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 and topical 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. Harshan  
Inspection Records  
Santa Cruz

## Editor replies:

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

## TIME TO PLAY

Air-India has set up a number of recreation centres to encourage staff to play games. For example at the Nariman Point offices staff can play games during the lunch break only. 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

Why not skip lunch? That way you will diet and exercise at the same time!

— Editor



## 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 Ganpathi on the leaf of a tree without cutting it off the tree. Photograph shows Mr Gokhale posing alongside his work. □



# WACOs to 747s

**W**ACOs 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 Talegao 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 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 707s and upper deck modification on the 747s. "The fitting of slumbrettes on our 747s was my last job before I retired", he said.

— K. S. M.

## Personnel Office Unit at NIPT

For the convenience of staff working at NTB, IPT and NIPTC 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/CMBS/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. □

# BALMY DAYS DOWN SOUTH

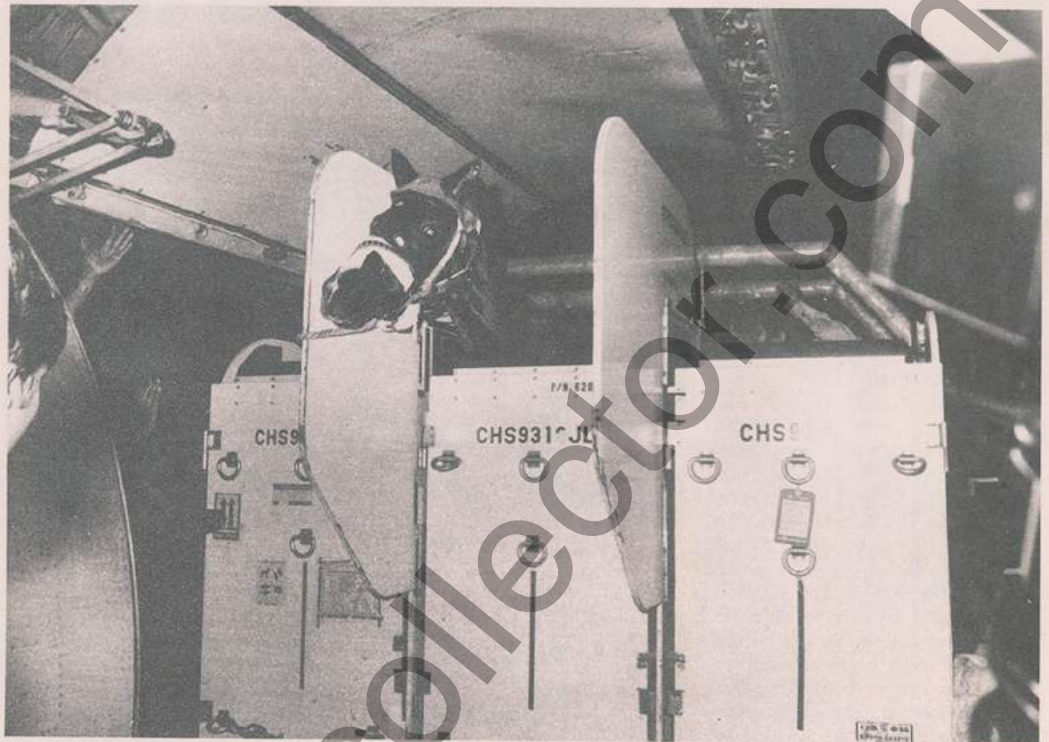
Geetha Rao reports

**W**INTER 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 "Natyanjali" — 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 Bharatanatyam 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. Aruna Mohile 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 despatch, including Walkie Talkies, High Frequency and Very



'Our Opinion' on board an AI freighter bound for Tokyo.

High Frequency Receivers. A new office for Civil Works and Properties Department was inaugurated at the same time by Mr D. N. Lingam, 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.

Ms Aruna Mohile 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 Valsayan



# Magic Carpet

VOL. 26, NOS. 5/6

MAY/JUNE 1982

## Capt D. Bose appointed Dy MD

**C**APT 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 an instructor on the 747s.

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



Capt D. Bose



Mr H. M. Kaul

## Festival of India



The Prime Minister, Mrs Indira Gandhi being welcomed to London by a young admirer along with the Rt. Hon. Ms Margaret Thatcher, the Prime Minister of England. For story please see page 5.

## Mr Kaul Takes over As CD

**M**R 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 Teheran, London, Delhi and Frankfurt. At the Headquarters in Bombay, he has been Commercial Manager-Sales and Deputy Commercial Director. □

## Mr Sharma Visits Training Complex

**M**R 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 Raghu 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 Raghu 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. □



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 Raghu Raj and Dy Managing Directors, Mr C. L. Sharma and Capt D. Bose.



**Experience  
the magic of  
Air India.**

**AIR-INDIA**

It was 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

**T**O 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 visit User Departments occasionally and ascertain problems if any, so that better service could be rendered.

Mr A. K. Khare, Sr Dy Communications Manager in his talk on 'Effective Supervision' explained the difference

between efficiency and effectiveness.

The highlight of the course were talks by Mr P. R. Latkar, Divisional Engineer, Bombay Telephones on Line Testing and Fault Rectification, Mr M. N. Saxena, 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 Francaise 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 Francaise 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 District Reservations Manager, Trivandrum. He was previously Reservations Manager at Madras. We welcome him into our fold. □

— K. Krishnakumar

## LETTERS



Dear Mr Raghu Raj,

I have girdled the globe in my profession and as a tourist having experienced, among others, burst tyres during a landing in Sao Paolo, Brazil and no meal service at all on a tedious flight to Maputo, Mozambique. I have probably travelled via every major airline and have witnessed rudeness, callousness and total indifference by various airline personnel to the poor passenger.

But I would like to take this opportunity to inform you that every experience that I have had aboard AIR-INDIA has been a marvelous one. Not only is the service unsurpassed, the food is superb and the ground crew and baggage handling worthy of note.

To preclude those cynics who might attribute my praise of your airline to special service granted journalists, I would like to specify that I recently travelled on Air-India flight 104 from JFK to Bombay as an ordinary economy class passenger without informing anyone in advance of my trip. I can still say that the ground and cabin crews were wonderful and the Commander brought his huge bird down in New Delhi as gently as if it were a magic carpet.

To twist the words of one popular advertising jingle in the United States: "AIR-INDIA may be getting older, but it gets better."

With kind regards,

Sincerely,

Sd/-  
Patricia J. Sethi

Ms Patricia Sethi is United Nations Bureau Chief for the Newsweek.

## 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

founder member of the Air-India Modern School and was also its President and General Secretary. □



Photograph shows Mr G. D. Dubey, Controller of Communications inaugurating the Telephone Supervisors Course. Mr V. S. Katre, Dy Controller of Communications and Mr M. L. George, Officer-in-Charge, Communications Training, also participated in the programme.

## 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 Vasant Rao Deshpande on March 1982, for his role

as Vasu in the Marathi play Brother Vatsyayan.

Mr Pore who is with the Inflight Service Department earned fame for his best comedy performance in the Hindi play Aath Ghante which was staged in Bombay as well in Mauritius. □

## INTERVIEW

## HE IS NO ORDINARY FIREMAN

(In the early part of April Fire Prevention Week was held in the city and Magic Carpet Interviews 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 its 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 Colleges 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 (be calm and take advice from the Floor Officer); don't use lifts (lifts have proved to be dangerous during fire emergency, instead use staircases); 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 staircase 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 when he 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. Sattawalla

Give the Fire Brigade a holiday.  
Be Alert - Prevent Fires

FIRE PREVENTION WEEK  
8-13 APRIL



Sr Fire Officer, N. P. Shinde.

## ITALY IN LOVE WITH INDIA

In February this year, the National channel of Italian Radio TV featured a series of documentary films on India which revealed how much love existed for India in Italy.

The series started with a documentary on India featuring Kipling's famous book "Kim" and our reservations secretary, Mrs Prabha Lakshmanan was specially invited to participate in the show. She took with her our 1982 calendar and various Air-India posters and decorated the entire TV Studio with Air-India material. During the interview Mrs Lakshmanan was asked to explain the significance of the bindi and her narration was featured on the TV along with the TV camera focused on the Air-India Brides calendar.



"The holiday is over" says Purnima Dixit, "Fire!".

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 saree. It was a case of being in love with India!

— Claudio Bolasco



A VIP group comprising Customs, Immigration and Health Officers at Rome, recently visited India on a familiarisation tour. The group was led by Mr R. D'Alba, Airport Manager-Fumicino (sixth from left).



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.

## INDIA FAIR

The first ever India Fair 1982 was organised at the newly opened Exhibition Ground at the Manama 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. Younus, 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. Barboza

## ACT OF INTEGRITY

Mr D. Dasgupta, a cabin cleaner from Calcutta Airport, has received high commendations from our Manager Eastern India, Mr S. L. Oberoi, 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.

# MOST REGULAR PASSENGER

By Cora Pereira

**A**ROUND 450 trips in the past 33 years on Air-India have earned Bill Fox, the 54-year-old managing director of Atkins 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 absorbed in a game of chess, playing against the computer on his computerised chess board. "It's 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 chess 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 known 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 Am aircraft. We had to take off our shoes, leave the plane and walk back to the terminal in our stockinged 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 Karachi, 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 wherever 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. On 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 in to 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 write-up on Air-India's most regular passenger, Bill Fox, by Cora Pereira



Al's most travelled passenger Bill Fox with Capt S. Pedder.

is worth a million bouquets to our national airline. Mr Fox believes Air-India to be a superb airline, treated by the crew more as a family member rather than a mere passenger. Contrast this attitude to thousands of Indians who prefer to travel by foreign airlines.

— M. K. Kalambi  
Vile Parle

The interview with Bill Fox (April 27), should put to shame all those who criticise everything Indian for no apparent reason at times. Mr Fox has proved that travelling with Air-India is a pleasure and he has been treated with affection by the crew. Which goes to show that not everything Indian is bad after all or at least all the time.

Mrs Patricia Gonsalves  
Colaba

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

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

Dr M. C. Agarwal spoke on "Transactional Analysis for Effectiveness" and Dr (Mrs) M. Seth on "Effective Managerial Delegation". Prof Rajen Mehrotra discussed various steps involved in the "Management by Objective Process" and Mr V. G. Kamik "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 Method", "Operation Planning and Control" and "Budgetary Planning and Control" respectively.

Except for Mr V. G. Kamik, who was a Guest Faculty Member, all the others were drawn from the National Institute for Training in Industrial Engineering (NITIE) which organised this programme for Air-India. The course was jointly coordinated by Dr S. K. Kalra of NITIE and Mr V. R. Subnivis of Air-India.

## PROMOTIONS

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 have also been announced. Mr N. L. Mital, Regional Director-India, has taken over as Regional Director-USA & Canada with headquarters at New York. He is succeeded by Mr B. N. Rustomjee, who has been promoted.

Mr A. C. Mahajan, Regional Director-Continental Europe with headquarters at Geneva, has taken over as Managing Director, Hotel Corporation of India and has been succeeded by Mr H. K. Malik, Regional Director-UK Mr F.E. Da Gama has moved from Dubai to London on promotion as Regional Director-UK and Mr Ajit Singh has been appointed as Regional Director-Middle East with headquarters at Dubai on promotion. Capt M. S. Kohli has been promoted as Dy Director (Tourism) in Delhi.

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

## STAFF WELFARE FUND

**A**IR-INDIA Staff Welfare Fund constituted by the Management in 1965 as a result of the recommendation made by the Labour Relations 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 coupled 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. Its current members are; Mr K. A. Sapat, Dy Director of Personnel & Industrial Relations; Mr M. S. Balasubramaniam, Director of Engineering; Mr E. J. Khambatta, Asst Financial Controller; Mr K. Mukundan, Asst Personnel Officer (Delhi); Mr S. S. 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, T.B., Tumour, Psychonurosis, Arthritis, Sarcoidosis, 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 combined 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.



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. Kalra.

## GSD PROGRAMME

**T**HE Ground Services Department organised a one-week programme on Managerial Effectiveness for their managers. The programme was inaugurated by Mr C. L. Sharma, Dy Managing Director.

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,



The Prime Minister, Mrs Gandhi at the "See India" Exhibition with Mr H. K. Malik, Regional Director-UK, and daughter-in-law, Mrs Sonia Gandhi. (Below) The Prime Minister, Mrs Gandhi at the Sona Boutique during the Exhibition where Indian made goods were in great demand.



The "See India" pavilion at the Exhibition in Selfridges which is the largest store located at the West End of London (Alongside) The photograph shows Surya Kumari and her musicians greeting the visitors to the Exhibition with the traditional Indian dance.



## 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 howdas 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, turquoise, cerise 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 loosing semi-finalists were Mr A. D. Worlikar from Engineering Department and Mr E. S. Bengle 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. Dangle from Engineering Department and Mrs N. R. Barve from Finance & Accounts Department.

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

— R. D. Manjrekar



Carrom Tournament in progress. Photograph shows Ms Kanitkar (R) and Ms Phatak (L), winner and runners up in the ladies event.

## 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. Buchia of Commercial won the title scoring 8½ points (8 wins - one draw) out of possible 9, followed by V. S. Rajpurkar of Management Services with 7½ points, K. N. Panthaky of Transport with 7½ points and A. V. Sahastrabudhe of Transport with 6½ points.

Although Rajpurkar and Panthaky scored equal number of points, the former secured second ranking as his median score (40½), which reflects the strength of opposition, was higher than that of Panthaky (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 clinche 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.



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 nineteenth hole.

## KITE FESTIVAL

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

The kites were of various shapes and sizes and depicted centipedes, animals, butterflies and sharks.

### Eye-Catching

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

Photograph shows from left (standing) J. B. Bharucha, Asst Manager, Singapore; P. F. Doshi, Director of Tourism, Government of Gujarat; H. D. Billimoria, Manager, Singapore; N. D. Patel one of the judges in the competition; M. T. Rayudu, Director, Government of India Tourist Office, Singapore; (sitting from left) competitors Karia and H. D. Sailor.

## Padmanabhan Swings Out

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

### Achievement

Mr Padmanabhan, like all Padmanabhans 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.



# मैजिक कार्पेट



भाग २६, सं. ५/६

मई/जून 1982



परिचालन मुख्यालय के समाकक्ष में हमारे मंत्री श्री ए. पी. शर्मा विभागाध्यक्षों के साथ। चित्र में हैं, हमारे अध्यक्ष व प्रबंध निदेशक श्री रघु राज, उप प्रबंध निदेशक श्री सी.एल. शर्मा और कैप्टन डी. बोस।

## श्री 'शर्मा' ने प्रशिक्षण कॉम्प्लेक्स का दौरा किया

पर्यटन व नागर विमानन मंत्री श्री ए. पी. शर्मा ने 10 अप्रैल, 1982 को हमारे परिचालन प्रशिक्षण केन्द्र और केचिन क्रेनिंग स्कूल का दौरा किया। उनके साथ एअर-इंडिया के अध्यक्ष व प्रबंध निदेशक श्री रघु राज और उप प्रबंध निदेशक श्री सी.एल. शर्मा थे।

यह पहला अवसर था कि किन्हीं मंत्री महोदय ने इन दो प्रतिष्ठानों का दौरा किया। परिचालन मुख्यालय के समीप परिचालन निदेशक कैप्टन डी. बोस ने उनका स्वागत किया और उन्हें बोर्डिंग 747 सिमलेटर में ले गए, जहाँ उन्होंने एक संक्षिप्त उड़ान का अनुभव किया। बाद में उन्होंने उड़ान सुरक्षा-मार्क अप देखा।

इसके बाद, मंत्रीजी परिचालन मुख्यालय के सभा-कक्ष में विभागाध्यक्षों से मिले। अपने संक्षिप्त स्वागत भाषण में श्री रघु राज ने वर्ष 1981-82 में एअर-इंडिया के निष्पादन का पुनरीक्षण किया और बजट सहित वर्ष 1982-83 की योजनाओं पर चर्चा की। उन्होंने व्यय पर नियंत्रण पाने और आय को बढ़ाने के लिए निगम द्वारा किए गए विभिन्न उपायों को बताया, जिसकी वजह से वित्तीय परिणामों में सुधार हुआ है।

मंत्रीजी ने अध्यक्ष को धन्यवाद देते हुए कहा कि वे एअर-इंडिया के निष्पादन से संतुष्ट हैं। एअर-इंडिया बड़े ही प्रतिस्पर्धा पूर्ण वातावरण में कार्य कर रही है। इसलिए एअर-इंडिया को परिचालन कुशलता के अन्तर्राष्ट्रीय मानकों के अनुरूप होना जरूरी है।

## कैप्टन डी. बोस उप प्रबंध निदेशक के पद पर नियुक्त

तिरपन वर्षीय कैप्टन ध्रुव बोस 26 अप्रैल, 1982 से एअर-इंडिया के उप प्रबंध निदेशक नियुक्त किए गए हैं। वे एअर-इंडिया के परिचालन निदेशक थे। इस तरह एअर-इंडिया में अब दो उप प्रबंध निदेशक होंगे। इस पद पर श्री सी.एल. शर्मा की नियुक्ति 2 नवम्बर, 1979 को हुई थी।

कैप्टन बोस सन् 1951 से वाणिज्यिक पायलेट रहे हैं। वे सन् 1954 में एअर-इंडिया में आए और उन्होंने कॉन्टेलेशन्स, सुपर कॉन्टेलेशन्स,

बोर्डिंग 707 और 747 विमान उड़ाए।

परिचालन निदेशक होने से पहले वे प्रशिक्षण से संबद्ध रहे। उन्हें बहुत-सी प्रथम उड़ानों का श्रेय है। कैप्टन बोस एअर-इंडिया के पहले कैप्टन हैं, जिन्हें बोईंग कंपनी ने विमान 747 पर अनुदेशक के रूप में अनुमोदित किया था।

वे विमाहित हैं और उनके दो संताने हैं। वे उत्तम गॉल्फ खिलाड़ी, तैराक और तकनीकी साहित्य के पाठक हैं।

## श्री कौल ने वाणिज्य निदेशक के रूप में कार्यभार संभाला

चौवन वर्षीय श्री हरि एम. कौल ने श्री मालकॉम बरैटो से उनके सेवानिवृत्त हो जाने पर एअर-इंडिया के वाणिज्य निदेशक के रूप में कार्यभार संभाला। अपनी इस वर्तमान नियुक्ति से पहले श्री कौल संयुक्त राज्य अमरीका और कनाडा के लिए क्षेत्रीय निदेशक थे।

श्री कौल ने सन् 1947 में एअर-इंडिया के दिल्ली कार्यालय में नौकरी आरंभ की। उन्हें

एअरलाइन व्यापार के वाणिज्य पक्ष का विशद अनुभव है, एअर इंडिया के विभिन्न भारतीय और विदेश स्थित स्टेशनों पर जिनमें तेहरान, लंदन, दिल्ली और फ्रैंकफर्ट शामिल हैं। वे एक प्रबंधक की हैसियत से सेवारत थे। मुख्यालय बंबई में, वे वाणिज्य प्रबंधक-विकी और उप वाणिज्य निदेशक रह चुके हैं।



कैप्टन डी. बोस, उप प्रबंध निदेशक



श्री एच. एम. कौल, वाणिज्य निदेशक

# प्रगति के पथ पर

निम्नलिखित कर्मचारियों की पदोन्नति हुई है :

## लेखा विभाग :

सर्वश्री एम.एन. गोपालकृष्णन, एस.आर. गुप्ते और इ.जे. खंबाटा—उप वित्तीय नियंत्रक; सर्वश्री एच.सी. शाह, जे.ए. शाह, जे.ए. सिद्धा और वी.वी. फाटक—सहा. वित्तीय नियंत्रक; सर्वश्री आर.एस. रामचंद्रन (फ्रैंकफर्ट), बी.बी. सुब्बाराव (जेनेवा) और एस.डी. कामथ (न्यूयॉर्क)—लेखाधिकारी; सर्वश्री एम.एल. भाटिया, एन.डी. वशिष्ठ, एन.एम. दवे, एस.बी. संवरी, बी.के. मेहता, के.जी. पई, के.एन. देसाई और आर.डी. सामंत—सहा. लेखा अधिकारी; सर्वश्री जे.पी. पाध्ये, जी. सुब्बारायण, बी. वैकटराय, पी.के. जाधवानी, सी.बी. रामकृष्णन, एस.आर. तलवार, पी.एन. पंड्या, पी.के. दास, एस.के. चटर्जी, बी.एच. शाह, एम. नटराजन, बी.के. जैन, एस.बी. महाडिक और जे.ए. रेनॉल्ड्स—लेखाकार।

## सिबिल निर्माण एवं संपदा विभाग :

सर्वश्री एम.बी. सभानी और एम.जी. जकारिया—प्रशासनिक अधिकारी; सर्वश्री एस.आर. लेले, एन.आई. कपाडिया, आइ.एस. व्हटकर और टी.पी. भतीजा—तकनीकी अधिकारी।

## वाणिज्य विभाग :

सर्वश्री ए.के. अडवानी (त्रिपोली), कैप्टन एस.के. सहगल (मद्रास), के.एस. सुंदरेसन (मद्रास), जी.एस. आहजा (नैरोबी) और वाय.डी. माथुर (मनीला)—स्टेशन प्रबंधक; सर्वश्री एफ. कोयल्लो, ए.जे. हरबर्ट, ए. खान, इ.ए. मेनन, पी.आर. पेवेकर, जे.सी. शाह, सुश्री एस.इ. लाधार्थी और एस.डी. जाधव—स्टेशन अधीक्षक; सर्वश्री के.सी. धर (दिल्ली) के.एल. सोरी, डी. सिंह, एम.ए. डि. एब्रियो, बी.सी. शानकीन, के.के. राव, जी.जी. वेदपाठक, सी.एस.आर. राव, जे. अलफांसो, एम.जी. मैडोजा, एस.सी. वधी, (दिल्ली), एस.एल. वैनजी (कलकत्ता), ए.बी. बाजपेयी, के.जी. देशमुख, एम.डी. सोलंकी, पी.एम. उन्नी (जकार्ता) बी. सुब्रमण्यम (बंगलौर), सुश्री एच.बी. देसाई, सुश्री ए. डाऊनी सुश्री एम. वधी, सुश्री ए.पी. दुभाष, सुश्री एस.एल. बंसोडे, सुश्री एस.एस. घोबले, सुश्री के. राव, सुश्री ए. रानीना और सुश्री जी. डिसूजा—सहा. स्टेशन अधीक्षक।

## इंजीनियरी विभाग :

सर्वश्री के.जे. भंडारी तथा के.पी. वैकटरमणी—उप इंजीनियरी प्रबंधक; सर्वश्री एस.के. सेखरी, पी.बी. कुमार, बी.आर.के. राव, एस.बी. करंदीकर, वाय.टी. शीरनामे तथा आर.बी. भाटिया—सहा. इंजीनियरी प्रबंधक; सर्वश्री के.डी. तरकरबंद, सी.पी.एम. मेनन और पी.डी. भातवडेकर—वरिष्ठ इंजीनियर।

## कार्मिक विभाग :

सर्वश्री जी. क्लैमेंट और पी.एम. ठाकुर—औद्योगिक संपर्क प्रबंधक—तथा श्री वाय.जी. नैरकर—सहा. कार्मिक अधिकारी।

## संचार विभाग :

श्री एम.डी. जोशी,—सहा. संचार नियंत्रक; सर्वश्री आई.एस. कुर्वा और ए.के. खरे—वरिष्ठ उप संचार प्रबंधक।

## भू सेवा विभाग :

श्री आर.जी. पटवर्धन—वरिष्ठ भू सेवा प्रबंधक, सर्वश्री एन. चंद्रशेखरन, के.के. शांगल, एस.एन. शिंदे, एम.ए. ईरानी तथा आर.के. शुक्ल—सहा. भू सेवा प्रबंधक, सर्वश्री ए.एस. खन्ना, एस.एन. धोत्रे, एन.आर. वखारिया, आर.के. मल्होत्रा, पी.एम. श्रेयकर, एस. चक्रवर्ती और के.ए. विजयगोपाल—वरिष्ठ तकनीकी अधिकारी; सर्वश्री बी. बालचंद्रन, बी.जी. लाड, जी.बी. गोडबोले, पी.जी. सुधाकरन, आर.एस. ठाकुर, पी.एन. सिन्हा, एम.के. हिंगोरानी, आर.टी. भाटशीकर, पी.टी. सिन्हा, टी.डी. बाबर और डी.जी. राहतेकर—तकनीकी अधिकारी; सर्वश्री आर.पी. उपाध्याय, के.आर. नागराज—प्रशासनिक अधिकारी (योजना) व एम.एल. भीमिक—सहा. प्रशासनिक अधिकारी।

## उड़ानगत सेवा विभाग :

सुश्री वी. गुलराजानी—अति. मुख्य एअर होस्टेस

## प्रबंध सेवा विभाग :

सर्वश्री एस.एस. फडके व अमलेंद्र देव—वरिष्ठ सिस्टम्स प्रबंधक, श्री ए. स्टैनस्लास—उप प्रबंधक—हार्डवेयर (अनु.), सर्वश्री एस.के. सेन, के. चंद्रशेखर, एस.एस.पी. राव व कांजी लाल किशोर—वरिष्ठ प्रोग्रामर्स।

## सुरक्षा (मुख्यालय) :

श्री वी.बी. सकपाल—अग्नि-शमन अधिकारी

## परिचालन विभाग :

श्री सी.एस. परमेश्वरन—प्रबंध (निष्पादन), श्री के.वासुदेव—प्रबंधक—(उड़ान इंजीनियरी), श्री पी.के. बाला—सहा. इंजीनियरी प्रबंधक श्री डी.एम. मेहता—सहा. अधीक्षक (सिमूलेटर-अनु.) श्री जे.एच. धड़ियाली—वरिष्ठ उड़ान प्रेषक तथा श्री वी.आर. केतकर—वरिष्ठ सिमूलेटर अनुरक्षण इंजीनियर।

## योजना विभाग :

श्री जे.एस. शेतगिरि—सहा. स्टेशन अधीक्षक।

## भंडार एवं कय विभाग :

सर्वश्री आर.बी. दामले व बी.पी. पई—सहा. नियंत्रक—भंडार एवं कय, सर्वश्री डी. फर्नांडिस, वी.के. मोटवानी, बी.बी. नैरिया—भंडार प्रबंधक; सर्वश्री एल.बी. रामकृष्णन, एफ. वाज़, ए.डी. गोडबोले, एच.एन. कामथ, एस.एम. तेलंग व आर.बी. गडकरी—उप भंडार प्रबंधक; सर्वश्री वाय.एस. साबित, एस.आर. देसाई, आर.आर. बोरकर, आर.जे. चोरोगे व वी.बी. कुलकर्णी (दिल्ली)—सहा. भंडार अधीक्षक।

## भारत के प्रति प्रेम

इस वर्ष फरवरी में इटालियन रेडियो टी.वी. के राष्ट्रीय चैनल द्वारा भारत पर वृत्त चित्रों की श्रृंखला दिखाई गई जो इस बात की द्योतक है कि इटली में भारत के प्रति कितना प्रेम है।

श्रृंखला का प्रारंभ, भारत पर चित्रित एक वृत्त-चित्र से आरंभ किया गया जिसमें कपिलिंग की प्रसिद्ध पुस्तक किम को दिखाया गया था। हमारी आरक्षण सचिव, श्रीमती प्रभा लक्ष्मणन को विशेष रूप से इस समारोह में भाग लेने के लिए आमंत्रित किया गया था। वे एअर-इंडिया का वर्ष 1982 का कलेंडर व विभिन्न पोस्टर अपने साथ ले गई थीं। उन्होंने व साठी टी.वी. स्टुडियो एअर-इंडिया की सामग्री से सजा दिया था। इंटरव्यू के दौरान श्रीमती लक्ष्मणन से 'बिंदी' के महत्व को समझाने के लिए कहा गया और टी.वी. पर उनके कथन के साथ-टी.वी. कैमरा एअर-इंडिया व धू कलेंडर पर भी केंद्रित किया गया।

कार्यक्रम को आशातीत सफलता मिली और अगले दिन भारत के विभिन्न पक्षों को जानने के लिए हमारे कार्यालय में सौकड़ों फोन आए। फोन पर यहां तक पूछा गया कि साड़ी कैसे बांधी जाए। इसे भारत के प्रति प्रेम न कहें तो क्या कहें।

क्लाइडो बोलास्को  
लो.सं. प्रबंधक—इटली

## एअर-इंडिया द्वारा एच.वी.ए. विमान की सर्विस।

हैंगखांग वियतनाम एअरलाइन के एक बोइंग 707-321 विमान की अनुरक्षण जांच बम्बई में हमारे इंजीनियरी बेस में की गई। 24 मार्च, 1982 को बम्बई में पहुंचे इस विमान को करीब 3 सप्ताह बम्बई में रहना पड़ा।

हैंगखांग वियतनाम एअरलाइन की आवश्यकताओं का अध्ययन करने तथा तत्संबंधी चर्चा के लिए श्री एम.एस. बालसुब्रमण्यम, जो अब इंजीनियरी निदेशक हैं, के नेतृत्व में एअर-इंडिया से एक तकनीकी प्रतिनिधि मंडल नवम्बर, 1981 में होनॉई गया। प्रतिनिधि मंडल के अन्य सदस्य थे—श्री यू. महरोत्रा (भू तकनीकी प्रशिक्षण) परिचालन विभाग, श्री जे.बी. गुप्ते और श्री वी. एस.एन. राव, दोनों ही सहा. इंजीनियरी प्रबंधक हैं। 9 मार्च, 1982 को एच.वी.ए. बोइंग 707 का अनुरक्षण-कार्य करने के संबंध में एक अनुबंध पर हस्ताक्षर किए गए।

हैंगखांग वियतनाम एअरलाइन से आए तकनी-शियनों के एक दल ने भी एअर-इंडिया में प्रायोगिक प्रशिक्षण लिया। ऐसा समझा जाता है कि एच.वी.ए. अपने को एअर-इंडिया में उड़ान प्रशिक्षण के लिए भेजने पर विचार कर रहा है।

## एअर-इंडिया कर्मचारी कल्याण कोष

श्रम संपर्क समिति द्वारा की गई सिफारिशों के परिणामस्वरूप मैनेजमेंट ने 1965 में एअर-इंडिया कर्मचारी कल्याण कोष की स्थापना की थी, जिसका कार्य भारत स्थित कर्मचारियों के, जिनका मूल वेतन 1500/- रुपये से अधिक नहीं है, सामान्य कल्याण में बढ़ोतरी करना है।

इसके द्वारा कर्मचारियों को संकट के समय जैसे बीमारी, बिना वेतन छुट्टी, प्राकृतिक संकटों तथा परिवार में शोकावस्था के समय वित्तीय सहायता प्रदान की जाती है। इसके अन्तर्गत उन कर्म-चारियों के परिवारों को चिकित्सा अनुदान भी दिया जाता है, जो इस प्रकार के चिकित्सा लाभों के अधिकारी नहीं हैं।

कोष का संचालन कर्मचारी कल्याण कोष सलाहकार समिति द्वारा किया जाता है। इस समय श्री के.ए. सपट, उप कार्मिक एवं औद्योगिक संपर्क निदेशक; श्री एम.एस. बालसुब्रमण्यम, इंजीनियरी निदेशक; श्री ई.जे. खंबाटा, सहा. वित्तीय नियंत्रक; श्री के. मुकुंदन, सहा. कार्मिक अधिकारी (दिल्ली); श्री एस.एस. गुप्ते, वित्त एवं लेखा विभाग और श्री पी. लकड़ा, कार्मिक अधिकारी—इसके सदस्य हैं।

यह समिति जे.आर.डी. टाटा ट्रस्ट के लिए विभिन्न आवेदनों की संवीक्षा करती है, जो लम्बी अवधि की बीमारियों जैसे कैंसर, टी.बी., ट्यूमर, विधिवत, सिंधिशोध, सार्काइडोसिस, कृष्ठ और हृदय गति प्रेरक की व्यवस्था आदि के लिए वित्तीय सहायता प्रदान करता है।

एअर-इंडिया कर्मचारियों के बच्चों को खेलकूद नियंत्रण समिति द्वारा खेलकूद अनुदान दिए जाते हैं, जो कल्याण कोष की सीमा के अंतर्गत ही आते हैं।

इस सुविधा की पात्रता के लिए, बच्चों का अखिल भारतीय खेलकूद परिषद द्वारा मान्यता प्राप्त खेलों में से किसी भी एक खेल में खेलकूद के इंटीविजुअल इवेंट्स में राजकीय, राष्ट्रीय या अन्तराष्ट्रीय स्तर पर स्कूल/कॉलेज/यूनिवर्सिटी/राज्य टीमों में सम्मिलित रूप से प्रतिनिधित्व करते हुए अपेक्षित स्तर का होना आवश्यक है।

## शतरंज टाइटल

इस वर्ष, हाल ही में वार्षिक व चयन शतरंज टूर्नामेंट स्विस् पद्धति से 9 राउण्ड्स के साथ संचालित किया गया, जिस के लिए 40 प्रतिस्पर्धियां प्राप्त हुई थीं।

वाणिज्य विभाग के जी.ई. बरिष्ठाने कुल संभव 9 अंकों में से (8 विजयी—एक ड्रा) 8.1/2 अंक अर्जित कर टाइटल जीता। उसके बाद प्रबंध सेवा के वी.एस. राजपुरकर ने 7.1/2 अंक, परिवहन के के.एन. पंथकी ने 7.1/2 अंक और परिवहन के ए.बी. सहस्त्रबुधे ने 6.1/2 अंक प्राप्त किए।

यद्यपि राजपुरकर और पंथकी ने समान अंक प्राप्त किए, तो भी पहले ने अपने मध्यम स्कोर (40.1/2) के रूप में दूसरा स्थान प्राप्त किया, जो कि प्रतिस्पर्धी की शक्ति को बताता है, पंथकी के (40) से अधिक था।

## आपकी कलम से टेलीफोन ऑपरेटर

सारी टेलीफोन ऑपरेटर कामकरें जैसे जैनरेटर सुबह दोपहर हो या शाम इन्हें तो है, हेलो-हेलो से काम। करें स्वागत शुभ कामना से दिलों को जीते व्यवहार और भावना से कभी न काम से करें इन्कार सदा आपकी सेवा को तैयार। दिन हो या हो रात की पाली सदा समय पर आने वाली अपने काम में ये मतवाली हंस कर पीली विष की प्याली।

मानसून में अक्सर होती बोर्ड की हालत बहुत खराब कोई लाइन तो ठीक से चलती कोई चले जैसे पी हो शराब अगर मिले न नंबर किसी को सुनना पड़ता है कितना उनको लेकिन सब ये नहीं जानते अक्सर दोषी उन्हें ही मानते क्या हो, यदि सब हों ऐसे नम्र चाहे बड़े हों या ओहदे में कम ज़िंदगी सेवा से बनती है बेहतर ये संदेश देती है टेलीफोन ऑपरेटर

श्रीमती चंदा विरानी टेलीफोन ऑपरेटर  
संचार विभाग



चित्र में : हैंगखांग वियतनाम एअरलाइंस (एल) के मुख्य समन्वयक कैप्टन हॉगिन भिनभोन एअर-इंडिया के इंजीनियरी निदेशक श्री एम.एस. बालसुब्रमण्यम के साथ, हैंगखांग वियतनाम एअरलाइंस के बोइंग 707 के पास दिखाई दे रहे हैं। इस समय बम्बई स्थित इंजीनियरी बेस में, इस विमान की अनुरक्षण जांच की जा रही है।

## AIR-INDIA SERVICES HVA AIRCRAFT

A Hangkhong 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. Balasubramanian, now Director of Engineering, visited Hanoi in November 1981 to study and discuss the requirements of Hangkhong Vietnam Airlines. The other members of the delegation were Mr U. Mehrotra, Manager (Ground Technical Trg), Operations Department; Mr J. V. Gupta and Mr V. S. N. Rao, both Asst Engineering Managers. The agreement to carry out maintenance work on the HVA Boeing 707 was signed on March 9, 1982.

A group of technicians from Hangkhong 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.



Mr M. S. Balasubramanian, Director of Engineering, signing an agreement for undertaking inspection of HVA Boeing 707-321 aircraft.

## NOT SHORTHANDED

MARCH 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. Arukhia, President of Kores (India) Limited and during the function our banner 'Travel at 600 Smiles per hour' was prominently displayed.

Mr S. K. Nanda, Director of Personnel & Industrial Relations wrote letters of congratulations to the staff concerned and said, "Yours is an example to fellow employees not only to attain speed, accuracy and perfection in the twin arts of shorthand and typewriting but also to excel in their on-the-job performance."

The recipients of these letters are: Ms Geeta Krishnan Iyer, Operations Department; Mr S. H. Baweja, Ground Services Department; Ms Anita Pinto, Finance & Accounts Department; Ms B. Rajeshwari, Bombay District Office; Ms S. Krishnan, Finance & Accounts Department; Ms C. R. Pinto, Management Services Department; and Mr K. Jayaraman, Finance & Accounts Department (Madras). Ms Iyer comes 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 Prakasha, the then Governor of Bombay, for having stood first in the 160 w.p.m. speed test in shorthand on an all-India basis.)



Kashmira with Musical Talent Contest Shield which she won for singing Hindi ghazals.

## A RARE TALENT

IT seemed like the Saturday night "fever" 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 its seams.

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

There were screams of encore when it was announced that the surprise singer was no other than young Kashmira Makati, a scintillating amateur nightingale who has won a series of talent and beauty contests. Unassuming and endowed with eye-catching beauty, dimple cheeked 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 she 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 ordered 120 steel transit storage bins for use in its new terminal at Building 86, JFK International Airport, New York. The heavy duty bins, nearly 100 cubic feet in 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 first seventy-five units, 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 plane loads of wearing apparel and other specialized handicraft items arriving almost daily from India. □

## ON THE MOVE..... UP

The following staff have been promoted:

### ACCOUNTS DEPARTMENT

Messrs. M. N. Gopalakrishnan, S. R. Gupte and E. J. Khambatta as Dy Financial Controllers; Messrs H. C. Shah, J. A. Shah, J. A. Sidhwa and V. V. Phatak as Asst. Financial Controllers; Messrs R. S. Ramachandran (Frankfurt), B. V. Subbarao (Geneva) and S. D. Kamath (New York) as Accounts Officers; Messrs M. L. Bhatia, N. D. Vashista, N. M. Dave, S. B. Sambari, B. K. Mehta, K. G. Pai, K. N. Desai and R. D. Samant as Asst Accounts Officers; and Messrs J. P. Padhye, G. Subbarayan, V. Venkata Rao, P. K. Jadhvani, C. V. Ramakrishnan, S. R. Talwar, P. S. Pandya, P. K. Das, S. K. Chatterjee, V. H. Shah, M. Natarajan, V. K. Jain, S. B. Mahadik and J. A. Reynolds as Accountants.

### CIVIL WORKS AND PROPERTIES DEPARTMENT

Messrs M. V. Sabhani and M. G. Zacharia as Admin Officers and Messrs S. R. Lele, N. I. Kappia, I. S. Vhatkar and T. P. Bhatija as Technical Officers.

### COMMERCIAL DEPARTMENT

Messrs A. K. Advani (Tripoli), Capt S. K. Sehgal (Madras), K. S. Sundaresan (Madras), G. S. Ahuja (Nairobi) and Y. D. Mathur (Manila) as Station Managers; Messrs F. Coelho, A. J. Herbert, A. Khan, E. A. Menon, P. R. Pewekar, J. C. Shah, Ms S. E. Ladhakhoy and S. D. Jadhav as Station Superintendents; and Messrs K. C. Dhar (Delhi), K. L. Sori, D. Singh, M. A. D'Abreo, B. C. Showkeen, K. K. Rao, G. G. Vedpathak, C. S. R. Rao, J. Alphonso, M. G. Mendoza, S. C. Bakshi (Delhi), S. L. Banerjee (Calcutta), A. B. Bajpai, K. G. Deshmukh, M. D. Solanki, P. M. Unni (Jakarta), V. Subramaniam (Bangalore), Ms H. V. Desai, Ms A. Downey, Ms M. Bakshi, Ms A. P. Dubash, Ms S. L. Bansode, Ms S. S. Dhoble, Ms K. Rao, Ms A. Ranina and Ms G. D'Souza as Asst Station Supdts.

### COMMUNICATIONS DEPARTMENT

Mr M. D. Joshi as Asst Controller of Communications and Messrs I. S. Kurwa and A. K. Khare as Sr Dy Communications Manager.

### ENGINEERING DEPARTMENT

Messrs K. J. Bhandari and K. P. Venkatramani as Dy Engineering Managers; Messrs S. K. Sekhri, P. B. Kumar, B. R. K. Rao, S. V. Karandikar, Y. T. Shimame and R. B. Bhatia as Asst Engineering Managers; and Messrs K. D. Tarkasband, C. P. M. Menon and P. D. Bhatwadekar as Sr Engineers.

### GROUND SERVICES DEPARTMENT

Mr R. G. Patwardhan as Dy Ground Services Manager; Messrs N. Chandrasekharan, K. K. Shangloo, S. M. Shinde, M. A. Irani and R. K. Shukla as Asst Ground Services Managers; Messrs A. S. Khanna, S. N. Dhote, N. R. Vakharia, R. K. Malhotra, P. M. Shreyakar, S. Chakravarty and K. A. Vijayagopal as Sr Technical Officers; Messrs V. K. Gupta, M. V. Roy, C. J. Balachandran, V. G. Lad, G. V. Godbole, P. G. Sudhakaran, R. S. Thakur, P. N. Sinha, M. K. Hingorani, R. T. Bhatshikar, P. C. Sinha, T. D. Babar and D. G. Rahatekar as Technical Officers; Messrs R. P. Upadhyaya and K. R. Nagraj as Admin Officers (Planning) and M. L. Bhaumik as Asst Admin Officer.

### INFLIGHT SERVICE DEPARTMENT

Ms V. Gulrajany as Addl Chief Air Hostess.

### MANAGEMENT SERVICES DEPARTMENT

Messrs S. S. Phadke and Amalendu Dev as Dy Systems Managers; Mr A. Stanislaus as Dy Manager-Hardware (Maint); and Messrs S. K. Sen, K. Chandrasekar, S. S. P. Rao and Kanjilal Kishore as Sr Programmers.

### OPERATIONS DEPARTMENT

Mr C. S. Parameswaran as Manager (Performance); Mr K. Vasudeva as Manager (Flight Engineering); Mr P. K. Bala as Asst Engineering Manager; Mr D. M. Mehta as Asst Supdt (Simulator Maint); Mr J. H. Ghadiali as Sr Flight Despatcher and Mr V. R. Ketkar as Sr Simulator Maintenance Engineer.

### PERSONNEL DEPARTMENT

Messrs G. Clement and P. M. Thakur as Industrial Relations Managers and Mr Y. G. Nerurkar as Asst Personnel Officer.

### PLANNING DEPARTMENT

Mr J. S. Shetgiri as Asst Station Supdt.

### SECURITY (HEADQUARTERS)

Mr V. V. Sakpal as Fire Officer.

### STORES & PURCHASE DEPARTMENT

Messrs R. V. Damle and B. P. Pai as Asst Controllers of Stores & Purchases; Messrs D. Fernandes, V. K. Motwani and V. B. Neriya as Stores Managers; Messrs L. V. Ramakrishnan, F. Vaz, A. D. Godbole, H. N. Kamath, S. M. Telang and R. V. Gadkari as Dy Stores Managers and Messrs Y. S. Sawant, S. R. Desai, R. R. Borkar, R. J. Chorge and V. V. Kulkarni (Delhi) as Asst Stores Supdts. □

## AI VETERAN

IT was "California, here I come" for Annie Leung, Senior Secretary in our Hong Kong office, when she opted for early retirement last month and jetted off to USA.

Everyone who has had any dealings with Air-India, Hong Kong, knows Annie, for she's been with us for 28 years — in fact since Mr Peter Mahta set up the first office in the Colony.

Annie has seen a lot of changes, has seen the airline grow and expand and our staff increase from 4 to 40. She has seen nine managers come and go, and served each efficiently and loyally.

It's interesting to note that when Annie first joined Air-India in 1954, our office



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

was located in the 'Gloucester Hotel', and on the day she left we were once again back on the same site, but of course in a new building — Gloucester Tower □

# PHOTO NEWS



MAGIC CARPET

MAY/JUNE 1982



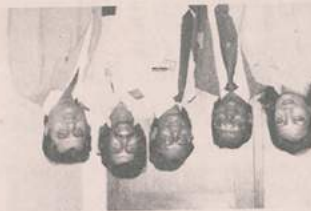
The Prime Minister, Mrs Indira Gandhi with Air-India personnel and executives on arrival at Heathrow Airport for the Festival of India. Also seen in the picture are Air-India's flight crew.



His Excellency The President of Tanzania, Mwajimu Julius K. Nyerere, when he travelled on our service. Mr S. Pirani, our Sales Representative in Dar-es-Salaam is seen here greeting the President.



Air-Indians in New York bid farewell to Mr H. M. Kaul prior to his departure for Bombay to take over as Commercial Director.



Chitra and Jagjit Singh when they flew on our service from Dacca to Bombay. They are seen here with Air-India staff, Mr H. Rahman, Mr N. Sunn and Mr N. Haider.



The United Nations Organisation's General Secretary Dr Javier Perez and his wife with Mr T. K. Pillai, our Manager-Italy and Mr C. Bolasco, Public Relations Manager-Italy at Rome prior to their departure for Geneva.



Robin Healy and Air Hostess Yolande D'Monte leaving Heathrow for Bombay where they were married on April 3. Robin who has worked for Air-India's Publicity Department in Bond Street is now in traffic at airport.

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

AIR-INDIA

# Magic Carpet

VOL. 26, NO. 7

JULY 1982

## Editorial

### HECTIC YEAR AHEAD

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

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

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

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

— Capt J. R. Martin

## HIGH PRECISION MACHINE

**O**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 .001 mm and contains an electronic digital read out system. It is intended for fine precision boring and milling jobs to

obtain utmost geometric precision and high surface finish.

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

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



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

## AI Signs Airbus Agreement

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

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

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

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

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

## New DO Capt Narayanan

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

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



# CASS SYSTEM A SUCCESS

**C**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 nary a complaint to date, George W Paetow, Cargo Sales Manager, U.S.A. and Canada, reports.

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

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

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

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

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

## C.B.Rawat



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

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

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



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



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



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



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

## Indian Girl Makes Good in Australia

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

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

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

— Liam Kenny

## Air-India in Bahrain

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

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



## DONATION

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

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कमार नंदा  
हए, पत्र लि  
कर्मचारियों

मैजिक कार्पेट के जुलाई, 1982 बंक के रुपये के बाद, 22 जून, 1982 को जब एअरपोर्ट पर उड़ाने समय हमारा बोइंग 707 बीटी-डीजे "मोरीशस" विमान दुर्घटनाग्रस्त हो गया। इस दुर्घटना में 4 एअर-इंडिया कर्मचारी सदस्यों सहित 13 यात्रियों की मृत्यु हो गई। मरणवान उनकी आत्मा को शांति दें।  
-संपादक

# मैजिक कार्पेट



भाग 26, सं. 7

जुलाई 1982

सम्पादकीय

## हलचलपूर्ण वर्ष

एअर-इंडिया के लिए 1982 के आगामी मास काफी हलचलपूर्ण होने की संभावना है। जुलाई मास के अंत में एअर-इंडिया के वेडे में बोइंग के साथ एअरबस भी शामिल हो जाएंगी और आशा की जाती है कि 29 जुलाई को एअर-इंडिया को पहली ए 300 की 4200 एअरबस टाउलाउज में सौंपी जाएगी। इसके तत्काल बाद दूसरी तथा नवम्बर में तीसरी एअरबस प्राप्त होने की संभावना है।

इस दौरान, अनेक दूसरी गतिविधियां, जिनकी तैयारियां कई मास पहले से आरंभ हो चुकी हैं, धीरे-धीरे पूर्णता की ओर अग्रसर होंगी। 15 अक्टूबर के दिन देश का वाणिज्य विमानन अपनी 50वीं वर्षगांठ मनाएगा। ठीक 50 वर्ष पूर्व इस दिन श्री जे. आर. डी. टाटा ने अपने सहयोगी के रूप में डाक का एक थैला लेकर "पुश-माथ" में कराची से उड़ान भरी थी। वे ईंधन लेने के लिए अहमदाबाद रुके थे और अंत में 1330 बजे जूह पर उतरे थे। इस उड़ान की सार्थकता के फलस्वरूप ही आज एअर-इंडिया एवं इंडियन एयरलाइन्स हैं।

इसी दौरान, तीसरी हिमालय रैली की तैयारियां जोरों से हो रही होंगी और भारतीय तथा विदेशी सब मिलाकर लगभग 70 कारों की हिमालय रैली 30 अक्टूबर को दिल्ली से आरंभ होगी। रैली के 3800 किलोमीटर मार्ग को चार चरणों में बांटा गया है जिसमें नैनीताल, मसुरी तथा मनाली पर रात्रि-विश्राम हैं। यह रैली 5 नवम्बर 1982 को दिल्ली में समाप्त होगी। हमेशा की तरह एअर-इंडिया इस रैली में एक महत्वपूर्ण भूमिका अदा कर रही है। एअर-इंडिया द्वारा इस रैली में भाग लेने के कारण ही इसका अन्तराष्ट्रीय महत्व बढ़ गया है।

और अंत में आते हैं—नई दिल्ली में होने वाले एशियाई खेल। स्टेडियम, फ्लाई ओवर तथा नए होटलों का निर्माण कार्य लगभग पूरा होने वाला है। क्योंकि हमारे देश को 30 एशियाई देशों से आने वाले पुरुष एवं महिला खिलाड़ियों की मेजबानी की तैयारियां करनी हैं। खेलों का शुभारंभ समारोह 75,000 दर्शकों की क्षमता वाले जवाहरलाल नेहरू स्टेडियम में 19 नवम्बर को मनाया जाएगा तथा खेलों का समापन 4 दिसम्बर को होगा।

इस बार फिर, एअर-इंडिया को एशियन खेलों के लिए सरकारी वाहक के रूप में शामिल किया गया है। हमें एशिया भर से खिलाड़ियों को उनके सामान सहित लाना-ले जाना है और इसलिए खेलों में शामिल होने के बारे में परिवहन से जुड़े सभी को दोबारा याद दिला दें कि सरकारी प्रतीक "अप्पू" को हमारे विमान के अगले हिस्से पर खिलाड़ी मुद्रा में देखा जा सकता है।

कैप्टन जे.आर. मार्टिन

## एअर-इंडिया में द्रुत लेखकों की कमी नहीं

14 मार्च 1982 का दिन एअर-इंडिया के आशु-लिपिकों के लिए एक यादगार दिन था क्योंकि उस दिन अखिल भारतीय प्रतियोगिता परीक्षा में, जो कुछ समय पहले बम्बई आशुलिपि लेखकों के एसोसिएशन द्वारा आयोजित की गई थी, उन्हें पुरस्कार प्राप्त होना था। ये पुरस्कार एसोसिएशन के गोल्डन जुबली समारोह की पूर्व संध्या पर वितरित किए गए।

कोरस (इंडिया) लिमिटेड के अध्यक्ष श्री बी.एल. अरुखिया ने, जो इस अवसर पर मुख्य अतिथि थे, कर्मचारियों को बधाई दी। समारोह के दौरान हमारा बैनर "प्रति घंटा 600 मुस्कानों के साथ यात्रा" (ट्रेवल एट 600 स्माइल्स पर आर) विशिष्ट रूप से प्रदर्शित किया गया था।

कार्मिक एवं औद्योगिक संपर्क निदेशक श्री शांश कुमार नंदा ने संबोधित कर्मचारियों को बधाई देते हुए पत्र लिखे और कहा, "आप अपने साथी कर्मचारियों के लिए न केवल आशुलिपि और टंकण

की जुड़ावा कला में गति-प्राप्ति, परिश्रुद्धता और पूर्णता के उदाहरण हैं अपितु अपनी कार्यक्षमता में भी अनुकरणीय हैं।"

इस प्रशस्ति को पाने वाले हैं: सुश्री गीता कृष्णन अय्यर, परिचालन विभाग; श्री एस.एच. बाबेजा, भू-सूचना विभाग; सुश्री अनीता पिंटो, वित्त एवं लेखा विभाग; सुश्री वी. राजेश्वरी, बम्बई जिला कार्यालय; सुश्री एस. कृष्णन, वित्त एवं लेखा विभाग; सुश्री सी.आर. पिंटो, प्रबंध सेवा विभाग और श्री के. जयरामन, वित्त एवं लेखा विभाग (मद्रास)

के.पी. वीरराघवन कार्मिक अधिकारी

25 वर्ष पहले इस लेखक को अखिल भारतीय स्तर पर आशुलिपि की गति परीक्षा में 160 शब्द प्रति मिनट प्राप्त कर प्रथम आने के उपलक्ष्य में बम्बई के तत्कालीन गवर्नर एच.इ. प्रकाशा के हाथों स्वर्णपदक पाने का श्रेय प्राप्त है।



चित्र में एअर-इंडिया के अध्यक्ष श्री रघु राज (दाएँ) और एअरबस इंडस्ट्री के सामान्य विक्रय प्रबंधक श्री रंजीत जयरत्नम तीन ए 300 की 4-200 विमानों की खरीद के समझौते पर हस्ताक्षर करते हुए।

## एअर-इंडिया द्वारा एअरबस समझौते पर हस्ताक्षर।

एअर-इंडिया और एअरबस इंडस्ट्री ने, 3 ए 300 की 4-200 एअरबस विमानों की खरीद के लिए बम्बई में एक समझौते पर हस्ताक्षर किए।

समझौते पर हस्ताक्षर करने वाले थे हमारे अध्यक्ष श्री रघु राज और एअरबस इंडस्ट्री की ओर से सामान्य विक्रय प्रबंधक रंजीत जयरत्नम।

इस अवसर पर उप प्रबंध निदेशक श्री सी.एल. शर्मा और कैप्टन डी. बोस और एअरबस इंडस्ट्री के क्षेत्रीय विक्रय प्रबंधक जैकवीज़मारी कोचे और अनुबंध प्रबंधक डेविड विल्सन भी उपस्थित थे।

दो विमान इस वर्ष जुलाई/अगस्त में प्राप्त होंगे तथा तीसरा नवम्बर में। ये विमान हमारे गल्फ और क्वालालम्पूर/सिंगापुर मार्गों पर उड़ान भरेंगे और इस तरह इन मार्गों पर उड़ान भरने वाले 747 विमानों का प्रयोग कैंनेडा की उड़ान भरने के लिए किया जायेगा जिसे इसी वर्ष आरम्भ किया जायेगा। साथ ही ये विमान पुराने 707 विमानों, जिन्हें हटाया जा रहा है की कमी पूरी कर सकेंगे।

एअर-इंडिया के एअर-बस विमान में २२ प्रथम श्रेणी एवं 216 किफायती श्रेणी की सीटें होंगी। इसके अतिरिक्त लगभग 9 टन जगहों भी इसके द्वारा बहन किया जा सकेगा।

## नए परिचालन निदेशक कैप्टन नारायणन

कैप्टन सी.पी. नारायणन को परिचालन निदेशक नियुक्त किया गया है। उनकी यह नियुक्ति कैप्टन बोस के उप प्रबंध निदेशक होने पर की गई है, जिसकी सूचना हाल ही में मैजिक कार्पेट द्वारा दी गई थी।

सन 1926 में मलेशिया में जनमें, कैप्टन नारायणन ने 1948 में मद्रास फ्लाईंग क्लब से अपना वाणिज्यिक पायलेट लाइसेंस लिया और 1949 में एअरवेज़ इंडिया में नौकरी आरंभ की। सन् 1955 में कैप्टन नारायणन का स्थानान्तरण इंडियन एअरलाइंस से एअर-इंडिया में हो गया। उन्होंने डैकोटा, सकायमार्स्टर्स, कॉन्स्टेलेशंस, सुपर कॉन्स्टेलेशंस बोइंग 707 और 747 विमान उड़ाने का अनुभव प्राप्त है।

वे 1975 से 1979 तक पश्चिमी प्रभाग, लंदन में परिचालन प्रबंधक थे और 1979 से वर्तमान नियुक्ति तक उप परिचालन निदेशक थे। कैप्टन नारायणन विवाहित हैं और उनकी 4 पुत्रियां हैं।



## बाल-परिवार की उपलब्धियां



—: राकेश :—

वित्त एवं लेखा विभाग में कार्य करने वाले श्री आई.जे. त्रिपाठी के सुपुत्र राकेश ने इस वर्ष पांचवी कक्षा में 83.34 प्रतिशत अंक प्राप्त किए हैं। वे सेंट जार्ज हाई स्कूल बम्बई के विद्यार्थी हैं।



—: बिन्दा :—

लेखा विभाग के श्री वी.के. कुट्टी की सुपुत्री बिन्दा ने इस वर्ष सैकण्डरी स्कूल प्रमाण-पत्र परीक्षा वैशाल्य के साथ उत्तीर्ण की। उन्होंने 85.1% अंक प्राप्त किए और एस.एस.सी. परीक्षा में साताकुज (पूर्व) स्थित सभी हाई स्कूलों तथा एअर-इंडिया मॉडर्न स्कूल में सर्वप्रथम स्थान प्राप्त किया। एस.एस.सी. परीक्षा में वैशाल्य के साथ शत-प्रतिशत परिणाम प्राप्त करने के लिए एअर-इंडिया मॉडर्न स्कूल को बधाई।



—: कश्मीरा :—

मुख्यालय स्थित वरिष्ठ सुरक्षा अधिकारी श्री एम. फणीबंदा की सुपुत्री कश्मीरा ने जो बम्बई स्थित एलेगेंडर गर्ल्स इंग्लिश इंस्टीट्यूशन की छात्रा हैं, 4थी कक्षा में अंग्रेजी-भाषा के लिए बाई मेहरबानों डी. नाणावटी पुरस्कार, जहांगीर सी. डॉनवाला पुरस्कार और माणिकजी खुरशेदजी पुरस्कार प्राप्त किए हैं।

## चन्द्र भान रावत



दिल्ली एअरपोर्ट पर वरिष्ठ यातायात सहायक के पद पर कार्यरत श्री चन्द्र भान रावत ने हाल ही में एक अद्वितीय विशिष्टता प्राप्त की जबकि उन्हें दिल्ली के उपराज्यपाल ने हरिजन कल्याण बोर्ड के लिए नामित किया।

एअर कॉर्पोरेशन शोडयूल्ड कास्ट एण्ड शोडयूल्ड ट्राइब एम्प्लॉयज एसोसिएशन (दिल्ली क्षेत्र) के क्षेत्रीय अध्यक्ष श्री एच.एस. बंगा ने मैजिक कॉर्पोरेट को इस समाचार की सूचना देते हुए कहा कि

श्री रावत को बोर्ड के लिए नामित करने से न केवल श्री रावत का अपितु एअर-इंडिया का भी सम्मान हुआ है।

श्री रावत, जिन्हें कला एवं कानून डिग्री सहित अनेक डिप्लोमा प्राप्त हैं, वर्ष 1982-83 के लिए बोर्ड का कार्य देखेंगे। दिल्ली में, श्री रावत डा. आम्बेडकर समाज कल्याण समिति के संस्थापक सचिव, पद-दलित उद्धार सोसायटी के खजांची तथा एअर कॉर्पोरेशन शोडयूल्ड कास्ट एण्ड शोडयूल्ड ट्राइब एसोसिएशन के शाखा एम्प्लॉयज सचिव के पद पर भी सक्रिय रूप से कार्य कर रहे हैं।

## त्रिवेन्द्रम में हमारा अपना भवन

केरल स्थित त्रिवेन्द्रम में एअर-इंडिया के नए भवन के लिए त्रिवेन्द्रम के मेयर श्री प्रेडी पररा ने भूमिपूजन किया। इस अवसर पर मित्रिल निर्माण एवं सम्पत्ति नियंत्रक श्री पी.जी. मंडारकर एवं उनकी धर्मपत्नी ने शिलान्यास समारोह सम्पन्न किया।

प्रस्तावित नया भवन म्यूजियम रोड पर एक प्रतिष्ठित क्षेत्र में स्थित है जिसे पहले स्थानीय सरकार ने उद्यानों के लिए निर्धारित किया था। राज्य सरकार ने यह जगह एअर-इंडिया को इस लिए दी, जिससे कि राष्ट्रीय विज्ञान कम्पनी उस क्षेत्र के यात्रियों की भली प्रकार सेवा कर सके।

2200 वर्गमीटर के कुंसी क्षेत्र वाले इस भवन से न केवल उस क्षेत्र की सुन्दरता में बढ़ोतरी होगी बल्कि एअर-इंडिया के भावी विकास की जरूरतों को भी पूरा किया जा सकेगा। हमारे वास्तुशिल्पी मेसर्स पिथावाडियन एण्ड पार्टनर्स के अनुसार लगभग 39 लाख रु. की लागत से बनने वाली यह बिल्डिंग अगले वर्ष अगस्त तक तैयार हो जाएगी।

रंगबिरंगी-सजधज से पूर्ण समारोह में उपस्थित थे-स्थानीय प्रशासन एवं समाज कल्याण विभाग के सचिव श्री एम. दंडपाणि, केरल सरकार के श्रम विभाग के सचिव, श्री वी. कृष्णमूर्ति, केरल पर्यटन विकास निगम के प्रबन्ध निदेशक श्री विजयचन्द्रन, ट्रावनकोर स्टेट बैंक के प्रबन्ध निदेशक श्री एन.सी. बनर्जी तथा यात्रा व्यापार उद्योग से संबद्ध अन्य प्रमुख हस्तियां।

टी.के. पाल

## आपकी कलम से

### मुआयना

महानगरी की भीड़ में मैं अकेला परेशान, हैरान मोड़ सब जाने, पहचाने परन्तु हरे चेहरा अपरिचित, कठित मान ओषचारिकता हेतु कष्ट अभिवादन व्यस्तता की दीड़ जैसे घुड़-दौड़ कहीं कोई ठहराव नहीं, पड़ाव नहीं ऐसे में टूट जाती आत्मीयता सब को फिक्क है बस अपनों की, सुनहरे सपनों की पाश्चात्य सभ्यता को अंगीकार कर अधुनिक बनने का अभिलाषी, हर वासी और चोराहे पे संस्कृति की प्रतीक "सीता" और "राधा" की नीलामी और द्रौपदी का सफल चौर-हरण, नारी-पतन कोई भी इस ओर झांकने को तैयार नहीं कुछ मायने नहीं रखता ये लूटन, ये पतन क्योंकि महत्वाकांक्षी मानव बना प्रगति के पैर, चांद की सैर नैतिकता तो सिसक रही दूर कहीं गांव में, पीपल की छांव में

श्री एस.एस. प्रसाद 'मनोज' इंजीनियरी विभाग

## शोक-समाचार

हमें बड़े दुख के साथ यह सूचित करता पड़ रहा है कि निम्नलिखित कर्मचारी अब हमारे बीच नहीं रहे:

श्री. पट्टु नटराजन् निरीक्षक, इंजीनियरी विभाग; सेवा वर्ष : 10

श्री सहदेव राघो शिरवंडकर, वरिष्ठ प्लांट तकनीशियन भू सेवा विभाग; सेवा वर्ष : 26

श्री एम.ए. पद्मनाभन्, फोरमेन, इंजीनियरी विभाग; सेवा वर्ष : 33

श्री गनपत अच्युत प्रभु, जूनियर ऑपरेटर, भू सेवा विभाग; सेवा वर्ष : 23

श्री वी.टी. गायकवाड़, वरिष्ठ तकनीशियन-द्वितीय, इंजीनियरी विभाग; सेवा वर्ष : 10

श्री वी.आर. तनावड़े, योजना अधिकारी, इंजीनियरी विभाग; सेवा वर्ष : 27

श्री रमाकांत बालकृष्ण खेसर, कार्यालय सहायक, वित्त एवं लेखा विभाग; सेवा वर्ष : 17

श्री एन.आर. वैकटरामन्, वरिष्ठ विमान तकनीशियन, इंजीनियरी विभाग; सेवा वर्ष : 12

श्री परशुराम हरिचंद्र भेवेकर, वरिष्ठ क्लीनर, कैंटीन/केबिन सेवा, उड़ानगत सेवा विभाग; सेवा वर्ष : 24

श्री थाईनवीस माइकल एम्बोनी, लिपिक, इंजीनियरी विभाग; सेवा वर्ष : 25

श्री चंद्रकांत सदाशिव देवलेकर, लोडर, वाणिज्य विभाग; सेवा वर्ष : 11

श्री आर.एस. घोलास, क्लीनर, इंजीनियरी विभाग; सेवा वर्ष : 2

श्री टी.एन.जी. पिल्लै, वरिष्ठ ड्राइवर, भू उपक्रम विभाग; सेवा वर्ष : 16

श्री एस.आर. गुरव, मास्टर तकनीशियन, इंजीनियरी विभाग; सेवा वर्ष : 24

श्री एल.एम. मिश्रा, वरिष्ठ ड्राइवर, भू सेवा विभाग; सेवा वर्ष : 22

केप्टन आइ.जे.एस. माहना, वरिष्ठ कैप्टन, परिचालन-विभाग; सेवा वर्ष : 17

श्री भूदेव कल्लन, वरिष्ठ हैंडीमैन, वाणिज्य विभाग; सेवा वर्ष : 19

श्री चंद्रशेखर सायबन्ना मसाले, लिपिक, वित्त एवं लेखा विभाग; सेवा वर्ष : 17

## नया कार्यालय भवन

हाल ही में, एअर-इंडिया ने बाहरिन में निज्जार रोड स्थित अपने नए कार्यालय भवन का उद्घाटन किया। नीचे दिए गए चित्र में कार्यालय का बाह्य स्वरूप देखा जा सकता है। दूसरे चित्र में यात्रा परामर्शदाता सुश्री अनीसा मोहम्मद-अल-नैमी को, हमारे प्रबंधक श्री जो गोम्स प्रमाण-पत्र प्रदान करते हुए दिखाई दे रहे हैं। एअर-इंडिया स्टाफ कालेज, साताकुज में मूल टिकटिंग पाठ्यक्रम की



सफलतापूर्वक समाप्ति के बाद उन्हें यह प्रमाण-पत्र दिया गया था। चित्र में बाएं से दाएं हैं: श्री एल.एल. डायस और श्री हैदर एच. अली।



हाल ही में, साताकुज स्थित एअर-इंडिया कॉम्प्लेक्स में हुए रक्तदान अभियान में 87 कर्मचारियों ने रैड क्रॉस सोसायटी को 26,100 सी.सी. रक्त दान किया।



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

## Management Training

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

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

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

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

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

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

## Maharajah Cricket

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

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

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



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

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

— Ms H. Kumar

## Vikram Dutt

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

Zone Team against the visiting English side last winter.

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

(Contd on page 6)

## Our own Building at Trivandrum

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

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

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

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

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

— T. K. Pal



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

## Cairo Honours AI

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

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

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

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

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

— G. S. Singh



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

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

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

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

My subject this morning is the 'effective international marketing

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

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

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

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



Mr Raghu Raj

## “Effective International Marketing of the Indian Tourism Product”

home and promptly forgets all about it!

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

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

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

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

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

### Indian Tourism Product

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

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

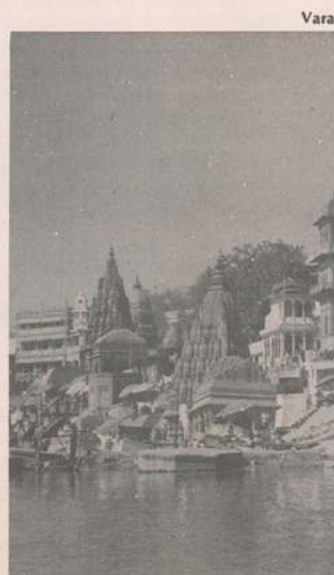
I do not say we can eliminate all of this overnight, but an effective governmental machinery can eliminate a great deal of these constraints without too much of difficulty. Sometimes I wonder whether a strong sense of consciousness, or should I call it a strong civic sense, by each and every one of us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

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

Air-India is deeply committed to

singers, writers and chefs to spread the gospel; only last month the Festival of India in UK commenced and I can categorically say that be 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 giving concrete and practical assistance, the Festival could never have assumed the magnitude it has.

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



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

### Evolving A New Strategy

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

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



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

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

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

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

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

### So Much To Offer

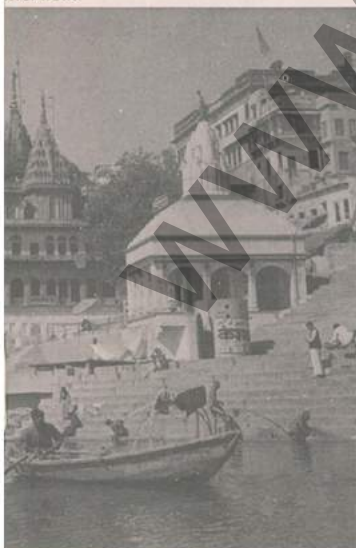
India has so much to offer, and it is indeed a sad commentary to make that we have not been able to attract tourists commensurate with our size and the quality of our attractions. Air-India is doing its best. We have set up a Tourism Division right here in Delhi which will look after general tourism,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

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

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

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

river-front.



# Air-India Staff College Progress Report

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

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

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

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

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

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

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

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



M. Khairaz

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

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



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

## 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! □



## VIKRAM DUTT

(Contd from page 3)

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



## INTENSIVE COURSE

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

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

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

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

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

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

## ON THE MOVE... UP

The following staff have been promoted:

### ACCOUNTS DEPARTMENT

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

### CIVIL WORKS AND PROPERTIES DEPARTMENT

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

### COMMERCIAL DEPARTMENT

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

### COMMUNICATIONS DEPARTMENT

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

### ENGINEERING DEPARTMENT

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

### MANAGEMENT SERVICES

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

### STORES AND PURCHASE DEPARTMENT

Mr A. N. Sridhar as Stores Manager.

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

# FAREWELLS



Mr P. Shanmugam, Eng.



Mr P. L. R. Rao, Eng.



Mr P. N. Wagh, Eng.



Mr J. S. Gill, Ops.



Mr Hector Athayde, LON A/P.



Mr Biwa Masih, GSD, DEL.



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



Mr S. D. Walavalkar, Eng.



Mr J. Roberts, Eng.



Capt S. D. Soman, Ops.



Mr S. A. Dall, Inflt. Serv.



Mr L. L. Menezes, Eng.



Mr A. P. Rao, Eng.



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



Mr P. Vaz, Eng.



Mr J. Pereira, Eng.



Mr M. R. Patel, Comm.

## OBITUARIES

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

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

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

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

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

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

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

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

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

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

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

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

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

MR. M. S. HEGDE, CHIEF 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 KALLAN, SR. HANDYMAN, Commercial Department; years of service: 19.

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

# Festival of India

## "IN THE IMAGE OF MAN"

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

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

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

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

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

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



Brahmani Maltraka



Flying Female Warriors



A Four-faced Idol



Radha and Krishna

# Magic Carpet

VOL. 26, NOS. 8/9

AUGUST/SEPTEMBER 1982



## AIR-INDIA'S FIRST AIRBUS

*Air-India's newest family member A300-B4 Airbus. This photograph was taken in Toulouse, France, before the aircraft was officially handed over to Air-India.*

**S** OON 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 widebodied 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 — 44.84 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 — 2,950 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 — Aero-spaciale of France, Deutsche Airbus GmbH of Germany, British Aerospace of Britain and Construcciones Aeronauticas 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 widebodied transport first flew on October 28, 1972.

The Airbus Industrie is now the second largest producer of commercial aeroplanes 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 widebodied 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.

□



QUALITY IN AIR TRANSPORT

# INTERNATIONAL AIR TRANSPORT ASSOCIATION

**Extracts from the Comments by Mr Knut Hammarskjöld, 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 this painstaking, though often less headline-catching 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, aviation is not 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 up from 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 this 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 eager European politicians could influence individual governments. This is the way to reducing the high European costs which make us incomparable to 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 siren 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 instant low fares and efficient healthy airlines, the siren song for deregulation is still being heard in Europe.

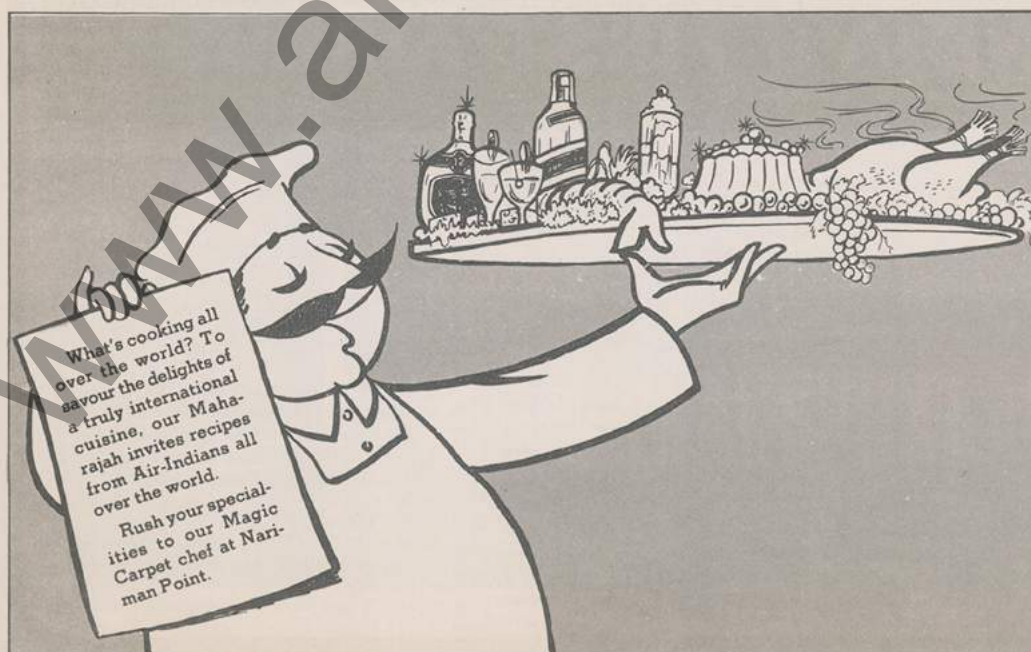
As you look ahead to the next three years, one thing is certain: new solutions will be found to old problems and new problems will arise to tax our imaginations.

## **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 of effort. They are concerned not 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 even-handed 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 can assure you that you will have the full support of the airlines. □



## **Toastmasters Club**

At the Annual Meeting of the Air-India Toastmasters Club, Dy Director of Engineering, Mr B. P. Baliga was elected President. Other elected office-bearers are Vice Presidents Mr Manohar Singh from Engineering and Mr V. Pichumani from Accounts; Secretary Mr Surendra S. Gupta from Accounts; Sergeant-at-arm Mr R. B. Bhatia from Engineering; and Mr P. S. Ganapathy from Operations as Treasurer.

The Toastmasters Club has launched a drive to boost their membership and ensure wider participation within the Air-India family. Their programmes provide opportunities to develop skill in listening, thinking, speaking and leadership through oral communication. □

# मैजिक कार्पेट

भाग 26, सं. 8/9

अगस्त/सितम्बर 1982

## हॉलिडे-1982

हॉलिडे-82 (चित्र नीचे है) पर्यटन पर सर्व-प्रथम प्रदर्शनी थी, जिसे सऊदी अरब के पूर्वी प्रदेश में आयोजित किया गया। अलखोबर स्थित अलगासेबी होटल में लगाई गई इस प्रदर्शनी का उद्घाटन महामहिम अब्दुल मोहसिन इब्न जुलावी ने किया।

एअर-इंडिया एवं अन्य यात्रा व पर्यटन संस्थाओं ने इस प्रदर्शनी में भाग लिया। हमारा स्टॉल एअर-

इंडिया पोस्टरों एवं चित्रों से सजाया गया था।

एअर-इंडिया स्टॉल को हमारे धारान के प्रबंधक की पत्नी श्रीमती सोनिया भंडारी ने तैयार किया था। एअर-इंडिया एवं भारत के बारे में किसी प्रकार की जानकारी देने के लिए जिला बिक्री प्रबंधक श्री पीटर गोम्ज एवम् जी.एस.ए. कर्मचारी इस स्टॉल पर उपस्थित थे।



हॉलिडे 1982 प्रदर्शनी में एअर-इंडिया स्टॉल का एक दृश्य।

## प्रशंसनीय उद्देश्य

एअर-इंडिया के बम्बई स्थित कर्मचारियों ने नेशनल एसोसिएशन फॉर द ब्लाइंड को 1,295 रु. दान किए।

उक्त एसोसिएशन की फाइनेन्स रोजिंग कमेटी

ने इस नेक कार्य के लिए एअर-इंडिया से अशुद्धात करने की अपील की थी। कमेटी के अध्यक्ष ने कर्मचारियों द्वारा किए गए इस स्वैच्छिक कार्य की सराहना की है।

## भारतीय आहार समारोह

एअर-इंडिया ने हाल ही में हांगकांग एवं मकाओ में यात्रा-व्यापार के विशिष्ट वर्ग के लिए भारतीय स्वादिष्ट व्यंजनों की एक दावत का आयोजन किया तथा भारतीय संस्कृति की एक झांकी प्रस्तुत की।

यह आयोजन हांगकांग में मनाए गए एक भारतीय आहार समारोह एवं मकाओ में जगमगाती इंडिया नाइट के अवसर पर किया गया। सैंटोर होटल एवं वर्ल्ड ट्रेड सेंटर क्लब ने इस समारोह का आयोजन किया।

गवर्नर रिज़र एडमिरल बास्को डी अलमेडा-इ-कोस्टा ने उक्त मकाओ समारोह में शामिल होकर समारोह की शोभा बढ़ाई।

## श्रम सम्पर्क समिति

श्री एच.सी. कपूर, स्थानापत्र इंजीनियरी उप निदेशक (ओवरहॉल) को वर्तमान श्रम सम्पर्क समिति की शेष अवधि के लिए श्री एम.एस. बालसुब्रमण्यम् के स्थान पर कॉर्पोरेशन के प्रतिनिधि के रूप में नामित किया गया है।



शारजाह के शासक हमारे अध्यक्ष श्री रघु राज से एक उपहार लेते हुए।

## अध्यक्ष द्वारा शिष्टाचारिक भेंट

शारजाह के शासक एवं शासकों की संयुक्त यूनाइटेड अरब अमीर सर्वोच्च परिषद् के सदस्य महामहिम शेख सुलतान बिन मोहम्मद अल कासिम ने बम्बई की अपनी तीन दिन की निजी यात्रा के दौरान 6 जून 1982 को बम्बई में एअर-इंडिया के अध्यक्ष श्री रघु राज से एक

मुलाकात की।

एअर-इंडिया ने 10 मार्च, 1981 से शारजाह के लिए अपनी उड़ानें आरम्भ की थीं। शारजाह के शासक महामहिम ने श्री रघु राज से शारजाह में एअर-इंडिया की उड़ानों के विस्तार संबंधी संभावनाओं पर चर्चा की।



ब्रह्म एअरपोर्ट पर एअर-इंडिया का एक बोइंग विमान।

## लक्ष्य भारत

बैल्जियम स्थित प्रमुख औद्योगिक व्यापार-मंडल में से कॉफी कम्पनी शाट नाँएर एवं ए.ई.जी. टेलीफोन, ऐसी व्यापारिक संस्थाएँ हैं जिनोंने भारत के विभिन्न क्षेत्रों के अपने ग्राहकों के लिए गुप-प्रोत्साहन चार्टर्स आयोजित करके लक्ष्य-भारत के प्रोत्साहन को बढ़ावा दिया है।

अपने विक्रेताओं को प्रोत्साहन के रूप में बढ़ावा देने के उद्देश्य से लक्ष्य के रूप में भारत को चुनने की संभावनाओं का पता लगाने के लिए शाट नाँएर के मार्केटिंग मैनेजर श्री पी. औररी और ए.ई.जी. टेलीफोन के श्री पी. हॉर्न ने एक अन्वेषी मिशन के रूप में भारत की यात्रा की। इसके परिणामस्वरूप, शाट नाँएर ने 102 एवं ए.ई.जी. टेलीफोन ने 85 विक्रेताओं को एअर-इंडिया द्वारा भारत भेजा।

एअर-इंडिया अब ब्रह्म में इस प्रकार के विभिन्न समूहों के साथ लक्ष्य भारत आरम्भ करने के प्रयास में व्यस्त है।

## शिक्षा-अनुदान

शैक्षिक-वर्ष 1981-82 के दौरान 1,334 बच्चों को कुल मिलाकर 3,22,678.00 रु. का शिक्षा अनुदान दिया गया। शिक्षा-अनुदान सुविधा एअर-इंडिया कर्मचारियों के बच्चों के लिए शैक्षिक-वर्ष 1963-64 से आरम्भ की गई थी। इसके आरम्भ के प्रथम वर्ष में कर्मचारियों के 55 बच्चों को 6000 रु. की राशि का अनुदान दिया गया था। इस योजना की पात्रता के लिए पिछले वर्षों के दौरान अनेक रियायतें प्रदान की गईं।

## 1981-82 के मुख्य कार्यक्रम



ऑल इंडिया पब्लिक सेक्टर टेनिस टूर्नामेंट में वाणिज्य विभाग के किशोर शिवदासानी अपना पुरस्कार ग्रहण करते हुए।



एअर-इंडिया कबड्डी टीम

खेल जगत् में वर्ष 1981-82 एअर-इंडिया के लिए एक सफल वर्ष रहा। विभिन्न स्थानीय एवं अंतराष्ट्रीय खेल-प्रतियोगिताओं में हमारी बैडमिंटन, हॉकी, कबड्डी, फुटबॉल, टेनिस तथा क्रिकेट टीमों ने शानदार प्रदर्शन किया। हमारी बैडमिंटन टीम ने क्वेट में इंटरनेशनल एअर-लाइस इन्वेंटेशन बैडमिंटन टूर्नामेंट एवं बम्बई में आयोजित महिला-प्रतियोगिता में इंटर ऑफिस बैडमिंटन टूर्नामेंट जीते। इस वर्ष भी मद्रास में आयोजित पब्लिक सेक्टर टूर्नामेंट में एअर-इंडिया की टीम रनर्स-अप रही। औद्योगिक संपर्क अनुभाग की सजाता जैन ने एक बार फिर अच्छा प्रदर्शन किया और नेशनल बैडमिंटन टूर्नामेंट में महाराष्ट्र का प्रतिनिधित्व किया। इस समय वह एशियन खेलों के लिए एक विशेष कैम्प में भाग ले रही हैं।

एअर-इंडिया की हॉकी टीम सान फ्रांसिस्को में आयोजित गोल्डन गेट हॉकी टूर्नामेंट की विजेता रही और बम्बई हॉकी एसोसिएशन द्वारा आयोजित सीनियर डिवीज़न हॉकी लीग टूर्नामेंट के दौरान रनर्स-अप रही।

हमारी फुटबॉल टीम ने स्थानीय होरवुड लीग टूर्नामेंट में एक प्रमुख भूमिका अदा की एवं ऑल इंडिया पब्लिक सेक्टर टूर्नामेंट में भी फाइनल तक पहुंची। कार्मिक विभाग के सलिल लक्ष्मण को नेशनल फुटबॉल टूर्नामेंट में महाराष्ट्र का प्रतिनिधित्व करने के लिए चुना गया।

शतरंज में वाणिज्य विभाग, मद्रास के श्री टी.एन. परमेश्वरन इंटरनेशनल मास्टर्स के लिए योग्य ठहराए गए और उन्होंने स्थानीय एवं अंत-

राष्ट्रीय शतरंज प्रतियोगिताओं में शानदार प्रदर्शन किया। बांडी-बिल्डिंग में कार्गो कॉम्प्लेक्स के वी. पड़ते ने महाराष्ट्र स्टेट टाइटल जीता। कबड्डी में हमने ऑल इंडिया गोल्ड कप जीता जिसमें श्री एस.डी. शिंदे को सर्वश्रेष्ठ खिलाड़ी घोषित किया गया।

स्पोर्ट्स कंट्रोल बोर्ड के अध्यक्ष श्री बी. बोलिया, भंडार एवं क्रय उप-निर्देशक-श्री आर. कनल, फ्लाइट इंजीनियर श्री डी. दत्त, कैप्टन ए. गोडबोले, वाणिज्य विभाग के श्री के. शिवदासानी एवं इंजीनियरी विभाग के श्री वी. गजपति तथा श्री वी. एथिराज ने अमरीका में आयोजित वार्षिक ग्रेट एण्ड विटने एअरकाफ्ट/एअर-इंडिया टेनिस टूर्नामेंट में भाग लिया और 3-1 मैचों से प्रतियोगिता जीती।

इंटर ऑफिस जेन वार्ले शील्ड टेनिस टूर्नामेंट में एअर-इंडिया की टीम रनर्स-अप रही। एअर-इंडिया द्वारा आयोजित पब्लिक सेक्टर टेनिस टूर्नामेंट में हमारी "ए" तथा "बी" टीमों फाइनल तक पहुंची। औद्योगिक संपर्क अनुभाग के श्री वी. दत्त ने रणजीत ट्रॉफी क्रिकेट टूर्नामेंट में उत्तर प्रदेश राज्य का प्रतिनिधित्व किया। दुबई से एअर-इंडिया इन्वेंटेशन क्रिकेट टीम ने भारत का भ्रमण किया तथा बम्बई में एअर-इंडिया टीम के विरुद्ध मैच खेला। 10वें एअर-इंडिया ओपन गोल्फ टूर्नामेंट में एअर-इंडिया परिवार के 40 सदस्यों ने भाग लिया और इस वर्ष अन्तर्विभागीय ट्रॉफी वाणिज्य विभाग ने जीती।

रमेश मांजरेकर



अमरीका में एअर-इंडिया/ग्रेट एण्ड विटने टेनिस टूर्नामेंट में भाग लेने वाले खिलाड़ी।

## स्मृति में

मंगलवार, 22 जून के दिन, सबेरा होने से पहले, हंसी खुशी, प्रसन्नता और दोबारा घर में होने की तमन्ना अचानक समाप्त हो गई और उसकी जगह छा गई एक गहरी व्याध और रोमांचपूर्ण दहशत।

707 "गौरीशंकर" विमान बम्बई एअरपोर्ट पर उतरने के लिए आ ही रहा था कि भयंकर तूफानी बरसात ने इस पर प्रहार किया। इस दर्घटना में 17 अमूल्य लोगों की जानें चली गईं, जिनमें दो केवल-

कृ. सदस्य एवं दो अन्य कर्मचारी भी थे। एअर-इंडिया का प्रत्येक कर्मचारी इस दुःखद घटना पर शोक प्रकट करता है : सांस चलते हुए भी हम मर से गए हैं। हमारी कामना है कि हमसे जुदा हुए

हमारे प्रिय सहकर्मियों की आत्मा को शांति मिले एवं उनके शोकग्रस्त प्रियजनों को उनके बिछोह और गहरे आघात को सहने की शक्ति एवं हिम्मत मिले।



एस.जी.कावडे, 42, परिचालन विभाग, 4.8.1960 में भर्ती।



एलिजाबेथ जांब, 28, विमान परिचारिका 21.1.1979 में भर्ती।



कृष्णास्वामी सम्पथ कुमार, 37, उड़ान परिचारक 21.1.1972 में भर्ती।



जिला, विक्री अधीक्षक, मद्रास आर. चन्द्रन, 40, 14.5.1965 में भर्ती।



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

## COURTESY CALL BY CHAIRMAN

His Highness Sheikh Sultan Bin Mohammed Al Qasim, Ruler of Sharjah and member of the United Arab Emirates Supreme Council of Rulers, met Air-India's Chairman, Mr Raghu Raj in Bombay on June 6, 1982 while on a three-day private visit to Bombay.

Air-India commenced its operations to Sharjah with effect from March 10, 1981. His Highness, the Ruler of Sharjah discussed with Mr Raghu Raj the prospects of expanding Air-India's operations in Sharjah. □

## LABOUR RELATIONS COMMITTEE

Mr H. C. Kapoor, Offg Dy Director of Engineering (overhaul) has been nominated as representative of the Corporation, on the Labour Relations Committee, in place of Mr M. S. Balasubramaniam for the remainder of the tenure of the present Labour Relations Committee.

## STUDY GRANTS

During the academic year 1981-82, 1,334 children were given Study Grants amounting to a total of Rs 3,22,678.00. 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 6,000.00. Certain concessions were made over the years regarding the eligibility for this scheme. □

## 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. □



Mr P. Hodru, Director, AEG Telefunken, is seen here with Mr C. G. Raniani, our Manager in Belgium & Luxemburg. In the background is Mr R. Vasanthi, Accounts Manager.

## 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 organising group incentive charters for their clients to various regions of India.

Mr B. Ourari, Marketing Manager of

Chat Noir and Mr P. Hodru, 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. □

## Holiday 1982

Holiday - 82 was the first ever exhibition on tourism organised in the Eastern Province of Saudi Arabia, which was inaugurated by His Excellency Abdul Mohsin Ibn Julawi at Algosaibi Hotel, Alkhobar.

Air-India and other travel and tourism organisations participated in the exhibition and our stall was decorated with Air-India posters and photographs.

The layout of the Air-India Stall was created by Mrs Sonia Bhandari, wife of our Manager-Dhahran; and Mr Peter Gomez, DSM, and our GSA staff were present to answer any queries on Air-India and India. □



(From L to R). Mr P. Jeukens and Mr W. Delauw of our Brussels office with Mr B. Ourari of Chat Noir.

## 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. □



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.



Shubhada, daughter of Mr N. R. Chawathe from Engineering, has earned the Maharashtra State Government High School Scholarship.

## ACHIEVERS



Supriya, daughter of Mr V. Ramanathan of Inflight Service secured over 89% marks in the S.S.C. Examination and obtained 150/150 marks in the entire Maharashtra State 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. Obalappa of 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 objets 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 growling!

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 consistently rings throughout all this commotion. (I thank my stars that I'm not in that poor enquiry girl's shoes!)

A truly colourful lot of people travel our carrier. Filling our PTA (Prepaid 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, dhobis (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 manning the PRO desk, efficiently and tirelessly calls out a Mohammed Satar Bin Khalid — something or the other, one after another



Manager-Western India Mr M. P. Mascarenhas briefs Mr J. T. Parakh, Deputy Manager and Mr V. L. Badami, Passenger Sales Manager.

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 goings-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 "पूछताछ" 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, whilst 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 vide 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 justifiably prides 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 cell (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

## WORLD'S BOOKING



Up the escalator



Hotel lounge? No, booking office.



Service with a smile from Darius Bilal



# LARGEST OFFICE



down the stairs.



ria checking passenger documents.



AIR-INDIA

for other airline bookings and ticketing) and also to regulate and systemise 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, where (hopefully!) all problems of endorsements, getting a seat, getting re-imbursed for having been off-loaded etc. are solved. The duty officer's 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 all. Passengers around this desk invariably seem to be demanding and yelling for something or the other. While the main counter remains open till 10.00 pm ticketing is done only till 6.00 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 computerised reservations section working round-the-clock. There are 63 staff, out of which 25 work in shifts following the pattern of morning, afternoon and night. These "behind the scene" staff make bookings for passengers over the phone and generally 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 AI's agents were not well looked after?). To facilitate our passengers and agents even further, group and 'unaccompanied minor' bookings are also handled by a special unit consisting of three staff called the 'group-desk'. Then, there is a 'pre-flight' section of six staff who are responsible for cancelling bookings of passengers who have not reconfirmed 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 'layovers') and Indian Airlines bookings for passengers connecting from IC flights onto our flights or vice 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 the office of the boss of it all, Mr M. P. Mascarenhas, 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 interline competition.

On the ground floor we have our administration section which keeps a record of staffs' leave, passages, quota of uniforms etc. and, on the 9th floor, the refunds and stations account department. And far from all this hustle and bustle, and yet very much a part of the Booking Office, we have a receptionist at the Taj Hotel and one at the Centaur. That ends it all!

Surprisingly, in spite 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 always seems too short for their 'get togethers'.

The spirit and flavour which is so predominantly characteristic of this place, will I am sure not be found anywhere else. Noise, heat, crowds, burring of huge pedestal fans, demanding agents, an occasional foray by an inquisitive roach (did I hear someone squeal?) all add in giving this pot-pourri its own magical flavour, its own special appeal, its very own distinctiveness. □

— Leena Bisen

## RANDOM JOTTINGS

By Booking-Office Mind

Whatever happened to Random Jottings, I have frequently been asked, both by devoted admirers and by sneering detractors. Did the management finally succeed in muzzling your nonsensical meanderings? Did the editor of Magic Carpet eventually see sense and classify your inane column as such, consigning it to the literary garbage-can where it so rightfully belongs? Did Controller of Communications Ganesh Dubey, on whom you had so often trained your telephonic sights, decide to render your phone inoperative? Or did your long-suffering wife, whom you have generally ridiculed, finally erupt and stuff copies of Magic Carpet down your throat?

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. To my many admirers I can only say that my long silence was not due to any of the reasons enumerated above. Put it down to laziness, lethargy or lackadaisicality (isn't that a beautiful word!) You may attribute it to somnolent genius which suddenly awakes from its slumbers to spit fire like a dragon. Or it may be due to the fact that Air-India, like myself, has emerged from the dumps and, flying high today, has made a profit of something like twelve million dollars.

As I roll those three beautiful words (twelve million dollars) round my tongue like old Remy Martin cognac, I secretly wish that even 0.1% of that princely sum could somehow find its way into my (secret) bank account. Because I could then proceed to execute my secret ambitions (and which one of us can truthfully say he does not nurse a secret ambition?). Like eloping with my best friend's wife — she is slim, smooth, silky, svelte and sophisticated.

(Joke: I place the ladder against her window at dead of night. "Not too much noise", I tell her, "your husband may hear us". "Don't worry", she replies, "he's down below holding the ladder.")

Like taking off with her for some remote corner of the world 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 1706 sheep muzzling one another. But that is all gone now. Fancy waking up one wintry morning to find a belligerent Royal Marine tickling your toes with a sten-gun. Or have some dummy fire a practice missile with a dummy warhead straight through your window and out of the loo. And so my best friend's wife will have to wait until I find somewhere sometime another Island in the Snow.

Again, I meander. Possibly it is due to old age creeping in with the bones creaking away and my good friend Dr. Palit tch-tch-ing in distress at that hacking cough. Emphysema, he diagnoses. Enema, he prescribes.

For I had intended to write about the boys and girls who 'man' the biggest booking-office in the world under the baton of Majordomo Michael Mascarenhas, Manager-Western India. There is no sunlight

for them, no beautiful view of the Marine Drive bay. Madam, I once told a beautiful Australian travel-writer whose knowledge of geography was obviously limited, madam, I said as we stood on Air-India's Nariman Point 23rd floor terrace, today you are truly privileged, for on your right you can see the Arabian Sea and on your left the Bay of Bengal. And she clapped her hands in childish delight while I made an inhuman effort to divert my eyes from her shapely legs which the high winds on our rooftop insisted on whipping into shape.

But once again, I wander. This is the story — or is it storey? — of the 1st floor. Where 425 Air-India staff labour with great pain to provide assistance to importunate passengers — the guy who wants instant service (even a tea-bag to him is time-consuming), the fellow who feels that the duty officer, the counter-supervisor, the computer (which, please note Mr Dubey, is often 'down'), are all a bunch of nincompoops — the chappie who wants free hotel accommodation and a free ride round the town at AI expense, of course. I can well imagine how much patience, tolerance and a smiling keep-cool-whatever attitude our staff at the counter require to keep the shop going. My heart goes out to them.

I personally have always found the booking-office staff a darn good bunch. I have spoken on the phone to Coopers and Sharmas and Kangas and Asnanis and Phansalkars and Ladhabyos and Swamys and D'Cruzs and many more — all of them as faceless to me as I am to them — and have invariably found them helpful, doing their best to find the answer, using their knowledge, experience and expertise to revert *phut-a-phut* with the solution.

PNR (how often we use this expression and how few of us 'laymen' know what it stands for!), PTA, Itinerary, Documentation etc. etc. are all unknown factors to Narayanswamy, Jagtap, Supnekhar, Clement, Varadarajan, Vijai Kumar, Sapat or myself. But they are always there, the boys and girls behind the counter, to provide the answer when you pose the problem.

And so I dedicate these jottings — and at last I have come to the point — to those counter staff who bear the brunt of the public's demanding and often unreasonable attitudes but who, to those mortals in the rarified atmosphere of the 17th floor and above at Nariman Point or to those in the Santa Cruz complex, will always remain unseen, unheralded and unsung.

I end these ramblings by reverting to my best friend's wife. (Joke: "My wife ran away with my best friend", says the husband thoughtfully. "Was he very handsome?" asks the sympathetic friend. "Can't say," replies the husband, "I never met the man".)

I have decided to fly with my beloved to Timbuctoo. Tomorrow, I shall ring up the Itinerary Counter, and I know I shall get a quick and accurate response. I only hope the lady will be as fast to get away. For the poor husband cannot be expected to hold that ladder indefinitely! □



## 1981-82 Highlights

**T**HE 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 Laxman 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. Kanai; Flight Engineer D. Dutt; Capt. A. Godbole; Commercial's K. Shivdasani; and Engineering's V. Gajapathy and V. Ethiraj 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 Ranjit 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



Salil Laxman



Sujata Jain



Mrs Raghu Raj, wife of our Chairman, presenting the Open Medal Round Golf Trophy to Capt. L. Sadrangani.

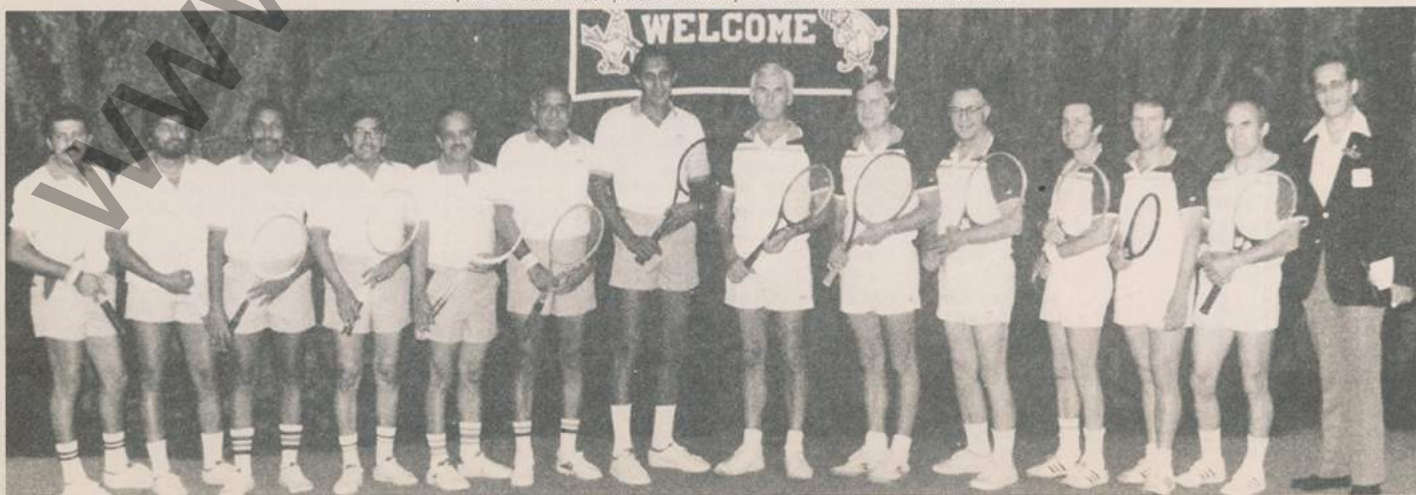


The Air-India Badminton Team (l to r) V. K. Arora, K. Warden, T. N. D. Pillai (Captain), A. P. Roy, A. R. Suvarna and T. Lala.



Vilas Menon, Captain of the Morarjee 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 'Gauri 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. Kevade, 42, Operations Department joined on 4.8.1960.



Elizebeth Job, 28, Air Hostess, joined on 21.1.1979.



Krishnaswamy Sampath Kumar, 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 Anil Kadam, Manager-Western Australia and Southern Australia. □

## Festival of India

The gazelle-like Malavika Sarukkai, 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 Bharatanatyam 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 GADEKAR, Head Cleaner, Stores & Purchase Department, years of service: 27. □



Hong Kong Rajputs at Roopnivas, Nawalgarh.

## Hong Kong Rajputs

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, Nawalgarh, Mandawa, Bikaner with its well preserved 16th century fort lavishly 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 Shekhavati, 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 amused 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 crotchety bad tempered creatures, but our Indian camels, like our people, appear to have done a super PR job, and wormed their way into the hearts of our tourists who found the camels "hard working, intelligent, graceful and gorgeously snooty"

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. □

— Soonoo Ragi



H. P. Tyagi

## Well Done

Mr H. P. Tyagi, 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 dollies from bays, he found a lady's purse in bay No. 10. He handed over the purse containing Rs. 101/-, an Indian Airlines ticket etc. to the apron supervisor, and the purse was returned to the owner through our security.

Mr K. K. Gadgil, Director-Ground Services, in his letter to Mr Tyagi 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" (English, French), and "Incapacitated Passengers Physician's Guide" (English) — are now available free of charge to Member airlines as well as to non-IATA carriers and outside parties. □

# FAREWELLS



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



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



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



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



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



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



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



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



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



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



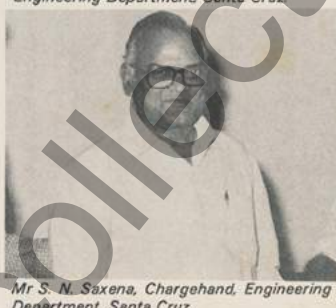
Mr R. Sirwalla, Accounts Officer, Accounts Department, Santa Cruz.



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



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



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



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



Mr A. Lobo, Inspector 'A', Engineering Department, Santa Cruz.



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



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



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



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



Mr Lexman Y. Raut, Master Technician, Engineering Department, Santa Cruz.



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



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

# Magic Carpet

50 YEARS OF CIVIL AIR TRANSPORT IN INDIA

VOL. 26, NO. 10

OCTOBER 1982

## CHAIRMAN'S MESSAGE

**O**N 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 travails. 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*  
(RAGHU RAJ)



## OUR JET-STUDDED FLEET

**A**IR-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 Ganga." The names of the other two Airbuses are Godavari and Cauvery. □

### IN THIS ISSUE

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Cuisine of India . . . . . Pages 8 & 9  
Our portly Maharajah . . . . . Page 12  
plus our regular Magic Carpet news.





## OPERATING STATISTICS

	1981-82	1980-81	1979-80	1978-79	1977-78	1976-77	1975-76	*1974-75	1973-74	1972-73
Operating Revenue (Rs. in crores)	608.35	505.07	397.37	348.67	305.49	272.27	197.69	135.58	126.14	101.08
Operating Expenses (Rs. in crores)	573.83	504.74	401.47	308.70	270.85	240.93	188.77	139.20	121.64	95.64
Net Profit/(Loss) in lakhs	1036	(2130)	(1509)	3409	2845	1759	635	(885)	30	(94)
Revenue Passengers Carried	1641,774	1417,817	1180,000	1,125,908	1,043,159	943,150	721,146	519,113	648,598	545,820
Cargo, including mail and excess baggage (Tonnes)	71,497	60,648	52,732	47,182	45,313	44,221	38,272	25,761	28,847	21,953
Available Tonne Kilometres (Millions)	1730.395	1623.402	1388.009	1,269.697	1,165.732	1,132.518	975.774	737.986	898.376	830.153
Total Revenue Tonne Kilometres (Millions)	1091.469	980.081	819.046	788.76	730.594	696.538	581.957	406.323	494.710	419.194
Unduplicated Route Kilometres	2,35,726	2,21,197	2,30,850	205,216	199,319	193,573	133,020	114,038	124,098	129,078
Revenue Hours Flown	59584	57199	55019	55,403	55,151	52,057	46,162	35,138	44,303	43,187
Aircraft Utilisation Revenue Hours per Annum	3117	2986	3096	3485	3700	3536	3466	2719	3408	3436

\*Operations curtailed for the period August-November 1974 because of industrial action.

## FLEET TECHNICAL DATA



BOEING 707-437



BOEING 707-337B/C



BOEING 747-237B



AIRBUS A300B4

WING SPAN	43.41 M	142 ft 5 in	44.43 m	145 ft 9 in	59.64 m	195 ft 8 in	44.84 m	147 ft 1 in
OVERALL LENGTH	46.41 m	152 ft 11 in	46.41 m	152 ft 11 in	70.51 m	231 ft 4 in	53.62 m	175 ft 11 in
OVERALL HEIGHT	12.71 m	41 ft 8 in	12.95 m	42 ft 6 in	19.33 m	63 ft 5 in	16.92 m	55 ft 6 in
WIDTH OF FUSELAGE (OUTSIDE)	3.76 m	12 ft 4 in	3.76 m	12 ft 4 in	6.50 m	21 ft 4 in	5.64 m	18 ft 6 in
MAX TAXI GROSS WT	143337 kg	316000 lb	152407 kg	336000 lb	352895-364234 kg	778000-803000 lb	165900 kg	365740 lb
MAX LANDING WT	93894 kg	207000 lb	112037 kg	247000 lb	265351 kg	585000 lb	136000 kg	299820 lb
PAYLOAD	20000 kg	44092 lb	20000/19500 kg	44092/42990 lb	54000 kg	119048 lb	32000 kg	70547 lb
FUEL CAPACITY	80500 ltrs	17706 IG	90300 ltrs	19864 IG	193000 ltrs	42481 IG	62000 ltrs	13638 IG
AVERAGE FUEL CONSUMPTION (PER/HR)	8500 ltrs	1870 IG	7330 ltrs	1610 IG	13750 ltrs	3025 IG	7820 ltrs	1720 IG
NORMAL CRUISING SPEED	862 kmph	535 mph	862 kmph	535 mph	904 kmph	562 mph	851 kmph	528 mph

### ENGINES

ROLLS ROYCE CONWAY P &amp; W JT3D-3B &amp; -7

P &amp; W JT9D-7/-7J/-7Q

GE CF6-50C2

ENGINE THRUST	7950 kg	17500 lb	8170 kg	18000 lb	21320-24040 kg	47-53000 lb	23815 kg	52500 lb
RANGE (FULL PAX)	7000 km	4350 st miles	8500 km	5300 st miles	9100-9600 km	5750-6000 st miles	5500 km	3400 st miles
MAX CRUISE ALTITUDE (WITH CAPACITY PAYLOAD)	12800 m	42000 ft	12800 m	42000 ft	13700 m	45000 ft	12190 m	40000 ft
CARGO CAPACITY	6350 kg	14000 lb	6350 kg	14000 lb	15840 kg	34920 lb	9170 kg	20216 lb

भाग 2

एअर  
हिन्दी व  
दिशा में  
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का आ  
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पहली  
कार्याल  
अंचल :  
कदम :  
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सभा-व  
17.30  
में 24  
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ने रुचि  
भाषणों  
सर्व  
कारी ।  
अशोक  
एअर-1  
संबंधित  
फिर श्र

एअर  
को ब  
कर्मचा  
अपने  
प्रतियोग  
इस  
वर्ग-क

# मैजिक कार्पेट



भाग 26 सं. 10

अक्टूबर 1982

## कलकत्ते में प्रथम हिन्दी कार्यशाला



एअर-इंडिया अपने रोजमर्रा के कार्य में हिन्दी के प्रयोग का प्रसार-प्रचार करने की दिशा में सतत प्रयत्नशील रहा है। अभी तक एअर-इंडिया में हिन्दी कार्यशालाओं का आयोजन केवल मुख्यालय तक ही सीमित था, लेकिन 20 अगस्त, 1982 को पहली बार हिन्दी कार्यशाला क्षेत्रीय कार्यालय कलकत्ते में आयोजित कर पूर्वी अंचल ने इस दिशा में एक नया महत्वपूर्ण कदम उठाया है, जो सराहनीय है। यह कार्यशाला चौरंगी स्थित प्रबंधक-पूर्वी भारत व बंगला देश, के कार्यालय के सभा-कक्ष में सुबह 9.30 बजे से सांय 17.30 बजे तक चलाई गई। इस कार्यशाला में 24 अधिकारियों/कर्मचारियों ने भाग लिया। यहाँ यह उल्लेखनीय है कि प्रबंधक एवं उप प्रबंधक सहित सभी अनुभागाध्यक्षों ने रुचि लेते हुए पूरे दिन कार्यशाला के भाषणों का लाभ उठाया।

सर्वप्रथम कलकत्ता के कार्मिक अधिकारी एवं संपर्क अधिकारी (हिन्दी) श्री अशोक आर्य ने स्वागत करते हुए एअर-इंडिया में हिन्दी के प्रगामी प्रयोग से संबंधित प्रगति का व्यौरा प्रस्तुत किया और फिर श्री एस.एल. ओबराय, प्रबंधक-पूर्वी

भारत व बंगला देश ने इस कार्यशाला का उद्घाटन किया। श्री ओबराय ने अपने उद्घाटन भाषण में सरकार की राजभाषा नीति पर प्रकाश डाला और दिन प्रतिदिन के कार्य में हिन्दी के प्रयोग को बढ़ाने का अनुरोध किया।

कार्यशाला में भाग लेने वाले अधिकारी क्षेत्रीय राजभाषा कार्यान्वयन समिति के सदस्य थे। इस कार्यशाला के प्रमुख वक्ता थे—श्री प्रह्लाद खन्ना, भूतपूर्व वरिष्ठ हिन्दी अधिकारी, पर्यटन व नागर विमानन मंत्रालय और श्री पी. एन. चतुर्वेदी, भूतपूर्व संयुक्त निदेशक, हिन्दी शिक्षण योजना। दोनों वक्ताओं ने सरकार की राजभाषा नीति, अधिनियम व नियम तथा कामकाजी हिन्दी के विषय में जानकारी दी।

कार्यशाला के समापन अवसर पर हिन्दी शिक्षण योजना की क. गीता चैतर्जी, सहायक निदेशक ने कार्यशालाओं के उद्देश्य व उनकी उपादेयता पर प्रकाश डाला और उसके बाद प्रतिभागियों की प्रतिक्रिया जानी गई।

अन्त में श्री बलवन्त राय ने सभी उपस्थित अधिकारियों के प्रति आभार व्यक्त किया।

## हिन्दी निबंध प्रतियोगिता

एअर-इंडिया में हिन्दी के प्रगामी प्रयोग को बढ़ावा देने के लिए एअर-इंडिया कर्मचारियों के लिए पिछले दिनों हमने अपने विभिन्न स्टेशनों पर हिन्दी निबंध प्रतियोगिता का आयोजन किया था।

इस प्रतियोगिता में एअर-इंडिया के वर्ग-क।



वर्ग-ग।



## दीर्घकालिक सेवा यादगार, श्रेष्ठता पुरस्कार

एअर-इंडिया के अध्यक्ष व प्रबंध निदेशक श्री रघु राज ने बम्बई में रविवार, 1 अगस्त 1982 को कर्मचारियों को दीर्घकालिक सेवा यादगार एवं श्रेष्ठता पुरस्कार प्रदान किए।

एअरलाइन के साथ 35 वर्ष पूरे करने वाले 100 कर्मचारियों को एक विशेष प्लाक प्रदान किया गया तथा 25 वर्ष पूरे करने वाले 200 से अधिक कर्मचारियों को पडियां प्रदान की गईं। इसके अतिरिक्त 57

कर्मचारियों को श्रेष्ठता पुरस्कार प्रदान किए गए।

इस अवसर पर बोलते हुए श्री रघु राज ने कहा "एअरलाइन में 25 वर्ष अथवा इससे अधिक सर्विस वाले ये बड़ी संख्या के कर्मचारी एअर-इंडिया की महान शक्ति को प्रदर्शित करते हैं।" उन्होंने आगे कहा कि एअर-इंडिया अन्य संस्थाओं से इसलिए भिन्न है कि उसके कर्मचारियों में कर्तव्यनिष्ठा, अनुशासन एवं टीम के रूप में कार्य करने की भावना है।



हमारे अध्यक्ष की पत्नी श्रीमती रघु राज भी उस अवसर पर उपस्थित थीं; यहाँ वे संचार विभाग की सुश्री एस.वी. अरोंदेकर को उपहार प्रदान कर रही हैं।

### वर्ग-क

1. श्री अजय कुमार, प्रथम वाणिज्य विभाग, नई दिल्ली
2. श्री मनील उपलप, द्वितीय भू-सेवा विभाग, सांताक्रूज
3. श्री वी.के. अरुमगम, तृतीय इजीनियरी विभाग सांताक्रूज

### वर्ग-ख

1. श्रीमती चंदा विरानी, प्रथम संचार विभाग, सांताक्रूज
2. श्री मोहन चंद्र उपरेती, द्वितीय वाणिज्य विभाग, बम्बई
3. श्री सुधाकर ग. शेणाय, तृतीय सिविल निर्माण व संपत्ति विभाग, सांताक्रूज

### वर्ग-ग

1. श्री सेवा सदन प्रसाद, प्रथम इजीनियरी विभाग, सांताक्रूज
2. श्री जयनाथ प्रसाद मौयं, द्वितीय इजीनियरी विभाग, सांताक्रूज
3. श्री राजेन्द्र बहादुर सिंह, तृतीय इजीनियरी विभाग, सांताक्रूज

शीघ्र ही आयोजित किए जाने वाले हिन्दी समारोह में पुरस्कृत निबंधों के लेखकों को क्रमशः 100 रुपये, 75 रुपये और 50 रुपये की राशि प्रथम, द्वितीय और तृतीय पुरस्कार के रूप में दी जाएगी।

हमें यह सूचित करते हुए हर्ष हो रहा है कि निष्ठाओं की राय में अधिकतर निबंध, शैली और भाषा की दृष्टि से उत्कृष्ट स्तर के थे। उनके मतानुसार अहिन्दी भाषी प्रत्याशियों के लेखन में मौलिकता 'वर्ग-ख' में सर्वश्रेष्ठ रही। प्रतियोगियों का यह प्रयास सराहनीय था, उसके लिए उन्हें बहुत-बहुत बधाई।



## एअर चीफ मार्शल पी.सी. लाल

मैजिक कार्पेट को एअर चीफ मार्शल पी.सी. लाल की लन्दन में 13 अगस्त, 1982 को हुई मृत्यु की सूचना देते हुए अत्यन्त खेद है। वहाँ वे अपने हृदय का अपरेशन कराने गए थे। एअर चीफ मार्शल ने एअरफोर्स में एक विशिष्ट स्थान ग्रहण किया था और वे 1971 की लड़ाई के हीरो थे। उन्हें 1 फरवरी, 1978 को एअर-इंडिया व इंडियन एअरलाइंस का संयुक्त अध्यक्ष नियुक्त किया गया था। उनके शोकग्रस्त परिवार एवं पत्नी के प्रति हम अपनी गहरी संवेदनाएं प्रकट करते हैं।

## अध्यक्ष महोदय का संदेश




भारत में नागर विमान परिवहन उद्योग की 50 वीं वर्षगांठ के अवसर पर, जो 15 अक्टूबर के दिन मनाया जाता है एवं जो एअर-इंडिया व इंडियन एयरलाइंस के जन्म-दिन को सूचित करता है, मुझे एअर-इंडिया परिवार के प्रत्येक सदस्य को अपनी शुभकामनाएं भेजते हुए अपार हर्ष हो रहा है।

इन वर्षों में जहां हमें कठोर परिश्रम करना पड़ा वहां हमें सफलताएं भी मिलीं। हम सब के सामने विभिन्न मोर्चों पर अनेक संकट आए लेकिन हम सफल हुए। इस सफलता का कारण था, वे प्रयास जो विमान में उड़ान के दौरान अथवा स्थल पर कार्य करने वाले भारत तथा विदेश में कार्यरत उन सभी कर्मचारियों द्वारा किए गए थे। तथापि, हमें अपनी सफलता से सन्तुष्ट होकर नहीं बैठ जाना चाहिए। हमें अपने

चरम लक्ष्य की प्राप्ति के लिए प्रयास जारी रखने चाहिए ताकि हमारे यात्री हमारी सेवा तथा हमारे राष्ट्रीय वाहक पर गर्व करें।

अब हम अपने दूसरे अर्ध-शतक की ओर अग्रसर हो रहे हैं। मैं प्रत्याशा करता हूँ कि हम सब कार्यकुशलता, समर्पण एवं कर्तव्य-परायणता के उच्चतम स्तर के साथ एक टीम के रूप में काम करेंगे ताकि, एअर-इंडिया पताका की ऊंची उड़ान जारी रहे।

मैं आपकी एवं आपके परिवार की मंगल कामना करता हूँ।

  
रघु राज  
अध्यक्ष

## एअर-इंडिया को एशियाड की प्रतीक्षा

भारत में आ रहे पुरुष-खिलाड़ी, महिला-खिलाड़ी एवं खेल प्रेमियों की मेजबानी करने के लिए, राजधानी की गतिविधियों को तेज कर दिया है। ओलम्पिक आकार के स्टेडियम, सड़कों के जाल, फ्लाई ओवर एवं अनेक होटल बनकर लगभग तैयार हो गए हैं। इस तरह खेलों की यह नगरी वर्ष की उत्तेजनापूर्ण प्रतियोगिता के लिए अब बिलकुल तैयार है।

एअर-इंडिया, मेजबान वाहक के रूप में, अपने विदेशी कार्यालयों के माध्यम से एशियाड का प्रचार कर रहा है जहां खेलों के लिए टिकटें भी उपलब्ध कराई गई हैं और

एअर-इंडिया विमानों की उड़ान पर यात्रीगण उड़ानगत फिल्मों के अतिरिक्त खेलों के लिए पर्दे के पीछे के उत्कृष्ट पूर्व-दृश्यों का भी अवलोकन कर सकेंगे। इसके अतिरिक्त, एअर-इंडिया उन यात्रियों की, जैसी उड़ान में निजी सेवा की जाती है, उसी प्रकार खेल गांव में शौफेयर द्वारा बनाए जा रहे विशेष वी.आई.पी. रेस्तरां में सेवा करेगी।

इसके अलावा एअर-इंडिया ने एक बिलकुल नया कार्गो बेअरहाउस स्थापित किया है जहां खेलों के लिए भारत में लाए जा रहे इलेक्ट्रॉनिक स्कोर बोर्ड से थोड़ों तक,



भाग लेने वालों का परम्परागत रूप से महाराजा स्टाइल में स्वागत करने के लिए तैयार हो।

इतनी महत्वपूर्ण प्रतियोगिता के आयोजन के लिए एक उत्कृष्ट व्यवस्था की आवश्यकता होती है। एअर-इंडिया के अध्यक्ष एवं प्रबंध निदेशक, श्री रघु राज, खेलों की विशेष व्यवस्था समिति की महासमिति के एक सदस्य हैं। एशियाड संबंधी कार्यों में एअर-इंडिया मुख्यालय की ओर से संचालक हैं, हमारे अध्यक्ष एवं प्रबंध निदेशक के कार्यकारी सहायक, श्री हर्ष वर्धन, जो इन खेलों में सक्रिय एवं अत्यधिक दिलचस्पी ले रहे हैं। भू-सेवा विभाग के निदेशक, श्री के. के. गाडगिल और उप वाणिज्य निदेशक - पर्यटन, कैप्टन एम. एस. कोहली इन खेलों से बड़े करीब से जुड़े हुए हैं। उनके साथ एअर-इंडिया के अनेक उच्च अधिकारी एशियाड के लिए गठित समितियों के दल के साथ काम कर रहे हैं।

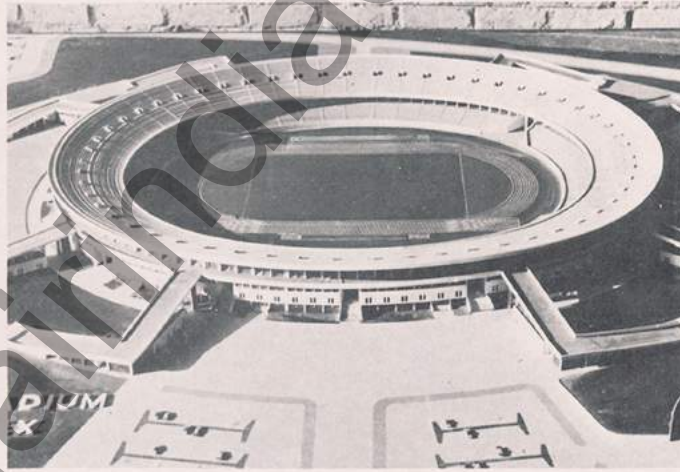
COME  
INDIA IS WAITING



खेलकूद-प्रतियोगिता के श्रेष्ठ भाग, 9 वें एशियाई खेलों का आगमन भारत में हो रहा है। खेलों के लिए शुभंकर "अप्पू", जो पहले ही हमारे विमानों के अग्र भाग पर खिलाड़ी की मुद्रा में विराजमान हैं, पांचों महाद्वीपों में बिछाए गए मैजिक कार्पेट के मार्ग पर इस ऐतिहासिक प्रतियोगिता की घोषणा कर चुके हैं।

इस वर्ष के खेलों ने एक विशेष महत्व अर्जित किया है क्योंकि इनके लिए 32 राष्ट्रों से प्रतिस्पर्धियों की रिकार्ड संख्या प्राप्त हुई है जो 1978 में बैकाल में हुए एशियाड के पिछले रिकार्ड से अधिक है। बैकाल में केवल 25 राष्ट्रों ने भाग लिया था।

दिल्ली में 19 नवम्बर से 4 दिसंबर, 1982 तक होने वाले एशियाड खेलों ने,



नौकाओं से परतदार मशीनों तक एवं बन्दूक व गोला बारूद से लेकर फोटो-उपकरणों तक का सारा कार्गो एक जगह केन्द्रीयकृत किया जाएगा।

इस अवसर की यादगार में एअर-इंडिया की प्रचार यूनिट ने विशेष विज्ञापन, पोस्टर, होर्डिंग्स, लोगो, स्टीकर, टाइम-टेबल, प्लास्टिक शॉपिंग बैग एवं आकर्षक टी-शर्टों के डिज़ाइन तैयार किए हैं। मानो कि मेजबान एअरलाइन एशियन खेलों में



आईएनएस  
AIR INDIA  
OFFICIAL CARRIER



# 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



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 at a special VIP restaurant being set up at the Games Village by the Chefair.

In addition, Air-India has set up a brand new cargo warehouse which will centralise all cargo

carried into the country for the Games ranging from an electronic scoreboard to horses, from yachts to laminating machines, and from guns and ammunitions to photographic equipment.

To commemorate the occasion Air-India's Publicity Unit has designed special advertise-

ments, posters, hoardings, logos, stickers, time-tables, plastic shopping bags and attractive T-shirts, as the host airline, prepares to welcome in the traditional Maharajah style, the participants to the Asian Games.

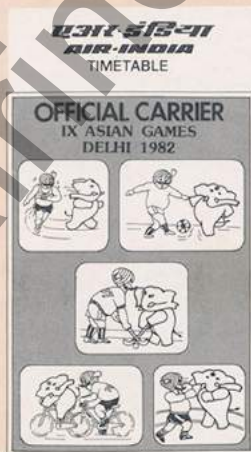


Vardhan, Executive Assistant to the Chairman & Managing Director, who has been taking very active and keen interest in the Games. Mr K. K. Gadgil, Director, Ground Services Department and Capt M.S. Kohli, Dy Commercial Director-Tourism, are closely associated with the Games. Along with them, a number of Air-India executives are serving on a host of Committees for the ASIAD.



it has received a record number of entries from 32 countries surpassing the previous record for the ASIAD in Bangkok in 1978 when 25 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 stadia, a complex of roads, fly-overs and hotels are nearing completion as this city of Games prepares for this hectic event of the year.



Play the game in the spirit of the game.

New Delhi, March 4, 1981. Amidst drama and pageantry, 25,000 spectators experienced a surge of joy at the birth of a great sporting event.

The First Asian Games.

Ever since, the Games, held once every four years, embody the ideals and aspirations of the youth of Asian countries, bringing together young sporting talent and sports enthusiasts in a spirit of goodwill and friendly competition.

Now, three decades later, as the Games return to the land of their birth, Air-India, the national airline of India is proud to be playing a significant role as the Official Carrier to the IX Asian Games.

Air-India offers the largest number of direct flights into India from major Asian cities and a wide range of low group and individual fares. The airline has operations to over 40 cities in 5 continents. Its 140 offices worldwide are geared to provide all the information on India and the Asian Games.

As Delhi, the historical capital of India, prepares to play host to the IX Asian, Air-India is waiting to fly you there. For an experience that will stay with you long after the Games.



# THEN and NOW



*From Moghul princesses to modern day emperors.*



*No Paint-Dock required....*



*..... for this hangar.*



*A simple beginning opp Churchgate Station....*



*..... and a gleaming white marble headquarters today.*

*Who said we were in the miniaturisation era?*



# 50 years of service



Welcome aboard — with a Namaste.



By  
Kamlakar Mhatre



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.

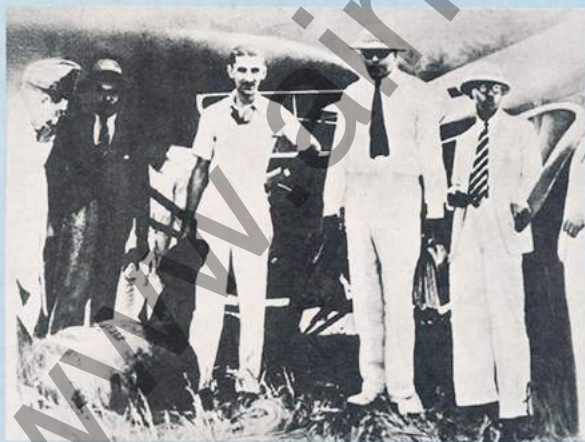
Contrast this with the present-day Air-India, with its gleaming, marble-encrusted skyscraper Headquarters in downtown Bombay, its palace-in-the-sky-look Boeing 747s which regularly streak at 600 miles-an-hour half way across the world in a day, insulating their load of 400-odd passengers from the heat,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

Between these two images, which



From the tiny Puss Moth of '32 to the Boeing 747 of '82, Air-India has come a long way.

1932 — The start of scheduled Indian air transport. Seen at Juhu is third from L the pilot Mr J. R. D. Tata, and to his left Mr Nevill Vintcent who flew on to Madras.



1932 The start of Indian Scheduled Air Transport. Mr J. R. D. Tata having flown the first leg of the inaugural flight Karachi-Madras hands over to Mr Nevill Vintcent at the Bombay "Airport" (Juhu mud flat).

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 life time, 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/Goa/Cannanore/Trivandrum, Bombay/Indore/Bhopal/Gwalior/Delhi, Bombay/Nagpur/Jamshedpur/Calcutta and then the Madras service was extended to Colombo. New planes began to appear in the fleet in addition to the original Puss Moths and Leopard 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 some Beechcraft Expeditors 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,

(Contd on page 6)

# From wood and fabric

(Contd from page 5)

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

## PLANES WITH PERSONALITY

And everyone of those 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 wilful, 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 their natural origin, are as individual as breeds of animals. The Stinson A is thought of as wanting a firm hand, else it can very quickly prove more treacherous than an unfanged cobra..... In contrast, the DC-3 is an amiable cow, grazing placidly in the higher pasture-lands, marvelously 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 few problems to the airline since it already had acquired considerable operating experience. To emphasise its new civilian status and its 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 1947. 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 Geneva on June 8, 1948. Two years later, a new service was started to Nairobi.

On the domestic front, however, storm 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 scene was well and truly set for the ultimate debacle", as Mr Tata recalled 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 to nationalise the air transport industry; accordingly two autonomous corporations were created on August 1, 1953. The Indian Airlines was formed with the merger of all domestic airlines and given responsibility for operating do-

mestic 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 note-pad 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 sun bathing 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 1958, 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. 18, 1911, when Henry Piquet, the Frenchman flew in a Humber bi-plane from Allahabad to Naini Junction across the Ganga.



A cargo container being loaded in an Air India



A Pratt & Whitney JT9D which powers Air India's Boeing Jet Shop.



18th February 1911 Mr. Henri Piquet in the Humber bi-plane in which he carried, from Allahabad to Naini, the world's first air-mail



AI Boeing 747 in the maintenance hangar at Bombay with the tail dock in position.



# ffair to big white whale

by 1962 the airline had disposed off 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 to become the hallmark of its success. The first was to introduce saree uniform for its hostesses instead of the European dress. Most people within and outside the airline were sceptical. Too unwieldy, service would suffer, were some of the comments heard. But sarees were an instant success. They were elegant, stylish and different. If imitation is the best form of flattery, Air-India received it in full measure for some other airlines too adopted the saree uniform for their Eastern routes.

The second was to make the interior decor of aircraft distinctly Indian, to create an atmosphere of elegance, luxury and comfort without ostentation. 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 set about translating 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 sculptures on window panels and richly coloured upholstery and matching carpets. The later 707s had modes of Indian transport and figures of Indian dancers on their window panels with different colour scheme for upholstery and carpets.

## TRANS-ATLANTIC ROUTE

The Boeing 707 enabled Air-India to extend its Bombay-London service to New York in May 1960. This was the major step in the airline's steady expansion into new markets and required careful preparation. America offered the biggest air travel market, but that was no guarantee that Air-India would be able to get a reasonable share of it. However, Air-India managed to survive the vicissitudes of the fiercely 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 businessmen bound for South Africa 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 Maharajah, which became both popular and controversial, keeping the airline in the news, and in the passengers' mind.

## THE JUMBO ERA

As the 'sixties closed, the world airlines were poised to take the next step in the evolution of international air transport — the JUMBO

ERA. The supersonics had failed to make an impression on the air transport industry. Instead the airlines opted for the widebodied jets, with three times the capacity of their predecessors and better economics.

## THE LATEST AND THE BEST

Air-India in keeping with its tradition of ordering the latest and the best planes available, placed an order for the Boeing 747s, the first of which was delivered in April 1971. Over the next nine years Air-India received nine more planes at regular intervals thus achieving the biggest ever expansion of its fleet and capacity in its history.

For the 747s, Air-India chose the most distinctive exterior colour scheme and interior decor based on the Indian palace theme. The aim was to establish the new planes in the public mind as embodying luxuries associated with opulence of palaces. From the outside the windows were painted to look like 'Jharokas' — the arched palace windows of Rajasthan. For the interiors Air-India chose these different themes based on Indian traditions, art and mythology — the Krishna Legend, Indians at work and play and the famous frescoes of the Ajanta caves. The upholstery chosen was equally colourful, with cabin service equipment to match.

If the arrival of the 747s remains the most significant event of the 'seventies, another equally significant event was the extraordinary growth of the Gulf market. In 1970, Air-India was operating only a couple of services to the Gulf. Then came the sudden rise in oil prices and the flood of petro-dollars into the area with the subsequent economic boom. There was a mass migration of labour to the Gulf from India as well as from other countries. Just how large the movement was and the huge market it created can be gauged from the fact that those couple of weekly services have been replaced with an average three services a day, many of them with 747s to the various points in the Gulf from Bombay plus a daily service from Trivandrum.

The latter half of the 'seventies also saw more services being launched to Africa, the most notable being the service across Africa to Lagos and Accra at the end of 1976. Further expansion into Africa took place in 1980, when services were started to Lusaka (in Zambia), to Dar-es-Salaam and Harare (Salisbury) in Zimbabwe.

From its inception, Air-India has followed a policy of self-sufficiency. This has been a matter of necessity for the simple reason that Air-India is located away from the main centres of air transport activity in the world, and the planes could not be sent out for either maintenance or major checks without disrupting services and the subsequent loss of revenue.

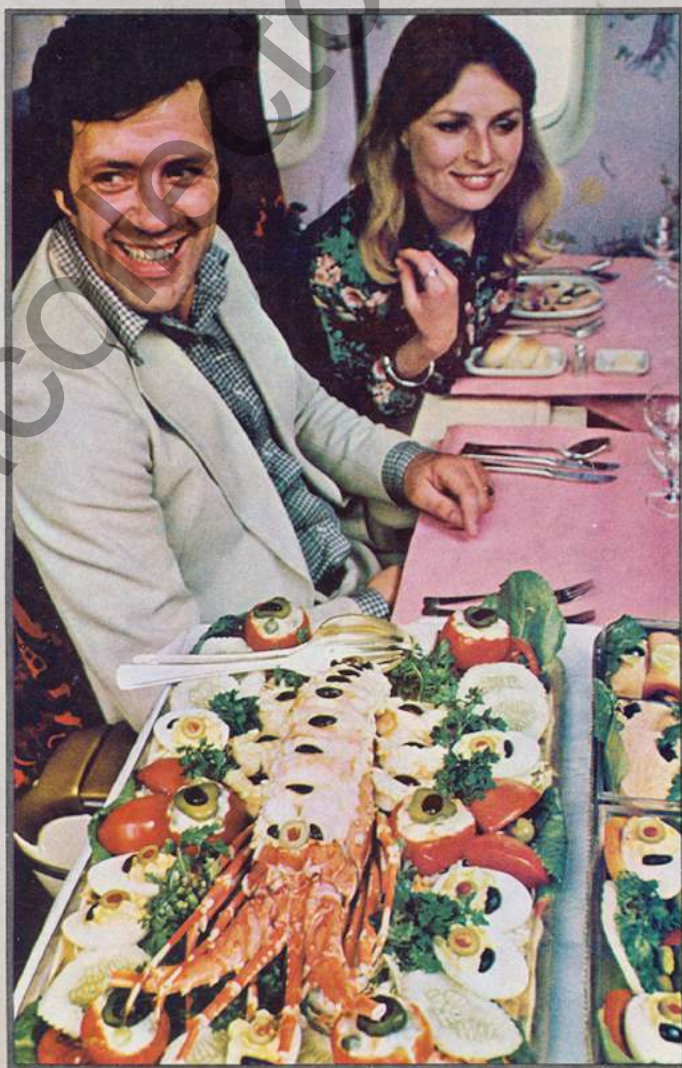
This has meant of course, a considerable investment in building extensive and often expensive facilities, but the major advantage of this policy has been that the airline now possesses one of the most

A Post-Card carried on the world's first Air-Mail flight



My dear Harry  
I am sending you this postcard that it may be conveyed by the first Postal Aerial Service in the world many messages & letters have been sent by aeroplane, but never under the auspices of the Postal Service.  
R. H. Narasimha

The Post Card carried on the world's first air mail flight on Feb. 18, 1911.



Food for the discriminating international passenger.

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 stages Air-India has never relied on either foreign engineers or pilots and over the years 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 in all areas of airline operations, 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

The variety of a Bengali meal

INDIA means different things to different people, a vast sub-continent veiled in mystery, romance, religion and an incomprehensible foreignness. It means to me, however, above all else, irresolvable contrasts. Side by side exist staggering wealth and abysmal 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 flock-papered 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 in 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 each 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 pillaus, dosas, kormas, dhansak 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 you eat they are always 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 pepper, turmeric, cloves, nutmeg, mace, cinnamon, cardamom, coriander, cumin and chillis — are 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 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 merely to secure a share in the lucrative spice trade. First came the conquering armies of the Greeks. Strabo, a geographer, wrote of a cargo of glistening nutmegs as jewels prized beyond the most precious gems. Their appeal lay in "the bile 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 amomum, bdellium and putchuk, their names for the spices which were indispensable to the wealthy 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 of riches made the sacrifices worthwhile. In order to break their monopoly and to secure their own profitable share, the Portuguese in 1497 set sail in an attempt to discover a sea route. Vasco da Gama was in command and he braved the stormy seas of the hitherto unknown Cape of Good Hope, arriving the following year at Calicut. He signed an 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 superceded by the French and Dutch. Then in 1612, the English established their first trading centre, The East India Company in Surat, and so the fighting continued between the natives and the conquerors and between the conquerors themselves. The spices were highly prized, ladies needed them for their pomanders, their gellatines and milk puddings; their perfumes and pot-pourris called out for the delicate fragrances and even the English Navy issued spice rations so as to disguise the taste of putrifying rations. The cuisine of

virtually every nation owes some debt to the spices of India; the Italians eat manzo garafolato, a slowly cooked beef stuffed with cloves, the Spanish eat rice with saffron and cardamom — the list is inexhaustible and to think of food without its spices is like trying to imagine a world without sun.

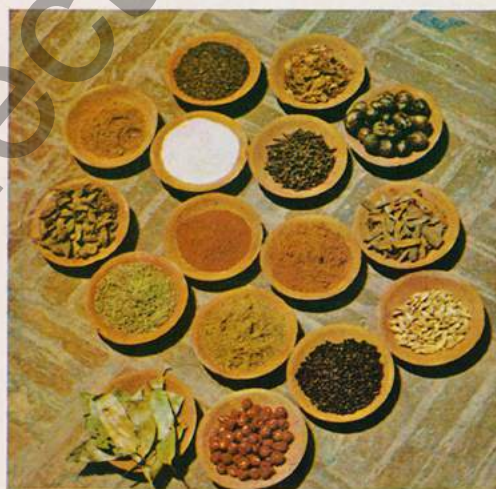
Spices are everywhere in India; vast fields of ruby ripened chillis and the sunny yellow of mustard flowers. The stalls in the bazaars are piled high with ground turmeric, a bold yellow against the dark richness of cloves, or soft brown cinnamon sticks with their soothing scent contrasting with mounds of black and white peppercorns whose sharpness make your nostrils tickle. They are the very essence of Indian cooking and are even included in a brides' dowry along with a chakki or grinding stone, which she uses for grinding and crushing her spices. An authentic cook will never reach for a tin of curry powder (actually 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 — bland, balanced with spiced dishes so as not to over-stimulate the digestive system; nor should you overeat and 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 (pan or a hand-ful of cardamom or aniseed) are often added, but for special occasions the menu will be even more elaborate.

The food is served on a *thali* (a polished circular metal tray) usually made from stainless steel, although gold and silver were once used. In the south, trays of woven banana leaves are often substituted which at least saves the washing up. Small bowls *katoris* containing pickles, chutneys or dahlis (pulses) are placed on the thalis and can be added as they are required. Indians eat with their hands — or rather with their right hand — and once you have learnt the art, it seems a very sensible 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 small ball of rice between your fingers is a rather satisfying experience as you become aware of the texture of the grains 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. Equally it is frowned upon and considered the height of bad manners to dirty your wrists — it takes practice, but once accomplished it becomes incredibly easy.

Tamilian thali: thoran, sambar, rasam, pugadh, poriyal, mysore pak, curd and plain rice, pappadams and poori, below left, and masala dosa with idly, vada, sambar, chutney and ghee, below right.

Centre left: A meal from Maharashtra. Some sweet dishes from Maharashtra, bottom left. Bottom right: Skilful use of spices is the secret of successful Indian cuisine.



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. *Alu chat* (spiced potatoes), *samosas*, *bhel puri* (puff rice), all served in containers made of woven dried leaves. Specialist regional 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 a daunting task, so 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 rajahs' palaces and in friends' private houses. Contrary to most peoples' expectations I suffered no diseases and took no special precautions, and survived the journey to tell the tale! From the north I retain the tastes of its strong Moghlai 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 kofte* (minced meatballs flavoured

with ground almonds) and fine stews 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 vast wheat fields produced various *rotis* (breads) which were freshly cooked for each meal — *chapatis*, *nan*, *tandoori roti* and a special herb scented cake of unleavened 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 their own masala and often served for a contrast of tastes with *laddu* (pistachio-flavoured milkballs) or *shrikand* (drained curd spiced with saffron and cardamom). In Bombay I ate *dhansak* (chicken cooked with spiced lentils) as prepared by the Parsis and *kufli* (a highly flavoured ice-cream) on the Chowpatty Beach. Goa offered food which seemed to combine both Portuguese and Indian styles of cooking. I even ate a *fejoida* (a stew of pork beans which differed from its European counterpart in that it was laden with spices). Fish and shellfish predominated, *prawn patia* (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 dahl with spices and curry leaves) or *iddlis* (steamed rice cakes) and *dosas* (feathery light pancakes made from rice flour and invariably served with a coconut chutney). Coconuts (both its 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 *kababs* skewers of marinated meat spiced with cumin and served with *puris* (fried bread) and mounds of *pillau*.

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.)

AIR-INDIA

# Magic Carpet



## OUR NEW MINISTER SHRI BHAGWAT JHA AZAD



**B**ORN on November 28, 1922; educated at T.N.J. Collegiate School and T.N.J. College, Bhagal-

pur 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, 1960-81; 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 Mongolian Revolution held in Ulan Bator 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 Nariman Point 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 Santa Cruz.

billion dollars, Air-India has ended the financial year 1981-82 with a profit of Rs. 10.36 crores. I may mention that the revenue passengers carried in the year ending March 31, 1982 was 1.6 million, when we had for the first time a million passengers four years ago.

"At the end of July, I attended a special meeting of chief executives of all IATA member airlines in Geneva which discussed the deteriorating finances of the world's airline industry and the various remedies to be applied to restore financial health. The world's airlines have lost approximately 1.6 billion dollars so far in '82 and there are no signs of recovery yet. I say this in order to emphasise the remarkable recovery which Air-India has achieved in the last year and we hope to continue this momentum in the current year. Up to July 31, Air-India had achieved a net profit of Rs. 6.70 crores with Rs. 2.10 crores in July itself.

"You may also ask how it is that Air-India has been able to make a profit during this critical period. We have achieved this profit by a judicious combination of improving the yield, by concentrating more on a better passenger mix, by severely curtailing infructuous expenditure, and opening up new routes which would be profitable."

On board the first Airbus was Mr Ranjit Jayaratnam, General Sales Manager and other Airbus Industrie officials.

We regret an error on page 6 column 2, the year for setting in motion plans for an international service was 1947 and not 1949.

## NEW PORT OF CALL

**A**IR-INDIA has reintroduced Baghdad as an on-line station effective 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) the same day and returns to Bombay on Tuesday at 0715 hrs (LT) via Kuwait, providing immediate connection to Delhi.

The twice weekly Montreal flight 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 timings of outgoing Saturday flight ex Bombay are same as on Wednesday, 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 routing in both the directions is Delhi/Frankfurt/London.

## 'Ganga' and 'Godavari' arrive in Bombay

**A**IR-INDIA's two Airbuses 'Ganga' and 'Godavari' arrived in Bombay on August 11 and August 12, 1982, respectively. The third Airbus 'Cauvery' is scheduled to arrive later in November this year.

The Ganga was greeted in Bombay with the traditional Indian ceremony performed by Mr G. D.

Kadam with the longest record of service (41 years). The Chairman, Mr Raghu Raj, also welcomed the first Airbus, and added "There is another reason why this is an auspicious occasion for me... because I can now tell you that while most of the world's airlines are wallowing in a morass of financial red ink to the extent of two or three

Mr G. D. Kadam the longest serving employee of Air-India is seen here performing the traditional welcoming ceremony when our first Airbus 'Ganga' arrived in Bombay. Our Chairman, Mr Raghu Raj; Dy Managing Director, Capt D. Bose; and other Air-India personnel also participated in the ceremony.



**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 February 1, 1978. To his wife and family, we offer our deepest sympathies. RIP.

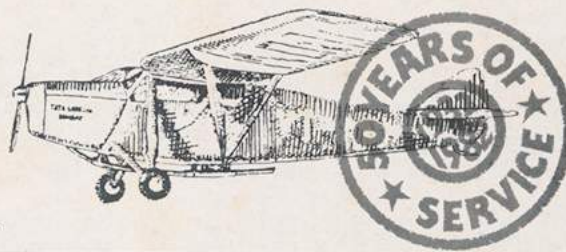


# LANDMARKS

## IN THE HISTORY OF AIR-INDIA



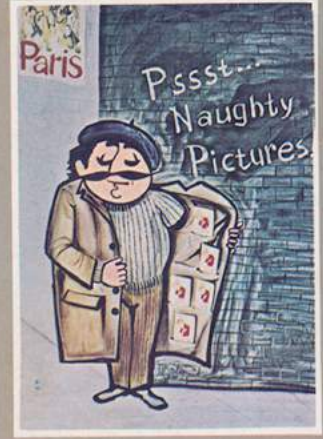
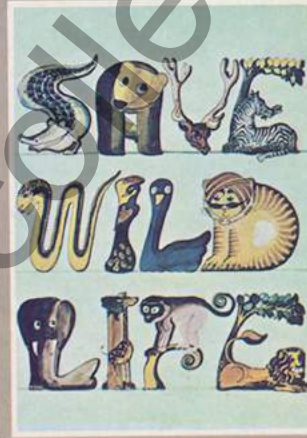
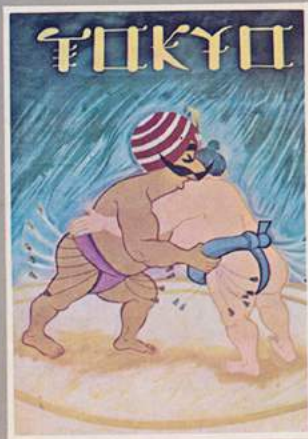
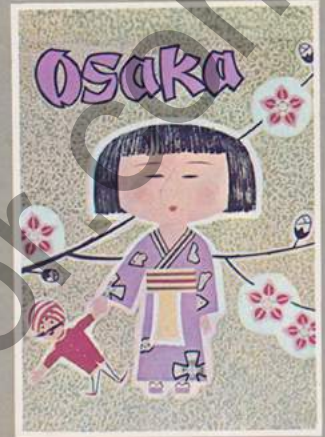
- Oct 15, 1932 Tata Sons Ltd inaugurate the first scheduled service in India with a Puss Moth. Pilot — Mr J. R. D. Tata, former Chairman, Air-India.
- Jul 29, 1946 Tata Airlines converted into public company and named Air-India Limited.
- Mar 8, 1948 Air-India International formed.
- Mar 16, 1948 First 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 8:05 hrs.
- 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.
- Jun 11, 1962 Nine Super Constellations sold. A-I thus became world's first all-jet airline.
- Oct 15, 1962 Mr J. R. D. Tata, re-enacts in a Leopard Moth his first scheduled flight flown 30 years ago. Route: Karachi-Ahmedabad-Bombay.
- Feb 14, 1967 New non-stop London-Bombay record of 7:54 hrs set up by A-I's '707 'Kamet' on delivery flight.
- Aug 15, 1967 Bombay-Mauritius service inaugurated.
- Oct 27, 1967 Nairobi service routed via Addis Ababa.
- Jul 2, 1969 Dubai becomes online.
- Apr 20, 1970 A-I HQ shifted to Nariman Point.
- Oct 1, 1970 Abu Dhabi becomes online.
- Nov 3, 1970 Dhahran becomes online.
- Apr 18, 1971 First Boeing 747 arrives.
- Jul 8, 1971 Hotel Corpn of India, A-I subsidiary formed.
- Sep 9, 1971 Air-India Charters, subsidiary of A-I formed.
- Jan 1, 1972 First Air-India (A-I) charter flight.
- Jun 11, 1972 Daily 747 service to New York started.
- Nov 2, 1972 Osaka 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 HCL 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 One Kuwait terminator service extended to Trivandrum.
- Nov 16, 1978 Ras al Khaymah 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 Srinagar.
- 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 14, 1981 First Boeing 707 scheduled flight to Harare (Salisbury), via Seychelles.
- Nov 21, 1981 Foundation stone laid for Centaur Hokke Hotel at Rajgir, Bihar.
- Nov 22, 1981 Foundation stone laid for Centaur Hokke Hotel at Kushinagar, U.P.
- Jan 3, 1982 Amritsar and Birmingham become online stations.
- Aug 11, 1982 First Airbus VT-EHN "GANGA" arrives in Bombay.
- Aug 12, 1982 Second Airbus VT-EHO "GODAVARI" arrives in Bombay.
- Aug 16, 1982 Baghdad re-introduced as an online station.



### FLEET

Type	Name of the Aircraft	Registration Marking	Delivery Date
1. 707-437	Nangaparbat	VT-DNZ	14.4.1962
2. 707-337B	Dhaulagiri	VT-DPM	29.5.1964
3. 707-337B	Lhotse	VT-DSI	15.3.1965
4. 707-337B	Annapoorna	VT-DVA	14.10.1966
5. 707-337C	Kamet	VT-DVB	14.2.1967
6. 707-337C	Trishul	VT-DXT	22.8.1968
7. 747-237B	Shahjehan	VT-EBE	4.5.1971
8. 747-237B	Rajendra Chola	VT-EBN	1.4.1972
9. 747-237B	Vikramaditya	VT-EBO	7.6.1972
10. 747-237B	Akbar	VT-EDU	27.12.1975
11. 747-237B	Chandragupta	VT-EFJ	6.2.1978
12. 747-237B	Kanishka	VT-EFO	2.7.1978
13. 747-237B	Krishna Deva Raya	VT-EFU	14.8.1979
14. 747-237B	Samudragupta	VT-EGA	23.12.1979
15. 747-237B	Mahendra Verman	VT-EGB	22.2.1980
16. 747-237B	Harsha Vardhana	VT-EGC	4.4.1980
17. A300B4	Ganga	VT-EHN	11.8.1982
18. A300B4	Godavari	VT-EHO	12.8.1982
19. A300B4	Cauvery	VT-EHQ	(will join fleet in Nov. 1982)

# The MAN OF MANY MOODS



**T**HE 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

**T**HE recent devastating floods in Uttar Pradesh in Northern India and Orissa in Eastern India which unleashed in its wake a holocaust of untold 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 Raghu Raj to the Prime Minister, Ms Indira Gandhi, in Delhi in the presence of our Minister, Shri Bhagwat Jha Azad and our Secretary, Shri M. Kohli.

## HIMALAYAN RALLY

**T**HE Air-India sponsored "toughest motoring event of the year" was launched to 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 Raghu Raj also flagged off some of the 72 cars participating in the event.

The shimmering 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 Khurshid Alam Khan, who presented the Air-India trophy to the winners. Mr C. L. Sharma, Dy Managing Director, represented Air-India at this glittering function.

## THIRD AIRBUS JOINS FLEET

**A**IR-INDIA'S third Airbus A300 B4-200, VT-EHQ, 'Cavvery', 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 A300 B4s.

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 A-300s are configured to carry 22 first class and 216 economy class passengers.

## FLIGHT INTO HISTORY

**O**CTOBER 15, 1982, warmed 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.

## Double Honour For Chairman

**O**UR Chairman, Mr Raghu Raj, was unanimously elected President of the International Air Transport Association at the Annual General Meeting held in Geneva in November, and was also honoured by the Giants International during their 10th Anniversary in Bombay on September 17, 1982.

Mr Raghu Raj succeeds Mr Armin Baltensweiler, President of Swissair, as President of IATA. He is the second Indian to have been elected to this post, the previous one being Mr J. R. D. Tata in 1958. Air-India will host the IATA AGM, [illegible] in New Delhi from October 24-26, 1983.

In his acceptance speech made to over 100 Chief Executives of IATA airlines, Mr Raghu Raj said:

"I accept this singular honour bestowed on me with a deep sense of humility. . . .

"As I said at the AGM a year ago, IATA is not a heavenly body descended from the skies to dictate world airline policy. IATA is us, representatives of the world's airlines whose bounden duty it is to provide our customers with safe, economical and comfortable means of transportation, at the same time maintaining the viability of our own operations.

"As your new President, I can give you my fullest assurance that I will always endeavour to fulfil our obligations to both the travelling public and our airlines, to live up to the high standards set by my illustrious predecessors, including the first Indian President of IATA, Mr J. R. D. Tata — and to uphold the fine ideals of the International Air Transport Association that we have all for so long strived for."

The Giants International award was presented to the Chairman for his invaluable contribution in the field of banking, management and aviation.

## MINISTER INAUGURATES CENTAUR AT DELHI

**O**UR Minister, Shri Bhagwat Jha Azad inaugurated the Centaur Hotel at Palam near Delhi Airport on November 15, 1982. The Centaur at Delhi is the second ship of the Hotel 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 Raghu 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 any other 5-Star hotel 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 day dreaming, but one day there could be a chain of Centaur Hotels girdling 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, health club, beauty parlour and a bank with a foreign exchange counter.

The Managing Director of Hotel Corporation of India, Mr A. C. Mahajan expressed his thanks to all those who had contributed to the completion of the Centaur. The Chairman, Mr Raghu Raj, made a special mention of the Delhi Administration, "but for whom this project would never have got off the ground."



Mr Nana Chudasama, World Chairman of Giants International is seen here with our Chairman and Mrs Raghu Raj at the 10th Anniversary function in Bombay.

# RANDOM JOTTINGS

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 jewellery, 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 scrabbling 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 "Handy Customs Guide (with exhaustive illustrations)" by my good 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 prefaced by Justice B. Lentin. The dos and don'ts are really fairly exhaustive, though sometimes (to dimwits like myself) misleading: e.g. "Please don't import pets/birds without valid health certificate" could apply to either master or pet! His exhortation: "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 Juviani 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 Control Concessions. I quote:

"No.142/Cus/F.No.495/92/79-Cus.VI as amended by G. of I., M. of F., D. of Rev., New Delhi, and

No.148-Cus/F.No.495/92/79-Cus.VI dated 17th July, 1980, as further amended.

"CUSTOM: In exercise 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-Customs, 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.100.01 of the First Schedule to the Customs Tariff Act, 1975 (51 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% on 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:

.....  
Television set  
....."

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 via Abu Dhabi on 15th August 1982 with a full load of 238 passengers, where they were met and welcomed by Mr Mohyidin Abdel Kader Benhindi, Director General of Civil Aviation; Mr Ajit Singh, Regional Director, Middle East; and other senior aviation officials. The flight, which coincided with India's 35th 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 V 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 Homaid Al Wohaibi. The gathering was shown round the Airbus by Mr Kayshap, 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. Kayshap, 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 had replied "Every passenger is a VIP for us". Prominent among those who attended the reception at Doha was Indian Ambassador Mr J. S. Doddamani, Director of Civil Aviation Mr Omran-al-Kuwari, several diplomats, senior Qatari officials, businessmen, airline managers and travel agents.

On 21st August 1982 the airbus was welcomed at Sharjah with a small ceremony, presided over by Mr Ajit 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.



Photograph shows: From left to right Mr Joe Gomes, Manager-Bahrain; Capt R. G. Khot, Mr Hyder Ali, Kanoo's Regional Travel Manager; Mr Vinay Dewan, General Manager, Bramco; Mr B. L. Khosla, Chief Manager, State Bank of India.



Photograph shows: Mr K. K. Puri, Manager-Qatar 1st on the left; Mr Omran Al Kuwari-The Director of Civil Aviation, 3rd from left.



Photograph shows: Mr Ajit Singh, Regional Director-Middle East-4th from left; Mr Mohi-Din Abdulkader Benhindi, Director-Dubai Civil Aviation-5th from left; Capt S. B. Gopal - 1st from right.



## Our new connection to Sharjah



From BOMBAY and TRIVANDRUM



**AIR-INDIA**

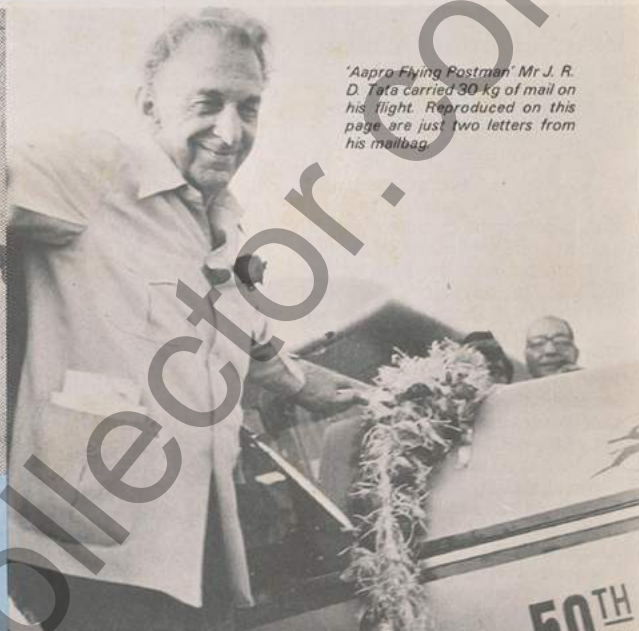
# Magic Carpet

**SPECIAL**

NOVEMBER/DECEMBER 1982



A section of advertisements released by well wishers to felicitate Mr Tata.



'Aapro Flying Postman' Mr J. R. D. Tata carried 90 kg of mail on his flight. Reproduced on this page are just two letters from his mailbag.



**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, 227,000 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.**

Oct 15, 1982

**Congratulations JRD**



No. 1622/PS/G/82  
RAJ BHAYAN  
BOMBAY 400 001  
INDIA.

22 September 1982

*Your Excellency,*

Exactly fifty years ago, on 15 October 1932, Mr J. R. D. Tata, the doyen of Indian Civil Aviation and the founding father of Air-India and its Chairman ultimately for no less than 46 years undertook a historic flight from Karachi to Bombay in a Puss Moth aircraft carrying mail and thereby inaugurated the first air mail service in undivided India. Karachi, the capital of Sind, was the starting point of this and first Indian Airmail Service and Sind a major contributor to its historical inauguration. Thirty years later, on the same date 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 15 October this year and is thus poised for a hat-trick! On this unique and momentous occasion which 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,

*Your sincerely  
Idris H. Latif*

His Excellency Lieutenant-General S. M. Abbasi,  
Governor of Sind,  
KARACHI, Pakistan.



باسمہ تعالیٰ الرحمن الرحیم

**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 all set to perform a hat-trick by flying the same aircraft a third time on 15 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 late seventies is indeed commendable. I appreciate this gesture of Your Excellency to have sent a message of felicitations 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,

*Idris H. Latif*

His Excellency Air Chief Marshal Idris H. Latif,  
Governor of Maharashtra,  
Bombay, India.

Lt. Gen  
(S. M. Abbasi)  
14 OCT 1982



Mr J. R. D. Tata being greeted by Mr M. M. Salim, Managing Director, PIA, on his arrival at Karachi airport on October 13, 1982. Mr N. H. Hanafi, Director General of Civil Aviation is also seen in the photograph (extreme right).

**O**CTOBER 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!

Bullocks were not only used to cart 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 shamiana 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

# HIS (S) T

outside the shamiana 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 shamiana, 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 K. P. Medhekar 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 AI chief hostess Colleen Hai 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



Coaxing his old lady to take off from Bombay to

The Chief Minister of Maharashtra, Shri Babasaheb Bhosale speaking on the occasion.



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.

# TORY...

Re-told by  
Leena Bisen

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 dais 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

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? (implying 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 light aircraft over Salem, Oregon 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 rightly 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 78 has so much of 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 had undertaken 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. Tata were called on the dais 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 dais 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 "kern chev 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 of 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 all 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 no longer an adventure. There are good airports, good navigational and radio facilities and



A bullock cart provided by Indian Oil Corporation, on its way to refuel the Leopard Moth.

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. Baliwala 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 had told newsmen at Ahmedabad 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 Maharashtra 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.

Mr M. S. Raghavan, Post Master General, Gujarat Circle, handing over a mail bag to Mr J. R. D. Tata at Ahmedabad airport.



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.

could not attend) was read by Dr B. Venkatraman, 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 new offshoot. There was a loud applaud 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 Raghu Raj,  
Chairman,  
AIR-INDIA,  
Nariman Point,  
Bombay-400 021.



## 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 airmail service on October 15, 1932 with 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 Billimoria, 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.



On October 15, 1932, Tata Sons Ltd issued first day covers to commemorate the first scheduled Air Service in India. In 1962 on the same day 3,700 commemorative covers were issued, defaced with a special cachet at Karachi.



## 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. Gupte, from our Pay & Accounts, they embarked on a fortnight long celebration beginning from 15th to 29th 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 29th 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 unawares when a handful of Toastmasters landed up at his residence that same evening and insisted he come.

Commending 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.

Reminiscing 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 Vintcent, 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.

# मैजिक कार्पेट



नवम्बर/दिसम्बर

उत्तरी क्षेत्र के प्रमुख ऑनलाइन स्टेशन दिल्ली में अपने अधिकारियों/कर्मचारियों के लिए ता. 30 सितम्बर, 1982 को एक दिन की कार्यशाला आयोजित की गई। यह कार्यशाला हिमालय हाउस स्थित प्रबंधक-उत्तरी भारत के कार्यालय के सभाकक्ष में सुबह 0930 बजे से 1730 बजे तक चलाई गई।

इस कार्यशाला का उद्घाटन उत्तरी भारत के उप प्रबंधक श्री वी. जी. चौबल ने किया। अपने उद्घाटन भाषण में श्री चौबल ने बताया कि वास्तव में दिल्ली में रहने वालों के लिए हिन्दी में बातचीत करना सभी के लिए सहज है, पर लिखने में हो सकता है आपके सामने कुछ कठिनाइयाँ आए। तथापि, यदि हम रोजमर्रा के काम में हिन्दी में कार्य करने की कोशिश करें तो धीरे धीरे हम हिन्दी में काम कर पाएंगे। यदि हम मन में ठान लें, तो ऐसा संभव हो सकेगा। हिन्दी यूनिट, सांताक्रुज की हिन्दी अधिकारी कृ. प्रमिला भटनागर ने सर्वप्रथम अतिथियों और प्रशिक्षार्थियों का स्वागत किया और एअर-इंडिया में हिन्दी के प्रगामी प्रयोग की रूपरेखा प्रस्तुत की। इस कार्यशाला में विभिन्न अनुभागों के 12 अधिकारियों और कर्मचारियों ने भाग लिया।

विभिन्न सरकारी कार्यालयों के वरिष्ठ अधिकारी इस कार्यशाला के वक्ता थे,

## दिल्ली में प्रथम हिन्दी कार्यशाला



उद्घाटन करते हुए श्री वी. जी. चौबल

जिनमें से कुछ प्रमुख वक्ता इस प्रकार थे :— श्री विजय सिन्हा, श्री राजमणि तिवारी, श्री ख्वाजा बददीउज्जमा, डॉ. मोतीलाल चतुर्वेदी और श्री सोहन मल लोढ़ा। इन सभी वक्ताओं ने प्रशिक्षार्थियों को राजभाषा अधिनियम, नियम, नीति, कामकाज हिन्दी का स्वरूप, पारिभाषिक शब्दावली और

कार्यान्वयन संबंधी समस्याएँ और उनके समाधान नामक विषयों से अवगत कराया। कार्यशाला के समापन अवसर पर श्री सोहन मल लोढ़ा ने कार्यशालाओं के उद्देश्य और उपादेयता पर प्रकाश डाला। उन्होंने सभी प्रशिक्षार्थियों को प्रमाण-पत्र दिए तथा संदर्भ साहित्य वितरित किया। इस अवसर पर प्रशिक्षार्थियों की प्रतिक्रिया

से यह स्पष्ट था कि कार्यशाला उनके लिए लाभदायक रही, लेकिन समय कम रहा। पढ़ाए गए विषय उनके लिए उपयोगी रहे। अन्त में हिन्दी यूनिट, दिल्ली के हिन्दी सहायक श्री एस. सी. शर्मा के धन्यवाद जापन के साथ कार्यशाला समाप्त हुई। यह कहा जा सकता है कि यह कार्यशाला सफल रही। □

### नागर विमानन मंत्रालय के

## उपक्रमों की बैठक

एअर-इंडिया के संयोजन में 22 अक्तूबर, 1982 को सायं 6.00 बजे भारतीय अन्तर्राष्ट्रीय विमानपत्तन प्राधिकरण के सभाकक्ष में नागर विमानन मंत्रालय के वरिष्ठ हिन्दी अधिकारी की अध्यक्षता में मंत्रालय के अधीन बम्बई स्थित सभी कार्यालयों के संपर्क अधिकारी और हिन्दी अधिकारियों की एक बैठक आयोजित की गई। इस बैठक में अन्तर्राष्ट्रीय विमानपत्तन प्राधिकरण के उप निदेशक श्री सी. आर. शिंदे, एअर-इंडिया के कार्मिक प्रबंधक श्री एन. आर. क्षत्रिय, कृ. प्रमिला भटनागर तथा श्री राजेन्द्र प्रसाद शर्मा, नागर विमानन के हिन्दी अधिकारी श्री वी. एन. शर्मा, मौसम विभाग के श्री बी. पी. सिंह, इंडियन एयरलाइंस के श्री जे. प्रसाद तथा भारतीय होटल निगम की कृ. सुमन माथुर उपस्थित थीं।

बैठक के आरंभ में एअर-इंडिया के श्री एन. आर. क्षत्रिय ने सभी उपस्थित सदस्यों का स्वागत किया और श्री मदन शर्मा का परिचय कराया। श्री शर्मा हाल ही में नागर विमानन मंत्रालय में श्री खन्ना के स्थान पर

आए हैं। उन्होंने बताया कि इस बैठक को बुलाने का आशय मात्र यह जानना है कि अधिकारी/कर्मचारियों को हिन्दी के कार्यान्वयन संबंधी कार्य में क्या व्यावहारिक कठिनाइयाँ पेश आती हैं ताकि मंत्रालय के स्तर पर उन्हें दूर करने में संबद्ध कार्यालयों की सहायता की जा सके। उन्होंने सूचित किया कि शीघ्र ही मंत्री महोदय की अध्यक्षता में हिन्दी सलाहकार समिति की बैठक बुलाई जा रही है जिसमें मंत्रालय के अधीन सभी कार्यालयों के प्रमुख आमंत्रित होंगे।

चर्चा के दौरान एअर-इंडिया के संपर्क अधिकारी—(हिन्दी) श्री एन.आर. क्षत्रिय ने सुझाव दिया कि विदेशों में एक समन्वय समिति का गठन किया जाए जिससे विदेश स्थित विभिन्न कार्यालयों में हिन्दी के प्रगामी प्रयोग को बढ़ाया जा सके। साथ ही स्थानीय निकायों की वर्ष में एक या दो बैठकें आयोजित की जाएँ जिससे आपसी तौर पर व्यवहारिक कठिनाइयों का समाधान किया जा सके। इसी प्रकार उन्होंने, सभी कर्मचारियों के लिए कार्यालयीन हिन्दी का

प्रशिक्षण देना, हिन्दी सीखने वालों के लिए एक समान नकद पुरस्कार देना, तत्काल अनुवाद संबंधी सहायता के लिए बम्बई, दिल्ली, कलकत्ता व मद्रास जैसे बड़े शहरों में ट्रांसलैटर पैनल बनाना तथा हिन्दी से संबंधित सभी अधिकारियों/कर्मचारियों की समय-समय पर बैठकें आयोजित करना आदि अनेक सुझाव दिए।

भारतीय अन्तर्राष्ट्रीय विमानपत्तन प्राधिकरण के उप निदेशक (कार्मिक) श्री शिन्डे ने सुझाव दिया कि हिन्दी सलाहकार समिति के सदस्यों द्वारा राष्ट्रीय समारोह के अवसर पर हिन्दी में ही भाषण दिए जाने चाहिए। अंग्रेजी का प्रयोग केवल वही किया जाना चाहिए जहाँ आवश्यक हो।

नागर विमानन के हिन्दी अधिकारी श्री वी. एन. सिंह ने कहा कि समानान्तर कार्य करने वाले उपक्रमों द्वारा आपसी सहयोग से हिन्दी कार्यशाला आयोजित की जानी चाहिए।

श्री मदन शर्मा के अनुसार यह बैठक काफी उपयोगी रही। अन्त में धन्यवाद जापन के साथ बैठक समाप्त हुई। □

## मद्रास में प्रथम हिन्दी कार्यशाला

एअरलाइंस के कर्मचारी अपने दैनिक कार्यों में बिना किसी शिक्षक के हिन्दी का प्रयोग कर सकें, इस उद्देश्य को लेकर हाल ही में मद्रास स्टेशन पर एक हिन्दी कार्यशाला आयोजित की गई, जिसमें पहली बार मद्रास में कार्यरत एअर-इंडिया के 8 कर्मचारियों ने भाग लिया। 13 सितम्बर से 16 सितम्बर, 1982 तक चलाई गई इस कार्यशाला का आयोजन इंडियन एअर-लाइंस द्वारा किया गया था, जिसमें उनके 11 कर्मचारी भी शामिल थे।

इस कार्यशाला के प्रमुख वक्ताओं में मद्रास स्थित हिन्दी शिक्षण योजना, इंडियन एअरलाइंस के वरिष्ठ अधिकारी एवं कुछ बैंकों के हिन्दी अधिकारी शामिल थे।

कार्यशाला में भाग लेने वाले कर्मचारियों को प्रमाण-पत्र दिए गए। □



कार्यशाला के उद्घाटन अवसर पर स्वागत करते हुए कु. प्रमिला भटनागर व दाएं से श्री मुरारी मोहन, श्री विजय सिन्हा, श्री गणेश दुबे, श्री नंदलाल क्षत्रिय तथा कर्नल प्राउडफुट।

एअर-इंडिया, इंडियन एअरलाइंस तथा भारतीय होटल निगम ने मिल कर अपने कर्मचारियों के लिए बम्बई में एक संयुक्त कार्यशाला का सफल आयोजन किया। यह कार्यशाला ता. 11 अक्टूबर से 15 अक्टूबर, 1982 तक सांताक्रुज स्थित, एअर-इंडिया स्टाफ कॉलेज में चलाई गई। इस कार्यशाला में तीनों उपक्रमों के 24 अधिकारियों और कर्मचारियों ने भाग लिया।

संचार नियंत्रक श्री गणेश दुबे इस कार्यशाला के मुख्य अतिथि थे। 11 अक्टूबर, को इस कार्यशाला का उद्घाटन करते हुए उन्होंने कहा कि हिन्दी के प्रति सम्मान की भावना रखना हम सबका कर्तव्य है। हिन्दी में कार्य किसी दबाव से नहीं किया जा सकता उसके लिए हम सबके भीतर हिन्दी के प्रति प्रेम की भावना होनी जरूरी है। लेकिन अफसोस है आज हिन्दी सिर्फ अनुवाद के जंगल में भटक कर रह गई है। उन्होंने कहा कि हिन्दी में कार्य करना अंग्रेजी से अधिक सहज होगा क्योंकि हिन्दी हमारी अपनी भाषा है, उस पर हमारा अंग्रेजी के मुकाबले अधिक अधिकार है।

सिर्फ हिन्दी के प्रति अनुरक्त होने की देर है। उद्घाटन समारोह के आरंभ में एअर-इंडिया की हिन्दी अधिकारी कु. प्रमिला भटनागर ने सभी का स्वागत करते हुए तीनों प्रतिभागी उपक्रमों में हिन्दी की प्रगति का व्योरा प्रस्तुत किया। इस कार्यक्रम की अध्यक्षता गृह मंत्रालय के उप सचिव (कार्यान्वयन) श्री विजय सिन्हा ने की। अपने अध्यक्षीय भाषण में उन्होंने तीनों उपक्रमों में हुई हिन्दी प्रगति की प्रशंसा की और राजभाषा नीति और नियमों पर प्रकाश

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## समयबद्ध कार्यक्रम

संघ के सरकारी प्रयोजनों के लिए हिन्दी के उत्तरोत्तर प्रयोग के संबंध में राजभाषा विभाग हर साल एक वार्षिक कार्यक्रम तैयार करता है। यह वार्षिक कार्यक्रम अन्य सरकारी कार्यालयों की तरह एअर-इंडिया पर भी लागू होता है। उसके आधार पर एअर-इंडिया ने अपनी 22 अक्टूबर, 1982 की बैठक में वर्ष 1982-83 का जो वार्षिक कार्यक्रम अनुमोदित किया उसे नीचे दिया जा रहा है। उसकी मदद को 31 मार्च 1983 तक पूरा किया जाना है।

हिन्दी का कार्यान्वयन क्योंकि अब विदेश स्थित कार्यालयों में भी किया जाना है, इसलिए विदेश स्थित कार्यालयों के लिए राजभाषा अधिनियम तथा नियमों को ध्यान में रखते हुए प्रारंभिक कार्यान्वयन के लिए एक अलग समयबद्ध कार्यक्रम बनाया गया है उसे भी नीचे दिया गया है।

### विदेश स्थित कार्यालयों के लिए

- विदेश स्थित समस्त कार्यालयों में सभी साइन-बोर्डों, नाम पट्टों आदि को द्विभाषिक/त्रिभाषिक रूप से प्रदर्शित करना।
- विदेश स्थित सभी कार्यालयों को राज-भाषा अधिनियम/नियम और नीति की जानकारी कराना।
- रबड़ की मोहरों को द्विभाषी रूप में तैयार कराना।

- विजिटिंग कार्ड्स को द्विभाषी/त्रिभाषी तैयार करना।

- आमंत्रण-पत्रों को हिन्दी और अंग्रेजी में तैयार करना।

- सभी पत्र-शीर्ष द्विभाषी रूप में तैयार करना।

- सभी लिफाफों पर "एअर-इंडिया" लोगो द्विभाषिक रूप में लिखना।

- सभी प्रचार-सामग्री पर लोगो का द्वि-भाषी मुद्रण।

- विदेश में अभारतीयों की नियुक्ति के समय हिन्दी के जान वाले अभ्यर्थियों को प्राथमिकता देना।

- विदेश स्थित कार्यालयों को संदर्भ साहित्य उपलब्ध कराना।

### भारत स्थित कार्यालयों के लिए:

- हिन्दी में प्राप्त सभी पत्रों के उत्तर अनिवार्य रूप से हिन्दी में दिए जाएं।

- हिन्दी में लिखे या हस्ताक्षर किए गए सभी आवेदनों, अपीलों या अभ्यावेदनों के उत्तर अनिवार्य रूप से हिन्दी में दिए जाएं।

- सभी नाम-पट्ट, सूचना-पट्ट, पत्र-शीर्ष और लिफाफों तथा स्टेशनरी की

डाला। अन्त में, भारतीय होटल निगम के जन संपर्क प्रबंधक व संपर्क अधिकारी (हिन्दी) कर्नल प्राउडफुट ने आभार व्यक्त किया।

इस पांच दिन की कार्यशाला के अनुभवी वक्ता थे:- श्री विजय सिन्हा, श्री मदन भगीरथ शर्मा, श्री बृज किशोर शर्मा, श्रीमती एन.जे. राव, श्री आर. वी. तिवारी, डॉ. मोतीलाल चतुर्वेदी, श्री जी.वी. शेटीगार, श्री आर. के. सिंह, कु. सरोज जैन, डॉ. (श्रीमती) पुष्पा सिंह, डॉ. वृजानंद सिंह, श्री मुरारी मोहन, श्री जी. एस. शर्मा तथा कु. प्रमिला भटनागर।

कार्यशाला के समापन-समारोह के अवसर पर एअर-इंडिया के संपर्क अधिकारी श्री क्षत्रिय, हिन्दी अधिकारी कु. प्रमिला भटनागर, इंडियन एअरलाइंस के संपर्क अधिकारी, श्री मुरारी मोहन, हिन्दी अधिकारी श्री जी.एस. शर्मा तथा भारतीय होटल निगम की कु. सुमन माथुर ने कर्मचारियों की प्रतिक्रिया जानी व उनकी समस्याओं का समाधान किया। अन्त में एअर-इंडिया के श्री राजेंद्र शर्मा ने धन्यवाद दिया।

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लघुकथा:



दो बचपन के बहुत पक्के दोस्त थे, लेकिन दोनों ही मूर्ख थे। कुछ भी काम न करते थे। बहुत ही आलसी थे। दोनों की शादी भी हो गई थी लेकिन शादी में जो जेवर वस्त्र मिले थे उन्होंने उन को भी बेचना शुरू कर दिया। आखिर एक बार दोनों को भूख मरने की नीबत आ गई। उन की पत्नी ने उन्हें बहुत समझाया कि ऐसे तो हम भूखे मर जाएंगे। कुछ थोड़ा बहुत काम-धंधा करो। लेकिन किसी एक के भी काम पर जूँ न रेंगती थी। जब सब कुछ खत्म हो गया घर के बर्तन तक बेच दिए तो उन्होंने फैसला किया कि गाँव से दूर चलते हैं। वहाँ से बहुत-सा धन कमा कर लाएंगे और फिर मजे से रहेंगे। उन्होंने अपनी पत्नियों से कहा कि हमें दो बक्क की रोटी बाँध दो हम बाहर कमाने के लिए जा रहे हैं। कुछ दिनों में आ जाएंगे। उन की पत्नियों ने रोटियाँ बाँध दी। दोनों महाशय चल पड़े कमाने।

चलते-चलते दोनों बहुत दूर जा पहुँचे। भूख भी लग रही थी। एक गाँव के पास पहुँच कर एक वृक्ष की छांव में बैठकर बहुत प्रेम से दोनों रोटी खाने लगे। जब रोटी खा ली तब एक दूसरे से कहने लगे, यार हम तो कुछ जानते ही नहीं क्या काम करेंगे। सोचते-सोचते उनके मन में एक विचार आया। कहने लगे ये इतनी ज़मीन खाली ही पड़ी है। क्यों न हम इसमें गन्ने बो दें, बहुत फायदा होगा। लेकिन पहले वाले ने समझदारी से काम लिया और कहा यार, सब गाँव के लोग हमारे गन्ने उखाड़-उखाड़ कर ले जाएंगे। दूसरे ने भी समझदारी दिखाई और कहा चलो मेरे साथ आओ हम सब से पहले क्यों न गाँव वालों को ही इसका मजा चखाएं। दोनों खुश थे। बहुत-सा फूस इकट्ठा कर के गाँव में ले गए और फिर हर घर में आग लगाते गए। बहुत से कच्चे झोंपड़े जल रहे थे। गाँव में हाहाकार मच गया। लोग उन के पीछे दौड़ रहे थे। वो आगे आगे भाग रहे थे। सब उनसे पूछ रहे थे यह तो बताओ कि यह आग क्यों लगाई है? दोनों आराम से थोड़ी दूरी पर रुके। और बोले, तोलो हमारे गन्ने। आखिर मुफ्त के गन्ने खाने का मजा मिला न। फिर क्या था गाँव वाले उन दोनों पर टूट पड़े और उनकी खूब पिटाई की।

दर्द से कराहते दोनों मूर्ख वापस अपने घर लौट आए।

रतन लाल पवार (हरियाणावी)  
ईजी. फैसी. प्रभाग

अन्य मदों पर छपे या उत्कीर्ण लेख हिन्दी और अंग्रेजी दोनों में हों।

- क्षेत्रीय/केन्द्रीय राजभाषा कार्यान्वयन समिति के सदस्य-सचिव/विभागीय प्रतिनिधि स्टेशनों/विभागों/प्रभागों के आर्वाधिक निरीक्षण करें और सांताक्रुज स्थित मुख्य हिन्दी यूनिट को राजभाषा संबंधी अधिनियमों और नियमों के कार्यान्वयन की प्रगति की रिपोर्ट दें। निरीक्षण के समय वे यह भी देखें कि राजभाषा संबंधी आदेशों, अनुदेशों का अनुपालन, कितनी सक्रियता से हो रहा है। निरीक्षण के दौरान पाई गई कमियाँ दूर करने के लिए प्रभावी उपाय भी बताए जाएं।

- बम्बई में दो और दिल्ली, कलकत्ता तथा मद्रास में एक-एक कार्यशाला आयोजित की जाए।

- प्रकीर्ण प्रचार आदेश (एम.सी.ओ.) का द्विभाषी मुद्रण।

- अतिरिक्त सामान टिकट का द्विभाषी मुद्रण।

- एअर वे बिल का द्विभाषी मुद्रण।

- एअर-इंडिया यात्री टिकट के कूपनों का द्विभाषी मुद्रण।

- रोजमर्रा के प्रयोग में आने वाले कार्यों का हिन्दी और अंग्रेजी में मुद्रण।

- अखिल भारतीय स्तर पर एक टिप्पण और आलेखन प्रतियोगिता का आयोजन करना।

- रबड़ की मोहरों और विजिटिंग कार्ड्स का द्विभाषी रूप में तैयार करना।

- अनुदित मैन्युअलों का अद्यतन करना और उन्हें द्विभाषी रूप में मुद्रित करना।

- निम्न श्रेणियों के कर्मचारियों को नियुक्ति पत्र और पुष्टि-पत्र हिन्दी में जारी करना।

# EXCURSION FARES TO SINGAPORE AND MALAYSIA

**A**IR-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.



## 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.



## Diwali Pooja

HCI'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.



## LOAN AGREEMENT

A Euro Dollar Loan Agreement for US \$ 88 Million (being part of the total loan of US \$ 198 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 participating Banks are: Lloyds Bank International Limited, State Bank of India, Bank of India, Commerce International Trust Ltd, Midland Bank Public Limited Company, Paribas Finance Limited as Lead Managers, IBJ International Limited, Indosuez Finance (UK) Limited, Societe Generale Bank Limited, as Managers; Bank of Baroda, Banque National De Paris p.l.c., Credit Du Nord S.A., United Commercial Bank as Co Managers.

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 Lalit Bhasin, our Legal Counsel.

## 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.

## P F TRUSTEES

The following have been appointed as trustees of the Air-India Employees' Provident Fund:

Mr J. N. Mogrelia, Director of Finance, President; Mr S. Narayanswamy, Secretary & Chief Administrative Manager, Trustee; Mr H. C. Shah, Assistant Financial Controller, Trustee; Mr G. Vishwanathan, A.M.E.-I, Trustee; Mr H. Mukherjee, Sr Check Flight Purser, Trustee; and Mr J. F. 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 Bandali 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. 1,500 to the Staff Welfare Fund. The interest earned on this amount is to be utilised as a prize for creating an 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 SSC examination on an All-India level.

## 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. Vijai Kumar, Chief Medical Officer, and Dr. B. K. Palit, Dy. Chief Medical Officer, to Mr P. S. Kaicker, Administrator of the Breach Candy Hospital. As a result of this donation, Air-India will now have a lien on two beds at the hospital.

Dr Vijai Kumar and Dr Palit presenting a cheque to Mr Kaicker 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 Konstantinu
8-10 years:	Miss Lisa McLure Robert Aitken
11-15 years:	Miss Angela Treloar Anthony Sly
Originality:	Miss Geraldine Newby Michael Arena



Photograph taken at a dinner party hosted by the writer shows from left Hon John Williams, MLC; Dr Frydo, Regional Director, Mr R. K. Narpatsingh; and the Lord Mayor, Mr M. A. Michael.

## Letter from London

By Lilian Fonseca

**A**IR-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 25-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.



Ivor Charles, Regional Maintenance Manager (right) greets his successor Shridhar Vaishampayan, whose arrival coincided with the new Heathrow Maintenance Base becoming fully operational.

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.



Lucky winners Alan Alderton and his wife Pat.

## Win Eleven Days in India



Another lucky winner David Brown of Sydney Opera House.

Hemant Gupta, Regional Director, Government of India Tourist Office, and Sydney Fernandes, Manager East Australasia, Air-India, who picked the winners of the 11-day all-inclusive trip to India from the 13,000 entries received by The Sun.



"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.



## 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.

# Magic Carpet Miscellany

Compiled by R. K. Sattawalla

**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 his 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,

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

wife's delight. While Mr Chhugani'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.

**BOM** 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 conglomerate 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 with a wealth of talent. With him is Olympian airhostess Geetha Sareen and Asst Flight Purser Khekuto 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 Cargo'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. Pimpurkar 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



G. S. Chhugani hosting a dinner for Air-Indians in Dacca.

Mr Sivaraman informs the Magic Carpet, "We received a very wide publicity and 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 offline 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 loading.

**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. Masilamani, 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 'India 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 'India 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 Zeilner.

**DAC and FRA** While talking of setting a good Indian table, we cannot leave out our man in Dacca G. S. Chhugani 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 house-



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

continues 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 Khekuto Khulu has the proud distinction of being selected in the Indian Administrative Service. We wish Khekuto Khulu and his charming airhostess wife Chemmey all the best and we sincerely hope that Air-India will

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 ARCM 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 encores to him.



K. Sivaraman



Mrs A. Acharya



Khekuto Khulu



Geetha Sareen

# ACHIEVERS

**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 89% 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 Sivakumar Sivadasan, son of Mr N. 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 with us in Cargo, has received full assistantship from the Institute of Technology, West Virginia, for his Master's degree. A graduate of 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 Ananthasayanan, has earned the high distinction of obtaining 99% marks in Mathematics which is a record in her school. Her father, R. Ananthasayanan, is in our Accounts Department. Girish, son of C. Kharkar of Engineering, and Urmila, daughter of Mr K. Chandorkar of Commercial, have come out with flying colours in the same exam. Ranjan, son of P.M. Sawant of AI Press, has also passed this examination by securing 83% 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 post-graduate 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. Ingle 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. G. 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.



Mr Shirish Gadre



Mr Manoj Michigan



Mr P. Balasubramanian



Mast Girish Chandrakant Kharkar



Mr D. G. Lad



Ms Margaret D'Souza



Ms Shanti Ananthasayanan



Ms Saloni Hasmukh Shah



Mast Sivakumar



Mr S. G. Ingle



Ms Urmila K. Chandorkar



Mr Ranjan



Mr Rajiv Ginde



Mr Samir Shah

## CENSUS WORK

Mr C. P. Sathiasheelan from Engineering and Mr V. R. Ganesan 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'.



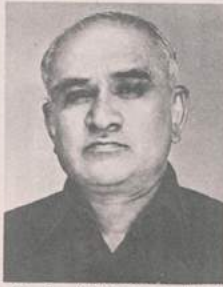
Mr K. J. Abraham, Dy Engg Manager, Engineering Department, Bombay.



Mr K. S. Kirtikar, Master-Technician, Engineering Department, Bombay.



Mr V. G. Gogate, Asst Financial Controller, Revenue Accounts, Bombay.



Mr R. Applaswami, Head Cleaner, Personnel Department, Calcutta.



Mr R. Laxmanan, Asst Controller, Stores & Purchase Department, Bombay.



Mr S. B. Tembe, Offg. Asst. Engg. Manager, Engineering Department, Bombay.



Mr Vlastimil Svarc, Cashier-cum-Book-keeper, Accounts Department, Prague.



Mr A. K. Shukla, Inflight Supervisor, Inflight Service Department, Bombay.



Mr M. N. Jadhav, Junior Officer, Management Services, Bombay.



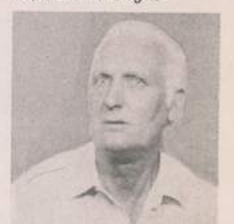
Mr P. G. Bhandarkar, Controller of Civil Works and Properties, Bombay.



Mr D. G. Hambarde, Master-Technician, Engineering Department, Bombay.



Mr G. A. Dass, Sr Driver, Ground Support Division, Palam, New Delhi.



Mr Raffaele D'Alba, Station Manager, Traffic, Rome, Airport.



Mr G. V. More, Master-Technician, Engineering Department, Bombay.



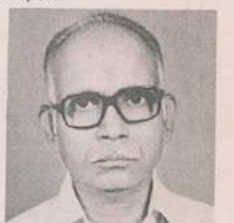
Mr Vojtech Kurka, Accounts Manager, Accounts Department, Prague.



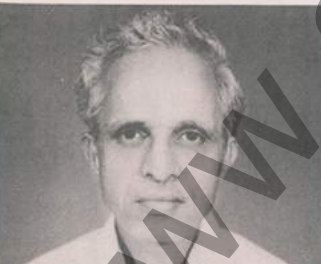
Mr B. D. Muley, Foreman, Engineering Department, Bombay.



Mr B. T. Pandit, Operator, Ground Services, Bombay.



Mr G. L. Mhaddalakar, Foreman, Engineering Department, Bombay.



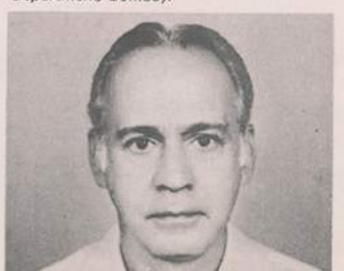
Mr N. S. Dikshit, Schedules Officer, Commercial Department, Bombay.



Mr B. G. Pawar, Sr Driver, Ground Services Department, Bombay.



Mr J. N. Naik, Accounts Manager, Cargo Complex, Bombay.



Mr S. Shukla, Manager-Simulator Training Operations, 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 26.

**Mr Jeroneymo Machado**, Cleaner, Engineering Department. Years of service 11.

**Mr R. X. Gomes**, Senior Aircraft Technician, Engineering Department. Years of service 24.

**Mr S. Y. Sawant**, Sr. Typist/Clerk, Engineering Department. Years of service 27.

**Mr Julian D'Souza**, Head Cleaner, Engineering Department. Years of service 34.

**Mr V. D. Shinde**, Painter-cum-Bench Fitter, Stores & Purchase

Department. Years of service 22.

**Mr Welby Anthony Neves**, Asst Station Superintendent, Commercial Department. Years of service 20.

**Mr Jeshing Dhanji Solanki**, Sr. Cleaner, Catering/Cabin Service of Inflight Service Department. Years of service 22.

**Mr Tuljo Ramchandra Naik**, 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. Amato**, Asst Personnel Manager, Rome. Years of service 18.

# Montréal.. here we come

**M**ONTREAL 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 calèches to carry visitors through the narrow lanes, all lend a unique feeling to this French speaking city.

Modern Montréal 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, Montréal has it all. And to tickle the palate of even the most dedicated gourmet, the city has more than 5000 restaurants and

weather October 2nd had dawned clear and bright.

As AI 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, kites, banners, streamers, flowers and more than adequately supplemented by gorgeous colourful saris, garlands, tikkas and turbans. The RCMP (Royal Canadian Mounted



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



sidewalk cafés offering a dazzling diversity.

And to 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 "Samudra Gupta" got ready to depart. Among those present for the 3.15 a.m. departure were Mr Raghu Raj, Chairman and Managing Director of Air-India, along with departmental heads and senior officials from AI and IAAI. At Delhi, Mr M. M. Kohli, Secretary to the Ministry of Civil Aviation greeted the plane. Every passenger at Bombay and Delhi was presented with a rose.

At Montréal, even the Weather Gods were in a benevolent mood. After 3 days of rainy windy cold

Police) also added pomp and colour by coming out in their formal dress regalia.

After Mr Mittal and Mr R. C. Puri had commenced with the introductions, the Chief Guest of Honour lighted the traditional welcome 'Aarti lamp' which was immediately followed by an Aarti dance performance specially choreographed for the occasion.

The VIPs and CIPs were then welcomed on board our aircraft by Mr C. B. Singh, radio announcer of radio station CFMB Radio Montreal, dressed in a maharajah outfit, flanked by the RCMP. Champagne was served and complimentary wallets were distributed before they left the aircraft to board the PTVs which took them back to the terminal. Returning to the terminal, the Master of Ceremonies, Mrs Pierrett Champoux of CKVL Radio Station, dressed in a beautiful Indian sari, commenced the cultural show

with a 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 tikkas. At check-in they were handed their boarding cards along with Air-India mementos 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 first 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 sure turned out to be a great success. With the addition of Montréal to Air-India's



Union Minister of Civil Aviation Shri Bhagwat Jha Azad inaugurating the Montreal flight.

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!



# Magic Carpet

VOL. 27, NOS. 1/2

JANUARY/FEBRUARY 1983

## COURTESY CALL



QANTAS Chairman, Mr. K. Hamilton when he called on Mr Raghu Raj, Commercial Director, Mr H. M. Kaul was also present on the occasion.

## Solar Power for Hot Water

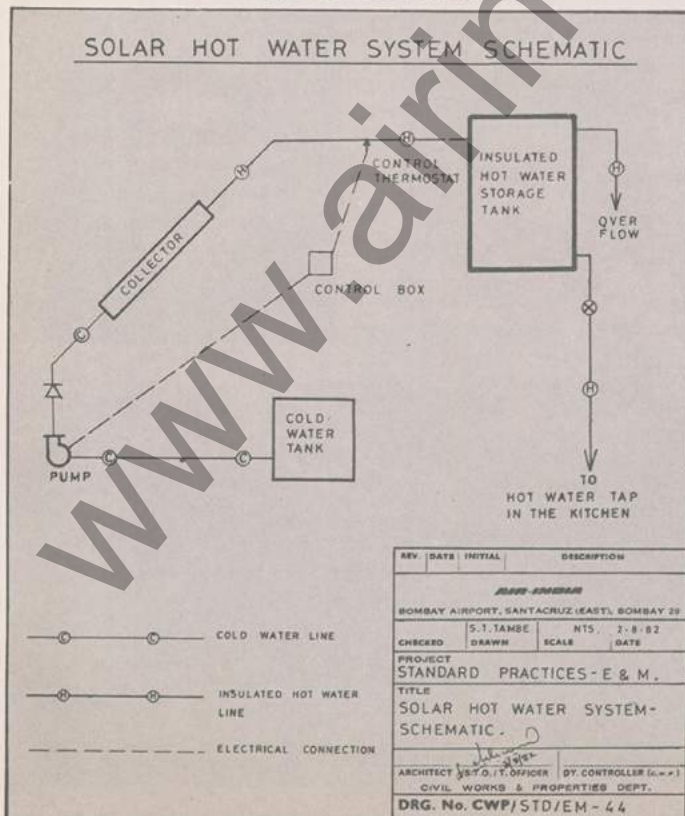
A device for drafting sun power into making cold water hot has been installed in the canteen facilities of the New Terminal Building (NTB) at Bombay which will fill the establishments' year-round need for hot water and result in an annual saving of Rs.25,000 in the energy bill and 140 KWH per day.

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".

Schematic diagram of the solar hot water system.



The parliamentary delegation on official language led by Acharya Bhagwan Dev (extreme left) during their meeting with Air-India executives.

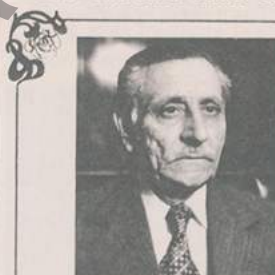
## Parliamentarians Visit AI

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 Vithalbhai M. Patel, MP.



### STOP PRESS

At the time of going to press, Magic Carpet is delighted to learn that our Chairman, Mr Raghu Raj, 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.

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

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.



Mr M. M. Kohli.

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.

He has also been a Dy Secretary in the Cabinet Secretariat, and the Project Director for the Indian Institute of Public Administration

### 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 Ms Prabha Narasimhan of Sita Travels and Mr K. Gururajan of Air-India.

**SOCCER:** A mini Soccer match, six aside, between Air-India and the Ostia 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 displayed 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 organised by "Star Sports Club" in Suburban Bombay. The distance of 10 km was covered by him on a roadster cycle in a record time of 17 minutes only, leaving all the 52 participants on racer cycles way behind. Breaking all previous records he once again set a new record of covering a distance of 35 km in 1 hour 06 minutes in a cycle race organised 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

## SPORTS ROUND UP

entries. In the mens singles, Mr Y. K. Goel retained the title defeating Mr Rajesh Chandokhe 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 Office, 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!

**HOCKEY:** 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 AI 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



Atul Premnarayan with tennis star Jimmy Connors.



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

Athletic meet held at St Francis D'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 championship shield for his all round performance. Well done Pawan. □



Winners — Ms Prabha Narasimhan 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).



Pawan Sharda.



Mr Muralidharan.



Mr Panthaky (L) and Mr Rajpurkar during their chess tournament.



Zubin Bharucha.



Rajesh Malhotra receiving his award from Ashok Mankad.



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

एअर-इंडिया

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श्री बी



जनवरी/फरवरी 1983



एअर-इंडिया अधिकारियों के साथ बैठक के दौरान आचार्य भगवान देव (एकदम बाएं) के नेतृत्व में संसदीय राजभाषा समिति के सदस्य-

## संसदीय राजभाषा समिति

आचार्य भगवान देव के नेतृत्व में संसदीय राजभाषा समिति के सदस्यों ने 6 जनवरी, 1983 को बम्बई स्थित एअर-इंडिया के मुख्यालय का दौरा किया। समिति के सदस्यों ने राजभाषा अधिनियम/नियमों के उपबंधों के संदर्भ में एअर-इंडिया द्वारा हिन्दी में किए जा रहे कार्यों का निरीक्षण किया।

निरीक्षण के समय एअर-इंडिया के उप प्रबंध निदेशक श्री सी. एल. शर्मा एवं अन्य वरिष्ठ अधिकारी उपस्थित थे।

इसी समिति में अन्य सांसद थे-श्री जगन्नाथ राव जोशी, श्री राम विलास पासवान, श्री बी. वेन्का, श्री रामचन्द्र भारद्वाज एवं श्री विट्ठलभाई पटेल।

## स्पेशल एग्जीक्यूटिव मजिस्ट्रेट



मैजिक कार्पेट एअर इंडिया के निम्नलिखित सदस्यों को मुबारकबाद देता है जिनको महाराष्ट्र सरकार ने 1982-84 की अवधि के लिए स्पेशल एग्जीक्यूटिव मजिस्ट्रेट के पद पर नियुक्त किया है:

1) श्री बी. पी. बालिगा-उप इंजीनियरी निदेशक, (अनुसंधान) को लगातार तीसरी बार मजिस्ट्रेट नियुक्त किया गया है। श्री बालिगा एअर इंडिया स्पोर्ट्स कंट्रोल बोर्ड के सभापति एवं महाराष्ट्र स्टेट टेबल टेनिस एसोसिएशन के उप सभापति भी हैं।

2) श्री के. डी. शर्मा-सीनियर वक्स इंस्पेक्टर, इंजीनियरी विभाग।

3) श्री निजीकांत बाघमरे-असिस्टेंट फ्लाइट पुर्सर उड़ानगत विभाग एवं एअर-इंडिया के बिनास्कू एसोसिएशन के उप सभापति। वे एअर-इंडिया श्रम सम्पर्क समिति के एक

निर्वाचित सदस्य एवं एअर-कॉर्पोरेशन शेड्यूल्ड कास्ट/शेड्यूल्ड ट्राइब इम्प्लाइज एसोसिएशन (बम्बई) के उप सभापति भी हैं।

4) श्री जे. पी. क्रिस्टोफर-सीनियर चैक फ्लाइट पुर्सर, उड़ानगत विभाग।

5) श्री एस. अन्नामलाई-लोडर, कार्गो कामप्लेक्स।

6) श्री डी. एस. कांबले-लोडर, बम्बई एअरपोर्ट।



श्री एन. बाघमरे



श्री जे. पी. क्रिस्टोफर



श्री बी. पी. बालिगा



श्री के. डी. शर्मा



श्री एस. अन्नामलाई



श्री डी. एस. कांबले



## छपकें-छपकें

मैजिक कार्पेट को श्रु सुखित करते हुए प्रसन्नता है कि 26 जनवरी 1983 को हमारे अध्यक्ष श्री रघुराज को राष्ट्रपति द्वारा पदम श्री की उपाधि से अलंकृत किया गया। उन्हें हमारी बधाई।

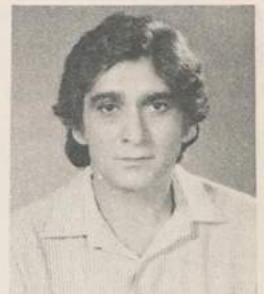
## श्री कोहली द्वारा एअर-इंडिया मुख्यालय का दौरा

श्री एम. एम. कोहली ने दिसम्बर मास में बम्बई स्थित एअर-इंडिया के कार्यालयों का दौरा किया। नागर विमानन मंत्रालय के सचिव के रूप में कार्यभार संभालने के बाद यह उनका पहला दौरा था।

इससे पहले श्री कोहली जयपुर में राजस्थान सरकार के सचिव एवं विकास आयुक्त और बाद में नई दिल्ली में राजस्थान सरकार के स्थानीय आयुक्त थे।

4 जून 1930 को जनमे श्री कोहली अर्थशास्त्र में स्नातकोत्तर हैं और अनेक मंत्रालयों से संबद्ध रहे हैं। कार्मिक एवं वेतन प्रणालियों का एक तुलनात्मक अध्ययन करने के लिए जब उन्हें जापान, अमेरिका व कनाडा नियुक्त किया गया तो लन्दन में अध्ययन करने के लिए उन्हें नाफिल्ड फाउण्डेशन फेलोशिप प्रदान की गई।

श्री कोहली मंत्रिमंडल सचिवालय में उप सचिव एवं भारतीय लोक प्रशासन संस्थान में



श्री एम. एम. कोहली.

परियोजना निदेशक भी रहे हैं। वे 1973 से 1978 तक भारी उद्योग मंत्रालय में संयुक्त सचिव थे।

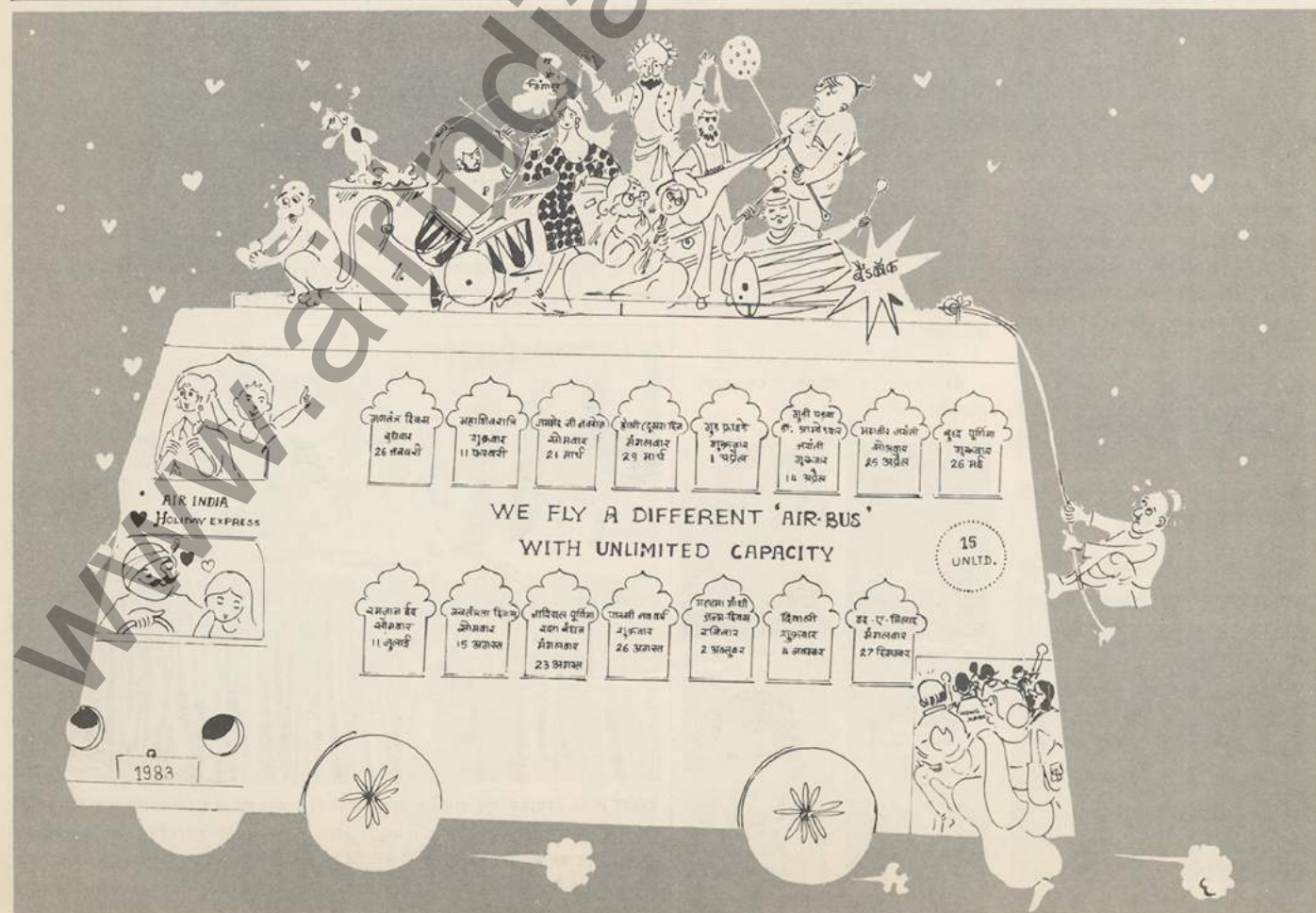


केन्द्रीय नागर विमानन एवं नागरिक आपूर्ति मंत्री श्री भागवत झा आजाद ने दीपावली के दिन दिल्ली एअरपोर्ट पर भारतीय होटल निगम के सेन्टॉर होटल का उद्घाटन किया। चित्र में वे उद्घाटन से पूर्व उपस्थित जन समुदाय को संबोधित कर रहे हैं। चित्र में अन्य व्यक्ति हैं (बाएं से) श्री एम. एम. कोहली नागर विमानन मंत्रालय के सचिव, एअर-इंडिया के चेयरमैन श्री रघुराज एवं भारतीय होटल निगम के प्रबंध निदेशक श्री ए. सी. महाजन.

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Secretary  
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front row.



# Magic Carpet Miscellany

Compiled by R. K. Sattawalla

**O**UR 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 this deposit 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.

## LUN:

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 Lubwa 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 bursting 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 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 every one "down under" — young and old. According to Area Sales Manager Liam Kenny, "It is fair to



Our Manager-Lusaka, Mr Khosla during a private audience with H. E. the President of Zambia.

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.) □



Vaman with Dy G. S. Manager Mr Bocarro.



The travel agents who participated in the one-week Basic Fares and Ticketing course at Nairobi.



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

(from l to r) Mr S. J. Fernandes, Ms Vicki Quilter and Mr George Pereira who were lucky winners during the Melbourne Cup Sweep held in the Air-India Sydney office.



Staff photo taken in Osaka during the presentation of punctuality trophy and certificates.



## FT Tax Payable at Booking Office

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

## Laugh with CRY

To stage an event of such a magnitude requires a super organisation. Mr Raghu Raj, 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 Asian activities is Mr Harsh



Vardhan, Executive Assistant to the Chairman & Managing Director, who has been taking very active and keen interest in the Asian Games.

मद्रास में प्रथम हिन्दी कार्यशाला

26 NOS-5/6  
Capt D. Bose appointed Dy MD

RAND REDUCTION

SINGAPORE, KUALA LUMPUR AND PENANG

"Effective Marketing of Tourism"

Festival of J

The year that we

AIR-INDIA'S BIRTHDAY

KITE FESTIVAL

The Prime Minister, Mrs Indira Gandhi being welcomed along with the Rt. Hon. Ms Margaret Thatcher



**ional Indian Product**

### Coordination and Preparation

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

1981 a proving flight was carried out at Raja Sansi all the departments concerned worked together for a success. Mr N.L. Mital, Regional Director of the whole exercise and was ably supported by Manager T.K. Rao, Amritsar Manager Hari Prasad, and other officers. At the other end, Mr. C. Puri, Chief Secretary, rendered invaluable assistance. The UK and the Air-India Manager, making similar preparations. off the LHOTSE

गौरव निम्नान के 50 वर्ष 1932 - 1982  
50 YEARS OF CIVIL AVIATION



Mr Raghu Raj,  
Chairman,  
AIR-INDIA,  
Nariman Point,  
Bombay-400 021.

## WORLD'S LARGEST BOOKING OFFICE

LAUNCH plan and

1982, the postal released a postal cover to celebrate the 50th Anniversary of Aviation in India. The Magic

AMASKA

नया कार्यालय भवन  
सफलतापूर्ण समारोह के बाद उन्हें यह पता चला कि  
दिया गया था। चित्र में बाएं से दाएं हैं: श्री एन. ल. मिता,  
डायरेक्टर और श्री हरी प्रसाद, अली।

Then please everyone editorial matter colour

## Double Honour Chairman

## 'Ganga' and 'Godavari' arrive in Bombay

AIR-INDIA Airbuses Kadam with the longest service  
NEW MINISTER

## Mr Kaul Takes over As CD

BAGHDAD BOMBAY BABY  
A baby was born on October 30, 1982. The baby was born in Baghdad, Iraq, and was named 'Baghdad Bombay Baby'.

## HIMALAYAN RALLY

THE Air-India sponsored "toughest motoring event of the year" was launched to 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 Raghu Raj also flagged off some of the 72 cars participating in the event.

The shimmering 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 Khurshid Alam Khan, who presented the Air-India trophy to the winners. Mr C. L. Sharma, Managing Director, represented Air-India at this ceremony.

## ins Badminton Tourney in Kuwait



Mr. K. K. Gadgil, Director, Ground Services, Bombay.



Mr. H. Seshadri, Office Asst Engineering Department, Bombay.



Mr. K. M. Kulkarni, Foreman, Engineering Department, Bombay.



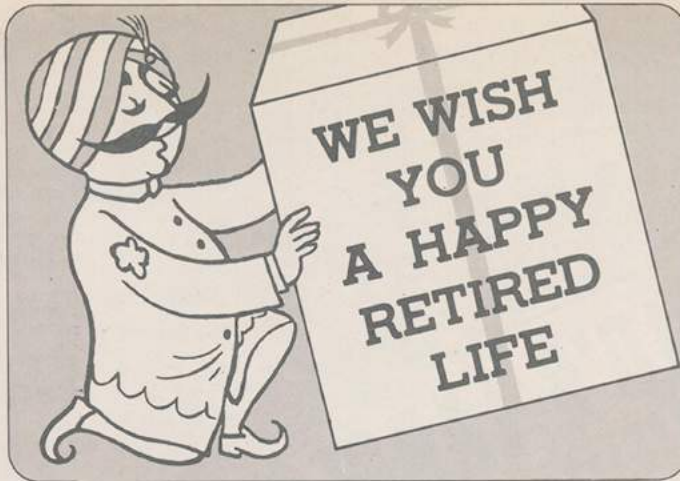
Mr. N. A. Turner, Dy Director, Inflight Service.



Mr. P. E. Doctor, Inspector, Engineering Department, Bombay.



Maj. H. B. Vatcha, Manager, Reservation Procedures, Bombay.



Mr. J. Lakha, Sweeper, Engineering Department, Bombay.



Mr. N. G. Dandekar, Foreman, Engineering Department, Bombay.



Mr. B. T. Tatkar, Sr Operator, Ground Services, Bombay.



Mr. S. R. Shinde, Cleaner, Engineering Department, Bombay.



Mr. M. S. Bale Subramanian, Director of Engineering.



Mr. A. N. Billimoria, Foreman, Engineering Department, Bombay.



Mr. P. S. S. Mani, Manager-Nigeria & C. Africa.

## ON THE MOVE...UP

The following staff have been promoted:

### Headquarters:

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

### Stores & Purchase Department, Santa Cruz:

Mr R. V. Damle as Supplies Manager, New Delhi; Mr K. Sethumadhavan 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. N. Samant as Asst Supdt Stores; Mr G. Nagappan as Dy Stores Manager; Mr A. Pacheco as Asst Supdt Stores; Mr R. P. Raje as Asst Supdt Stores; Mr J. D. Nagda as Asst Supdt Stores; Mr I. N. Mistry 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. Kanga, Sales Manager-Pune; Mr E. A. Menon, Airport Manager-Trivandrum; Mr G. S. Ahuja, Pax Sales Manager-NI, Delhi; Mr S. K. Tamhane, Sales Supdt, Toronto; Mr G. R. Rangarajan, Mktg.-cum-Airport Supdt, Dar es Salaam; Mr Y. D. Mathur, Sales Manager-Ahmedabad; Mr S. Sen Gupta, ASM-Nairobi; Mr K. A. Shivdasani, Sales Manager, Scandinavia & Finland, Copenhagen; Mr J. T. Parakh, Dy Manager-WI, Bombay; Mr R. K. Chhatrapal Singh, Cargo Sales Manager-Bombay; Mr B. Moddie, Asst Manager-Mktg., Bombay; Mr Ajit Singh, RD-ME, Dubai; Mr R. Shivakumar, DSM-Northern Nigeria, Kano; Maj. J. J. Singh, Mktg. Manager-Bangkok; Mr K. L. Srinivasan, Airport Manager-Dhahran; Mr A. K. Banerjee, Asst Manager-Muscat, Mr A. K. Advani, Pax 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 Gonsalves, 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 SC/ST 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. □



Mr. N. Waghmare.



Mr. J. P. Christopher.



Mr. S. Annamalai.



Mr. D. S. Kamble.



Mr. B. P. Baliga.



Mr. K. D. Sharma.

## OBITUARIES

We deeply regret to announce the death of:

**Mr Mukund Gajanan Gore**, 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 Keny**, Sr Cleaner, Ground Services Department, Santa Cruz. Years of service — 6.



▲ The IATA/UFTAA Technical Panel on travel agents professional training held in New Delhi.

▲ The Hyderabad Zoo recently presented a baby elephant "Mari" to the Honolulu Zoo. The photograph shows "Mari" prior to her departure to Honolulu via New York. Wishing her, bon voyage are the Zoo authorities and Mr R. T. Hussey, DSM, Hyderabad.



Mr S. Karapetian receiving his 15-year service pin from Manager T. Lavingia in Teheran. Mr Lavingia states that "he was recruited by our CD Mr H. M. Kaul, who was the first India-based officer in Teheran and who, I think, opened our office in Teheran." Mr Karapetian (known as Shabu) 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.



Channel 7 TV focused the lime light on Air-Indians in Perth during "Miss Personality 1982" and "Miss Charity 1982" Quest. Photograph shows from (l to r) "Miss Charity" Maria Scaria and "Miss Personality" Claire Stanbury with Mr and Mrs A. Kadam, our Manager and Mr B. Eastman, Area Sales Manager.



Union Minister for Civil Aviation and Civil Supplies, Mr Bhagwat Jha Azad inaugurated the Hotel Corporation of India's Centaur Hotel at Delhi Airport on the Diwali Day. Photograph shows him addressing the gathering prior to the inauguration. Others in the photograph are (from L) Mr M. M. Kohli, Secretary to the Ministry of Civil Aviation, Chairman Mr Raghu Raj and Managing Director of HCI, Mr A. C. Mahajan.



Seen in this photograph are the staff of the Ground Services Department, Delhi, performing Vishwakarma Pooja at the Airport.

# 1932-82 50 Glorious Years

## AIR-INDIA 1983 Calendar



SUN	MON	TUE	WED	THU	FRI	SAT
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# Magic Carpet

VOL.27, NO.3

MARCH 1983

## 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, UK.

Introducing Prof Warner, Mr C.L. Sharma, Dy M.D. 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 flowing 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, as to reach his position required a lot of hard

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 are built in at all levels to 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 which 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 out 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 had economic constraints and was unable to give monetary incentives, there were other means and ways in which a good manager could "massage an individual's ego" and derive the optimum level of output — cost effectiveness and labour 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 MD of AI proposed the vote of thanks saying — "We look forward to another visit from you".



Mr Knut Hammariskjold, Director General of IATA, with our Chairman Mr Raghu Raj, the new President of IATA

## DIRECTOR GENERAL OF IATA VISITS OUR CHAIRMAN

**M**R 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. The

'yield improvement programme' is basically an attempt to do away with undercutting of fares and rates and increase fares wherever appropriate to make routes more viable and this applies to the worldwide industry as a whole.

Matters pertaining to the next AGM to be held in Delhi next year were also thrashed out. The Director General and President of IATA touched briefly on the 'developing nation airlines' which will be discussed more extensively in the next meeting.

## Chief of World Aviation visits Bombay Airport

The President of the International Civil Aviation Organisation Council, Dr Assad Kotaite was in the city on 15 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.

Whilst 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 Kotaite with Capt D. Bose, Dy MD of AI and Mr S.P. Marya — Regional Director, Civil Aviation Dept., Bombay.



"Whether it is a service or a product, quality must be faultless" — says Prof Warner. Mr C.L. Sharma, Dy MD of AI and Mr Khairaz, Principal of AI Staff College also seen in the picture.

work — but he was envious of his staying in the beautiful Henley.

Prior to his arrival in Bombay, Prof Warner had attended a conference in Delhi, where he had pointed out that "India is the third largest power in the world with respect to managerial and skilled personnel. Some of the major problems faced by senior managers in India, however, are problems of technological change, economic restraint and an increasing constraint regulated by govt policies." Suggesting remedies for more effective managerial techniques Mr Warner stressed the need for managers to get away from their job for short spells. This 'distance learning project' enabled managers to be more objective when they returned. "However, organisations must develop their own style — their own model, as each company best knows its own needs."

# 14TH LRC CHAIRMAN INAUGURATES LABOUR RELATIONS COMMITTEE

(The following are the texts of the speeches by Chairman, Mr Raghu Raj and out-going LRC Chairman Mr T.K. Chatterjee delivered during the inaugural session of the 14th LRC.)

## MR RAGHU RAJ:

"It gives me great pleasure to be here this morning to inaugurate the 14th Labour Relations Committee Meeting. The LRC as you know is a statutory body to advise the Corporation on matters of employee welfare and also to promote cordial relations between the employees and the Management.

"It is a matter of gratification that the LRC in Air-India has established a remarkable record in this respect and the credit should rightfully go to both the elected and to the nominated representatives of the Corporation who have over the years taken their job seriously and performed it conscientiously. That is why it has been possible to accept and implement so many of the recommendations made by the LRC. Though the LRC is an Advisory Body, it represents the voice of the employees and the Management have always attached considerable weightage to its recommendations. The increasing awareness of the role of the LRC among the employees, as represented by the keenly-fought elections this year, are indicative of the appreciation by the employees of the LRC's good work.

"Looking over some of the major LRC recommendations that the Management have accepted and implemented, I am pleased to see a number of them which have brought undoubted benefits to the employees. For instance, it was the Labour Relations Committee which recommended that the Medical Insurance Scheme for the employees' families should be taken over by the Corporation itself. This was done and the scheme is working satisfactorily. Another example is the revision of benefits under the Group Insurance Scheme which have been scaled upwards for the family members of any employee who dies whilst in service. The Management have under consideration at the moment a proposal made by the LRC for increasing the quantum of compensation payable to employees who die whilst on duty.

"I need not dwell on the LRC's role in establishing Holiday Homes at various locations in India, regulation of passage and transport facilities, as well as its keeping a close watch on canteen facilities; as a direct result of the interest shown by members of the LRC, canteen services are being provided at many locations where none existed before.

"There are many other areas such as accumulation of sick leave, retirement benefits, holding of LRC meetings at various stations, liberalisation of loan assistance for housing, where the Management have been happy to accept the LRC's recommendations. The removal of the existing limit of 90 days of disability leave is under active consideration.

"Before I conclude, I therefore wish to place on record the Management's appreciation of the work

done by the outgoing Committee, and more particularly that of Mr K.K. Mukundan who has completed two terms and Mr T.K. Chatterjee and Mr K.K. Rao, both of whom served for two terms and three terms respectively. I understand that they brought to the LRC deliberations a certain vigour to the meeting backed by a careful study



Mr Raghu Raj delivering the inaugural speech.

of the problem. At the same time, I extend a very warm welcome to the new members.

"I wish the new LRC a fruitful term and hope they will maintain the tradition of cordial relationship and harmonious debates in order to devote themselves completely to their primary task of employee welfare. Please remember that the Management are always responsive of the employees' welfare, and, as I have pointed out earlier, will go out of their way to help both employees and their families wherever it is possible to do so. I promise you that every one of your recommendations will always receive the most careful consideration. With these few words I declare the 14th LRC meeting open."

Thank you.

## MR CHATTERJEE:

"The 14th LRC has just been inaugurated. Two years ago on a similar occasion, I asked whether the 13th LRC would be lucky or unlucky and said we shall find out. I had also mentioned about according due importance and status to LRC. I had referred to unabated losses in Air-India, its varied ills, while emphasising that hike in fuel

price should not be made the 'whipping boy'.

"That proposition from me has been proved right by the success amidst crises story of Air-India. Our Chairman has attributed the credit to the employees, on whose behalf may I reciprocate and offer due laurels to the officialdom of Air-India headed by the helmsman.



Seen second from L is outgoing President of the LRC Mr T.K. Chatterjee.

"Every LRC is preceded by an election to elect the representatives of the employees, — a process that could still be improved upon ...

"The result of this election shows that the candidates who offered themselves as social workers have been totally rejected. Noteworthy is that seven out of nine elected have been outright sponsored by one Union or another. All these members on their election have to now work beyond the boundaries of their respective unions in order to cover even the non-union categories.

"One major hall-mark of the outgoing 13th LRC is restoration of the rights of 'suspended' employees — for their candidature and participation in the LRC election ...

"In spite of difficulties experienced in functioning, another significant aspect of the 13th LRC was that most of the deliberations were conclusive and recommendations made; hardly any of the recommendations have been implemented thus far — unlucky 13! A sad commentary, perhaps. How long would it take to introduce Insurance against hazards on duty for all employees (as already recommended)

a reality? How long more would it take to implement accumulation of sick-leave up to 120 days? When will the passage year be revised, passages be allowed to accumulate and passage entitlements conform to the recommendation of 13th LRC? You all probably know about the Holidays of 1982. When will Delhi Airport have a mentionable canteen? These are just a few of our favourite things.

"However one recommendation was implemented very quickly. The Housing Regulation was amended by the Board but still LRC did not agree. For the first time in the history of LRC — official voting had to take place as per the Rules. The Chairman had to even exercise a casting vote — not without justification. The LRC did its duty of advising the Corporation by writing to the individual members of the Board. I must admit that Mr Chairman, you reacted splendidly by writing back to the LRC through the Secretary of the Corporation that the Housing Regulation amendment would be rediscussed by the Board, that is, till then it would not be gazetted.

"Two years back I had mentioned the absence of a grievance procedure. We have it now, though may not be totally satisfactory and effective. Nonetheless, it is experiencing the test of procedure and grievances.

"The project of the 3rd Housing Colony of 500 flats was reported to the 13th LRC as already approved by the Board. Maybe, Mr Chairman, will expedite its realisation — the employees are eagerly waiting. Believe you me, even the most hapless are unable to get an allotment on a fair-basis.

"In the last two years Air-India has not withered — I am glad to say ... I am sure that the 14th LRC — as a whole — shall gather itself to contribute in this onward march, for which the word in Sanskrit is *Charaibetli*!

Thank you Mr Chairman  
Thank you ALL.

## AI 25 YEARS CLUB IS 15

**T**IME has really flown, and the 25 years Club of Air-India like everyone and everything else is also growing old. And yet it seems just the other day, when 91 staff members of Air-India with 25 years service and over had gathered on the tastefully decorated spacious lawns of the Bombay Flying Club, Juhu (the birthplace of Indian civil aviation) to found the "25 years Club" with Mr. J.R.D. Tata as the Patron.

Mr. V.G. Gadgil who was the very first person to be employed by the airline in October 1932, was also the first President of the Club, and as President, he had accepted on behalf of the other members a donation of Rs.5000/- given by the Management. Mrs Tata had presented the emblem designed by the Club to the staff who had completed 25 years of service and

over and Mr Tata had inaugurated the opening. Then, there had followed speeches by Mr J.R.D. Tata, Mr D.M. Desai, former Dy Controller of Accounts and Mr A.S. Desai, Secretary and Treasurer of the Club.

Mr Gadgil, Mr Tata, Mr Desai and all the rest had nostalgically recalled "those early pioneering days full of memories — exciting memories, happy memories, quite a few heartbreaks, frustrations and troubles — but always a spirit of adventure and excitement."

That day was February 10, 1968. Today, the club still exists and continues in its endeavour to improve the "esprit de corps" of this airline and to establish a better relationship between Management and Staff.

At the Annual General Body Meeting of the Club held recently, at Santacruz, Bombay, the following

were unanimously elected on the Managing Committee for the coming year.

**Mr B.P. Baliga**, Dy. Director of Engineering - President; **Mr George Clement**, Industrial Relations Manager - Vice President; **Mr M.V. Ramnathkar**, Dy. Personnel Manager - Hon. Secretary and Treasurer; **Mr V. Pichumani**, Asst. Accounts Officer, Staff Claims - Member; **Mr K.L. Krishnan**, Admin. Officer (Planning) Engineering - Member; **Capt. K. Vishwanath**, retd. Director of Technical Planning and Past President of 25 Year Club - Member; **Mr R.R. Gangolly**, retd. Manager-Administration (Engg) and past Hon. Secretary & Treasurer - Member; and **Mr S.G. Pednekar**, retd. Inspector-A (Engg) and past member of Managing Committee - Member.

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# मैजिक कार्पेट



भाग 27 सं. 3

मार्च, 1983



दिल थाम के बैठो - अब हमारी बारी है.

## गणतंत्र दिवस स्पोर्ट्स-अभूतपूर्व सफलता



म्यूजिकल चेअर का एक दिलकश अंदाज



पुरस्कार वितरण में एशियाड'82 की झलक

गणतंत्र दिवस की 34वीं वर्षगांठ पर, पहली बार एअर-इंडिया के वरिष्ठ उच्चाधिकारियों के लिए सैंटार टैनिस् कोर्ट पर "इनविटेशन स्पोर्ट्स मीट" का आयोजन किया गया।

एअर-इंडिया के लिए 26 जनवरी, 1983 बड़ी शुभ थी। सुबह-सुबह यह समाचार पढ़ा कि हमारे अध्यक्ष एवं प्रबंध निदेशक श्री रघु राज जी को भारत सरकार

दूसरा इवेंट खुले कोर्ट में टेबल-टेनिस् क आयोजन था। पुरुषों और महिलाओं के ये इवेंट्स साथ-साथ खेले गए। सेमी फाइनल में श्री सी.एल. शर्मा और श्री कलवानी के बीच जबरदस्त मुकाबला हुआ। मिश्रा का खेल बड़े अंकों के साथ था।

श्रीमती ओगले, श्रीमती गुप्ते तथा श्रीमती ठोसर का खेल दर्शनीय था। इसमें श्री कलवानी और श्रीमती गुप्ते विजयी रहे।

सैंटार के गुलाब बाग में छोटे गोल्फ कोर्स में आयोजित मिनी गोल्फ में पुरुष वर्ग के कैप्टन सी.आर.एस. राव प्रथम तथा श्री छत्रपाल सिंह द्वितीय रहे। महिलाओं में श्रीमती विजय कुमार और श्रीमती नीला तलचरकर क्रमशः प्रथम और द्वितीय रहीं।

45 वर्ष से अधिक आयु के पुरुषों की दौड़ में श्री छत्रपाल सिंह और श्री शाह ने क्रमशः पहला और दूसरा स्थान प्राप्त किया।

"मैमोरी रेस" में श्रीमती प्रसाद पहले और श्रीमती विजय जोशी दूसरे स्थान पर रहीं। श्री छत्रपाल सिंह तथा कैप्टन आगटे, पुरुषों की 50 मीटर की "बाइट द कैरट एंड रिटर्न स्प्रिंग" नामक रेस में फिर सबसे आगे रहे।

"रस्साकशी"। इसमें दोनों ओर की टीमों में आठ-आठ सदस्य थे, जिनका नेतृत्व कर रहे थे श्री सी.एल. शर्मा और कैप्टन डी. बोस। श्री सी.एल. शर्मा की टीम विजयी हुई।

इसके बाद एशियाड'82 खेलों के स्टाइल में पुरस्कार बांटे गए यानी दो सुंदरियां पुरस्कार तश्तरी में ला रही थीं और श्रीमती रघु राज विजेताओं को पुरस्कार दे रही थीं।



विजेताओं को आंकी नज़र



प्रसन्नचित दर्शकों के बीच श्रीमती रघु राज से पुरस्कार प्राप्त करते हुए श्री सी.एल. शर्मा.

उस दिन का मुख्य आकर्षण था-

ने "पयश्री" प्रदान कर सम्मानित किया है। हमारे कार्यक्रम की इससे शुभ शुरुआत भला और क्या हो सकती थी? ध्वजारोहण तथा राष्ट्रीय गीत के बाद श्री रघु राज ने स्पोर्ट्स मीट का उद्घाटन किया।

कार्यक्रम का आरंभ पुरुषों की मैराथन दौड़ से आरंभ हुआ। दर्शकों की हर्षध्वनि के बीच यह दौड़ आरंभ हुई। इस इवेंट में सर्वोत्कृष्ट रहे श्री एम.आर. आगटे। इसमें दूसरा स्थान प्राप्त किया श्री डी.ए. चिपलूणकर ने।

महिला मैराथन दौड़ की विजेता थीं- श्रीमती वी.डी. ओगले और श्रीमती एम.आर. आगटे।



मिनी गोल्फ कोर्स में दर्शकों से घिरा खिलाड़ी

श्री खुरशीद आलम खाँ ने 15 फरवरी, 1983 से हमारे मंत्रालय में मंत्री पद का कार्यभार संभाला। 2 माच को बम्बई के अपने अल्पकालीन दौर के दौरान, उन्होंने एच.सी.आई. फ्लाइट किचन (शैफेयर), कम्प्यूटर केन्द्र 707 सिमुलेटर, केविन मॉक अप और सांताक्रुज़ स्थित हैंगर का दौरा किया। उनके साथ हमारे अध्यक्ष श्री रघु राज, दो उप प्रबंध निदेशक, श्री सी.एल. शर्मा और कैप्टन डी. बोस एवं इंजीनियरी निदेशक श्री एच.सी. कपूर थे, उन्होंने नरीमन पॉइंट स्थित प्रशासनिक कार्यालयों का भी दौरा किया। इसके बाद उन्होंने बम्बई जिला कार्यालय का दौरा किया और वहीं से सीधे वे एन.आई.पी.टी. गए। वाणिज्य निदेशक श्री एच.एम. कौल और प्रबंधक-पश्चिमी भारत श्री एम.पी. मस्करन्हस द्वारा उन्हें बुकिंग कार्यालय भी दिखाया गया। इस अवसर पर क्षेत्रीय निदेशक-पर्यटन, श्री जगन्नाथ भी उपस्थित थे।

श्री खुरशीद आलम खाँ ने स्नातकोत्तर डिग्री आगरा यूनिवर्सिटी से प्राप्त की और सक्षिप्त मैनेजमेंट कोर्स पेनसिलवानिया यूनिवर्सिटी (यू.एस.ए.) से उत्तीर्ण किया है। वे बोर्ड ऑफ गवर्नर्स वाई.एम.सी.ए. इंस्टीट्यूट ऑफ इंजीनियरिंग, फरीदाबाद (हरियाणा सरकार) के अध्यक्ष, डॉ जाकिर हुसैन मेमोरियल कॉलेज, दिल्ली के

## हमारे नए मंत्री द्वारा एअर-इंडिया, बंबई का दौरा



बाएं से दाएं : कैप्टन सी.आर.एस. राव, उप परि. निदेशक (प्रशिक्षण), दो उस प्रबंध निदेशक श्री सी.एल. शर्मा, कैप्टन डी. बोस तथा श्री खुरशीद आलम खाँ।



747 अनुरक्षण डॉक में बाएं से दूसरे हैं श्री एच.सी. कपूर, इंजीनियरी निदेशक.

उपाध्यक्ष, गवर्निंग बोर्ड और विभिन्न ट्रस्टों, संस्थाओं और समितियों के सदस्य हैं। राज्य सभा के लिए 1974 में वे निर्वाचित हुए थे और जून, 1980 के दूसरे सत्र के लिए पुनः निर्वाचित हुए। 15 जनवरी, 1982 से उनकी नियुक्ति पर्यटन व नागर विमानन के राज्य मंत्री के पद पर हुई और 2 सितम्बर, 1982 तक वे इसी पद पर रहे, इसके बाद 15 फरवरी, 1983 तक वे पर्यटन राज्य मंत्री के पद पर थे, और उसके बाद उन्हें नागर विमानन मंत्रालय का अतिरिक्त कार्य सौंपा गया।



अपने कम्प्यूटर सिस्टम की जटिलताओं को समझाते हुए श्री जयन्त, उप निदेशक-प्रबंध सेवा।



मोहक शिक्षा विमान परिचारिकाओं तथा श्री नायगामवाला-वरिष्ठ प्रबंधक-केविन कू के साथ।

### इआटा के महाप्रबंधक की हमारे अध्यक्ष से भेंट

अंतर्राष्ट्रीय वायु परिवहन संस्था के महाप्रबंधक श्री नूत हैमरस्कॉल्ड ने अपने बम्बई के अल्पकालीन दौर के दौरान शिष्टता के नाते एअर-इंडिया के अध्यक्ष एवं इआटा के निर्वाचित नए अध्यक्ष से 14 जनवरी, 1983 को भेंट की।

उन्होंने पिछली आम वार्षिक बैठक में स्वीकृत विभिन्न संकल्पों और विभिन्न विश्वव्यापी बाहकों के समग्र कार्यान्वयन के बारे में चर्चा की। इआटा निदेशों द्वारा शुरू किए गए "उत्पादन" सुधार कार्यक्रम की स्थिति की समीक्षा भी की गई "उत्पादन सुधार कार्यक्रम मूलतः—कम किरायों व दरों

को दूर करने और मार्गों को अधिक सुविधाजनक बनाने के लिए, जहां उचित हो, किरायों को बढ़ाने का एक प्रयास है और यह समस्त विश्वव्यापी उद्योग पर लागू होता है।

अगले वर्ष दिल्ली में होने वाली आम वार्षिक बैठक से संबंधित विषयों पर विचार-विमर्श किया गया। इआटा के महाप्रबंधक और अध्यक्ष ने "विकासशील राष्ट्रों की एअरलाइन" पर सक्षिप्त चर्चा की, जिस पर अगली बैठक में विस्तृत रूप से चर्चा की जाएगी।



14वीं श्रम संपर्क समिति की बैठक। उद्घाटन भाषण हमारे अध्यक्ष श्री रघुराज एवं श्रम संपर्क समिति के भूतपूर्व अध्यक्ष श्री टी.के. चटर्जी द्वारा दिए गए।



श्री नूत हैमरस्कॉल्ड हमारे अध्यक्ष श्री रघुराज के साथ।

# Magic Carpet Miscellany

Compiled by R. K. Sattawalla

## BOMBAY :

With ever changing technological innovations and induction of the latest equipment, manuals have become an inseparable part of our working life. They tend to be loaded with jargon only the initiated can 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 welcome 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.

If you have a flair for the English stage and are interested in forming an exclusive Air-India group towards this end, Nitin Bawle from the Medical Division at Santa Cruz is the one to contact. And speaking of the stage, Dr.A.K. Misra, Dy. Manager, Bombay Airport, points out of an enviable record of R.A. Bhawe who has won a number of prizes for his performance on the stage. His recent "catch" was the Best Actor Award in the Acting Contest held by the Indo-Soviet Cultural Society of Bombay. The Award was presented by the well known Producer/Director Basu Bhattacharya.

## DELHI :

Like Mr More and Mr Shile at Bombay, Mr J.K. Hingorani at the Delhi airport has also shown exemplary honesty when he returned a lost purse containing US \$ 400 to the passenger.

## 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,



(Above) Former GSD Director K.K. Gadgil presenting the first copy of the manual to Dy MD Capt D. Bose. (Below left) The crew that operated the 1000th 747 flight through Bangkok. (Bottom) R.A. Bhawe receiving the Best Actor Award

"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, Dhahran and Ms Delnavaz Demehri from our Teheran office. Mr Gomez got married to Emmerald Meneud in Dubai and Ms Demehri got married to Mr Fereidoon Ahrestani.

## MADRAS :

Thanks to the humanitarian zeal of Rotary Organisations of Canada and Madras nearly 10 lakhs 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 co-ordinator 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 pen-pals 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 fur den Flughafen, 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 1983, then 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 a child who has attained the age of five years and who has not completed 18 years. The number of children for whom the allowance can be drawn should not exceed two; and, within this number, one child may be replaced by another at any time. □

— Vikram Kaul



**A**IR-INDIA Cricket Team visited Bahrain and Dubai. The Air-India Cricket Team was led by Mr. D.A. Pinge and included M/s. G.S. Ramchand and Mohinder Amarnath. The latter could not play in Bahrain but participated in the Dubai fixtures.

In the only match played at Bahrain, the AI team batting first scored 167 runs in 38.4 overs. The middle order batsman Mr. Sachin Nagpurkar contributed 58 runs for the AI side. Shanti Kumar and Maqsood Hussain were successful bowlers for the Bahrain team.

### Unlucky Team

Bahrain XI seemed to be the unlucky team though their batsmen

M/s. Nadeem Iftikhar, Bernard and Tulli started the innings on a very promising note. Bahrain missed the margin and could only manage 157 runs.

### Dubai

In Dubai the visiting AI side in the first outing at the Sharjah (Grass) Stadium scored 125 runs for 4 wickets in 25 overs. The local side, Banker's XI scored 113 for 9 wickets when the umpires called off the play following an appeal for bad light by the local batsmen. The second fixture was against Dubai Cricket Association XI. The visitors were humbled by 4 wickets. Set to score 123 runs to win in the allotted

25 overs, the DCA's innings superbly placed by Mushtaq Sohail and Saleem Iqbal for the 3rd wicket to win the game with 1.3 overs remaining.

### President XI

The 3rd match against the DCA President XI also proved a disastrous outing for the visitors. Air-India, batting first, were all out for 103 runs in the limited 20 overs. The local side hammered the AI attack to all corners of the ground. They crossed the target and lost only 3 wickets in the process.



Mr. C.L. Sharma strikes a classical pose.

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 it 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



A hole-in-one is an industrious affair for Neela Talcherkar.

did the best in the event was Capt M.R. Agtey. He completed the entire round in a record time of 9 minutes 16 seconds followed by Mr D.A.

Chiplunkar 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 womens' 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 this 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 Singh showed their abilities to finish first and second in the mens' section while Mrs Vijay 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. Agtey.

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 Singh and Mr Shah finished first and second over the 50 m distance. Soon after,

# AI INVITATION A R R ROAD



PULLLL PUUULL PUULL



A prize from Mrs Raghu Raj.



Farewell to Arms

Flag-hoisting and National Anthem.



# SPORTS MEET ING SUCCESS

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 Singh and Capt Agtey 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 Patkar & Mr Korde (Mens) and Mrs Mohan and Mrs Neela



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



For we are jolly good fellows.

Talcherkar (in the Womens) however brought them out as the best.

From 1130 hrs to 1215 hrs a lot of women's squeals and excitement were heard. The much awaited Musical Arms event was on. Sharp womanly instinct and shrewdness were evident and Mrs Gokhale 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!



Can you imagine this is the start of the Marathon walk!



# LETTERS

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, howsoever brilliant and topical 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. 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 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 life-style 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 important, every employee and his family should know the exact designation of at least 2 persons to be approached by the employee's family for help. For example, if 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. Khairaz

In your Obituary Column of the November-December 1982 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, Tuljo R. Naik, 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 calendar every year to the 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.)



Mr B.A. Mendon, Planning Officer, Engineering Dept., Bombay.



Mr M.P. Theophilus, Manager — Indonesia.



Mr V.S. Katre, Dy. Controller of Communications, Communications Dept., Bombay.



Mr J.E. Leon, M/Tech. Engineering Department, Bombay.



Mr K.S. Ginwalla, Asst. Supdt. Engineering Dept., Bombay.



Mr V.F. Aranha, Chargehand, Engineering Dept., Bombay.



Mr A. Fernandes, Sr. Driver, Ground Services Dept., Bombay.



Mr N.N. Vaishampayan, Asst. Admin Officer, Engineering Dept., Bombay.



Mr J.M. D'Souza, Manager-Catering Cabin Service, Inflight Service Dept., Bombay.



Mr A.B. Valunje, M/Tech. Engineering Dept., Bombay.



Mr S.B. Kurup, Foreman, Engineering Dept., Bombay.



Mr J.R. Bocarra, Dy. Ground Services Manager, Ground Services Dept., Bombay.



Mr S.P. Singh, Head Cleaner, Engineering Dept., Bombay.

## 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.



## SAMOA

### The Cradle of Polynesia

*Beach with fale — traditional Samoan house*

**Y**OU lie on a mat in a cool Samoan 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 Goddess, 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 sea.

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 'civilisation' 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 'pule'.

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 Borgia 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.

Samoa 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 'Matai', 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 Matais can vote.

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, lianas,

epiphytes, creepers and a tangled mass of green 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 Aggie's. The Samoan Fia Fia is a feast-cum-entertainment and is an excellent opportunity for the visitor to experience the real Samoan fiesta! 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 Samoan 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 decked in Frangipani leis (garlands) and the virile slap knife and fire dances (like limbo of West Indies) executed by the handsome men set to the

No account of Samoa would be complete without dwelling upon that well-known writer and romanticist, 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 'Tusitala' — teller of tales. Tusitala 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.



*Canoe fishing at Samoa*

It was an interesting experience for us to visit a Fale — the traditional home of the Samoans. It is an open sided building, built with wood, shingle and coconut cord. Flooring is covered with mats and people sit cross legged. An apt comparison of fale would be the choultry of the bygone days where inmates lived in a communal atmosphere. Privacy to a certain extent is maintained by the fact that people do not gaze.

All good things must come to an end. So did our stay in Samoa



*A Samoan cricket team*

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.

which ended far too soon for us. We carried with us memories of a people who combine warm friendship with quiet dignity; memories of a bountiful nature where people wait for the coconuts to fall down rather than climb up to get them, memories of a land of which Paul Gauguin exclaimed nearly a century ago: 'Civilisation is falling from me little by little. All the joys of a free life are mine. I have escaped everything....'

Our escapade was over as we re-crossed the dateline and set our watches to tomorrow.

— S.Ramachandran



*Miles and miles of palm fringed beaches.*

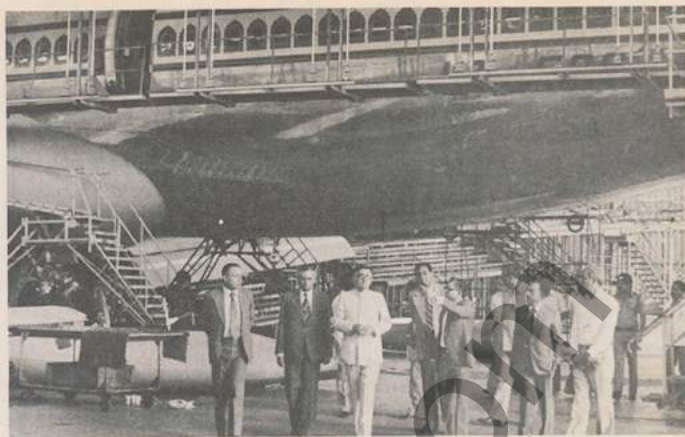
# Our New Minister Visits AI Bombay



**M**R KHURSHED ALAM KHAN born on February 5, 1919 at Kainganj District Farrukhabad (UP) took over as our Minister on 15th February 1983. During his brief visit to Bombay on 2nd March, he visited the HCI Flight Kitchen (Chefair), the Computer Centre and the 707 Simulator, Cabin Mock-up and Hangar in Santa Cruz. He was accompanied by our Chairman Mr Raghu Raj, 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 Nariman 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 audi-

torium. 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 Jagannathan was also present on the occasion.

Shri Khurshed 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 Saeeda Khurshed, he has one son and three daughters. He has been the Chairman of the Board of Governors, Y.M.C.A. Ins-



titute of Engineering, Faridabad (Govt. of Haryana), Vice Chairman, Governing Body Dr. Zakir Husain 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.



At a meeting in the Board Room with Departmental Heads.



Signing the VIP Book in the 747 Cabin Crew Mock-up.



7th Non-Aligned Summit, New Delhi 1983



'Shukreeya'

# Magic Carpet

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The President of India, Mr Zail Singh, presenting the award to Mr Raghu Raj.

## PADMA SHRI RAGHU RAJ

THE 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 Vicereine. 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 26, 1983, India's thirty-fourth Republic Day. Among them is our own Chairman, Mr Raghu Raj.

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. Atop 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 gauntlets and black leather gaiters. Through the crook of their arms stand eight-foot maces 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 Viceroys of yore conducted their 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 umpteenth time 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 necks crane aisle wards. Mrs Gandhi walks in, gently namaste-ing 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 aiguillettes 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 three 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.

Sombrely, 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 ennobled.

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 familiarize all agencies with airport and airline procedures. Mr Brij Mehra took over as the main co-ordinator, Mr Behram Rustumjee was appointed as convenor for the inter-departmental committee of NAM, and smoothly the various departments moved into action. The presiding genius behind this was Mr Raghu Raj, 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 for this extremely challenging task 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 picked 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 communication network 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 62, 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

(Contd. on Page 6)

The Menu 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.



# हिन्दी विभाग



काव्य संध्या का संचालन करते हुए साहित्य श्रीकांत श्री मनहर जी (चित्र में बैठे हैं) बाएँ से राजकवि इन्द्रजीत सिंह तुलसी मनहर, सत्य प्रकाश जोशी तथा अमरसिंह सपट।

## बुकिंग काउंटर पर कार्यरत कर्मचारियों के लिए प्रथम हिन्दी कार्यशाला।

एअर-इंडिया बिल्डिंग स्थित बुकिंग काउंटर पर कार्य करने वाले और निरंतर जनता के संपर्क में आने वाले कर्मचारियों के लिए पहली बार एअर-इंडिया ने एक विशेष कार्यशाला का आयोजन शुक्रवार 11 मार्च, 1983 को मुख्यालय के सभाकक्ष में किया। इस कार्यशाला में 15 कर्मचारियों ने भाग लिया।

एअर इंडिया के प्रबंधक-पश्चिम भारत, श्री एम.पी. मस्करनहस इस कार्यशाला के मुख्य अतिथि थे। कार्यशाला का उद्घाटन करते हुए उन्होंने कहा कि हमारी "समापित सेवा" ही एअर-इंडिया के परिचालन लाभ की मुख्य कुंजी है। सेवा करने का तरीका ऐसा होना चाहिए जो हमारे यात्रियों को संतुष्ट करे और खुश रखे। उनका विचार था कि भारतीय यात्रियों के साथ हिन्दी में बातचीत करने से उन्हें अधिक प्रसन्नता होगी और वे अपने देश, अपने घर में होने की सुखद भावना का अनुभव करेंगे। अतः जहाँ तक हो सके हिन्दी का अधिक से अधिक प्रयोग हमें अपने कार्य में करना चाहिए। इस कार्यक्रम की अध्यक्षता एअर-इंडिया के सचिव एवं मुख्य प्रशासन प्रबंधक श्री एस. नारायणस्वामी ने की। अपने अध्यक्षीय भाषण में उन्होंने हिन्दी की आवश्यकता पर बल दिया और सभी उपस्थित महानुभावों को आश्वासन दिया कि एअर-इंडिया हिन्दी के प्रति जागरूक है और इस दिशा में अपने कदम स्थिरता से बढ़ा रही है। इस अवसर पर मुख्य स्थापना प्रबंधक (प्रधान कार्यालय) श्री हरिकृष्ण गुप्ता ने आशीर्वाचन देते हुए हिन्दी के महत्व को बताते हुए उसकी आवश्यकता पर बल दिया। श्रीमती एन.जे. राव, उप निदेशक (पश्चिम) ने भारत की राजभाषा नीति पर प्रकाश डाला।



## राष्ट्र के विकास के लिए राजभाषा हिन्दी की प्रगति आवश्यक

एअर-इंडिया द्वारा तारीख 14 मार्च, 1983 को शाम 6.00 बजे नरीमन पॉइंट स्थित एअर-इंडिया के सभागार में वार्षिक राजभाषा पुरस्कार समारोह का आयोजन किया गया। इस समारोह के मुख्य अतिथि थे, सांसद एवं संसदीय राजभाषा समिति की तीसरी उपसमिति के संयोजक आचार्य भगवान देव। मुख्य अतिथि के पद से बोलते हुए आचार्य भगवान देव ने यह विचार व्यक्त किया कि देश की एकता की कड़ी के रूप में और सरकारी कामकाज में राजभाषा हिन्दी को संपूर्ण रूप से अपनाए बिना देश की सही अर्थों में प्रगति नहीं हो सकती। आचार्य जी ने जोर देकर कहा कि चीन, जापान, रूस, फ्रांस और जर्मनी जैसे देश जब अंग्रेजी के बिना प्रगति कर सकते हैं तो मैं कोई कारण नहीं देखता कि भारत ऐसा क्यों नहीं कर सकता? उन्होंने इस दलील को थोड़ी एवं मानसिक गुलामी बताया कि अंग्रेजी ज्ञान-विज्ञान का वातायन है और उसके बिना हम प्रगति नहीं कर सकते।

आचार्य भगवान देव ने एअर-इंडिया द्वारा हिन्दी के प्रगामी प्रयोग को अपने दैनिक कामकाज में बढ़ावा देने एवं लोकप्रिय बनाने के लिए उठाए गए कदमों की प्रशंसा व सराहना की और एअर-इंडिया में हिन्दी के प्रचार प्रसार में हुई प्रगति पर संतोष प्रकट किया। इस अवसर पर आचार्य जी ने विभिन्न हिन्दी परीक्षाओं में उत्तीर्ण परीक्षार्थियों, हिन्दी कार्यशाला में प्रशिक्षित कर्मचारियों/आधिकारियों तथा हिन्दी निबंध प्रतियोगिता में विजयी कर्मचारियों को नकद पुरस्कार एवं प्रमाण-पत्र वितरित किए। उन्होंने प्रसन्नता व्यक्त की कि हिन्दी निबंध प्रतियोगिता में 9

विजयी कर्मचारियों में से 7 विजेता अहिन्दी भाषी थे।

कार्यक्रम के आरंभ में उप प्रबंध निदेशक श्री सी.एल. शर्मा ने आमंत्रित अतिथियों का स्वागत किया। इस समारोह की अध्यक्षता की एअर-इंडिया के अध्यक्ष एवं प्रबंध निदेशक श्री रघु राज ने। अपने अध्यक्षीय भाषण में उन्होंने आचार्य भगवान देव के प्रति कृतज्ञता व्यक्त करते हुए, एअर-इंडिया के दैनिक कामकाज में हिन्दी के प्रयोग में अब तक हुई प्रगति पर प्रकाश डाला और एअर-इंडिया द्वारा हिन्दी के प्रयोग को बढ़ावा देने एवं लोकप्रिय बनाने के लिए भावी कार्यक्रम की रूपरेखा भी प्रस्तुत की। श्री रघु राज ने आशा व्यक्त की कि एअर-इंडिया अपने दैनिक कामकाज में हिन्दी के प्रयोग को मुखर बनाने के लिए हर संभव प्रयास करेगा। इसके बाद सांस्कृतिक कार्यक्रम के अंतर्गत एक भव्य काव्य-संध्या का आयोजन किया गया था, जिसमें देश के कई साहित्यिक, हास्य एवं व्यंग्य के लोकप्रिय कवियों ने भाग लिया, जिनमें सर्वश्री राजकवि इन्द्रजीत सिंह तुलसी, अमर सिंह सपट सत्य प्रकाश जोशी, सुरेन्द्र शर्मा, हल्द्वी मुरादाबादी, शैल चतुर्वेदी, क. किरण, आसकरण अटल तथा वीनू महेंद्र प्रमुख थे। इन कवियों ने अपनी सामयिक, हास्य एवं व्यंग्य के पद से परिपूर्ण रचनाओं से श्रोताओं का अच्छा मनोरंजन किया। इस काव्य संध्या का सफल संचालन किया साहित्य श्रीकांत श्री रामरिख "मनहर" ने।

अंत में आमंत्रित अतिथियों के प्रति आभार व्यक्त करने के बाद कार्यक्रम समाप्त हुआ।



उप राष्ट्रपति श्री हिरायातुल्ला हमारे काहिरा जाने वाले विमान पर। चित्र में वे श्री अजीत सिंह, शे.नि. -मि.इ. तथा कैप्टन एन.के. शाह से बातचीत कर रहे हैं।



## रघु राज भारतीय रिजर्व बैंक के निदेशक

हमारे अध्यक्ष श्री रघु राज 21 मार्च, 1983 को भारतीय रिजर्व बैंक के केंद्रीय बोर्ड में एक निदेशक के रूप में नामित किए गए।

हाल ही में आप अन्तर्राष्ट्रीय वायु परिवहन संस्था के अध्यक्ष तथा उसकी एजीक्यूटिव समिति के

सदस्य चुने गए थे। इस गणतंत्र दिवस की सम्मान सूची में आपको पदमश्री की उपाधि से अलंकृत किया गया था।

व्यावसायिक बैंकर तथा जाने-माने प्रबंध विशेषज्ञ श्री रघु राज कई कंपनियों और बैंकों के वित्तीय ह्रास पर नियंत्रण पाने और उनमें होने वाले लाभ के लिए उत्तरदायी हैं। आप नॉर्वेन इंडिया चैंबर ऑफ कॉमर्स एंड इंडस्ट्रीज के उपाध्यक्ष, बोर्ड ऑफ ट्रेड, भारत सरकार के सदस्य तथा भारतीय कृषि वित्त निगम के निदेशक हैं। उन्हें हमारी हार्दिक बधाइयाँ।

## शाबाश!!

वर्ष 1981-82 की समय-निष्ठा ट्रॉफी एक बार फिर हमारे त्रिवेन्द्रम कार्यालय ने प्राप्त की है। निरन्तर तीन वर्षों से वे यह पुरस्कार पा रहे हैं और इसका श्रेय जाता है तत्कालीन एअर-पोर्ट प्रबंधक श्री पी.आर. मेनन तथा उनके एअरपोर्ट कर्मचारियों को। श्री मेनन ने अब सहा. प्रबंधक, त्रिवेन्द्रम के रूप में अपना कार्य संभाला है। हमारी हार्दिक बधाइयाँ।

# CARE INDIA-

## The Airline as I see it

I was robbed in India — in Bangalore, that beautiful city of the South where echoes of the Raj still reverberate loud and clear. Garden parties and festive carnivals are still held on green lawns amid a profusion of vividly coloured blooms; not forgetting the poolside parties under canopies alive with myriads of twinkling fairy lights.

I was robbed — with a degree of professionalism that must be acknowledged — if not lauded. Sleight-of-hand, a calculated distraction, a dexterous sprinkling of an alarmingly-uncomfortable but fortunately harmless substance and my handbag was gone. I was without money, passport, travellers' cheques and travel documents, and not a New Zealand Consulate around! There I was — a middle-aged lady all alone and seemingly without a friend.

It was a Saturday evening. I pondered my predicament briefly and anxiously, reported it to the authorities and was immediately surrounded by officials who were genuinely anxious to help. But to no avail. The villains would be half-way to Bombay by this time, if they had the slightest hint of wits about them. A policeman was summoned and it was suggested that I should accompany him to the 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 rogues in question.

A police car was provided, complete with escort. The latter was given to remarkably few words, presenting a face and manner approaching the grim. I tried to coax a word or two out of him — even dredged up what may have been my last remaining smile — but it seemed to me when I thought about it, that if any humouring was to be done or reassurances offered, surely it ought to be coming in my direction. Who was I to be trying to cheer up the constabulary when the crisis was mine, not his? What a predicament was mine! Where was I to go? Who would be prepared to accommodate a rupee-less madam, one of great faith but very few belongings?

A hotel in Residency Road provided the answer. I had stayed overnight at this establishment *en route* from Tamil 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 paraphernalia — 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. "Been robbed and love you all." And then surrendered to the waiting game, sitting reasonably comfortably 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

**"There I was — a middle-aged lady, all alone and seemingly without a friend."**

— Estelle Dryland

Indian people employed at the hotel, even from those obviously in the lower income bracket, bless them—and constant reassurances from all, that 'God will 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 enquire if my now vanished airline tickets could be re-issued, should I need to return to my adopted country sooner

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, amidst lively 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 Lalbagh Gardens, watching the illumination of the Vidhana 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 late greats, 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 again, myriads of fairy lights, this time strung across the courtyard of the Circle de Pondicherry, with strains of music pouring forth, suggesting a party or perhaps a wedding. It was the Fourth of July. Would a celebration be in order?

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, pondering the life-style enjoyed, or perhaps, not enjoyed by the Maharajahs 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 our own, a type of Eastern opulence which is way beyond our comprehension.

Usually on these trips one is accompanied by a self-styled tour guide dressed in a faded business shirt and a near-white sarong or lungi, barefeet, 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 verbiage, descriptions of the lives and times of Maharajahs long since departed. But Bob and Charlie's features will long remain stamped on your memory, because you will spend several hours contemplating them as you struggle to understand 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 2 minutes (I always miss that bit), please do not enter the roped-off areas and finally — I



Cubbon Park — Bangalore

than I had anticipated. Not only were assurances given promptly, but in response to an anxious enquiry regarding my state of health (not to mention wealth!), a telex was sent to Air-India, Bangalore, from whence began to flow compassion, courtesy and material assistance hitherto not experienced in my eventful lifetime — an experience which my new-found loyalty to Air-India will never, I trust, allow me to forget.

Meanwhile, back in my hotel room, bills were accumulating and there was no sign of money from Australia — money which in fact never did arrive having (also!) vanished into the whirling cogs of the World's Great Banking Systems.

A phone call from Air-India, Bangalore. 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. Skilfully and

Tiruvannamalai — that quaint bazaar town which hosts the huge Temple of Lord Shiva. I sat on its slopes one evening with a fellow traveller. The sun had set over the vast plain and we sat in silence and compatible contemplation as the blue dusk settled. Now and again, fireworks shot soundlessly up into the night sky, a spasmodic crackling sound followed by a pause and then the downward cascade of fingers of multi-coloured stars. A village celebration? a procession? a wedding? The Indian flair for occasion must surely be unrivalled.

Bangalore—A patchwork of ochre-coloured soil blending with the emerald green of the new rice which in turn contrasted with the silver-grey cactii. Pairs of oxen drawing rickety old wooden carts, women bending over their work in the fields; their saris adding splashes of colour to the already rich canvas. Time and again I felt

will now move through the bus and you will pay me three rupees per person or family for services rendered.

This last bit always filters through and one wonders at that time whether the charge is justified having not understood a single word of the thousands uttered by Bob or Charlie. But in retrospect, these people simply add colour to any journey we undertake, as do so many other situations which seem abrasive at the time, and which we long for when we return to our own countries. This is India, the source of our love-hate relationship but a country which draws us Westerners back, again and yet again.

So I was robbed in India. Finally and almost regretfully the day arrived when I had been put back together again, the complete traveller. Air-India arranged a new passport for me. It was flown British Airways to Bombay, Indian Airlines to Madras

(Continued on Page 4)

## ACEC BANK ON THE MOVE

The Air Corporations Employees' Co-op. Bank Ltd. recorded a net profit of Rs.8,79,379 during the financial year which ended on 30th June 1982, as against Rs.6,32,421 the previous year. The membership rose from 11,565 in 1981 to 12,073; membership of Members Benevolent Fund from 7,796 to 8,210; Share Capital from Rs.56,48,700 to Rs.68,46,980; Reserve Fund from Rs.6,50,142 to Rs.8,09,212; Loans from Rs.3,45,73,757 to Rs.4,07,45,769; Investments from Rs.83,42,851 to Rs.88,69,851; Rate of Dividend from 9% to 10%; Working Capital from Rs.4,40,57,557 to Rs.5,26,70,330; Cumulative Deposits from Rs.2,61,69,749 to Rs.2,95,77,092; Fixed Deposits from Rs.9,85,587 to Rs.10,43,690; Recurring Deposits from Rs.2,96,485 to Rs.3,80,975; and Savings Deposits from Rs.60,65,926 to Rs.89,24,006.

## 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 participants in the first Hindi workshop. Mr Raghu Raj, 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 and added that he had found more enthusiasm for Hindi among the non-Hindi speaking population of the country than people whose mother tongue was Hindi.

Earlier Mr C.L. Sharma, Dy Managing Director had welcomed the Chief Guest.

The highlight of the evening was *Kavya Sandhya*, a gathering of eminent Hindi poets which was compered by Mr Ramrikh 'Manhar'. Among the poets were Mr Indra Jeet Singh Talsi, Mr Satya Prakash Joshi, Mr Surendra Sharma and Mr Hullad Muradabadi. The poetry recital began on a humorous note with a satirical poem on the current situation in the country by Mr Shail Chaturvedi which had the large audience in splits of laughter and set the tone for the whole evening. Mr K.A. Sapat proposed the vote of thanks.



Acharya Bhagwan Dev

## OBITUARIES

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

**Mr Ashok S. Pawaskar**, Cleaner, Engineering Department, Santa Cruz. Years of Service — 2.

**Mr Mohmed Ali Shaikh**, Cleaner, Engineering Department, Santa Cruz. Years of Service — 4.

**Mr K. Gopal Krishna Kamath**, Charge-hand, Engineering Department, Santa Cruz. Years of service — 19.

**Mr Amaram Dhondoo More**, Head Cleaner, Engineering Department, Santa Cruz. Years of Service — 26.

**Mr Gopal Rama Jadiyar**, Sr Peon, Engineering Department, Santa Cruz. Years of service — 29.

**Mr Ramakant Shanakar Patki**, Foreman, Engineering Department, Santa Cruz. Years of Service — 24.

**Mr H.M. Karunaratne**, District Sales Manager, Colombo. Years of service — 25.



Mr T. Dutt, Sr Peon, Commercial Department, N. Delhi.



Mr G.V. Yadav, Asst cum Airport Manager, Mauritius.



Mr J.S. Joshi, Asst Station Supdt, Inflight Service Department, Bombay.



Mr R.R. Borkar, Asst Supdt Stores & Purchase Department, Bombay.



Mr M. Shroff, Cargo Sales Manager, Bombay.



Mr L. Palha, Dy Stores Manager, Stores & Purchase Department, Bombay.



Mr M.M. Sengupta, Sr Technical Officer, Engineering Department, Bombay.

## CARE INDIA — The Airline as I see it

(Continued from Page 3)

and on to Bangalore and was handed to me. Bombay American Express was contacted and provision made for cheques to be reissued in Madras. This necessitated my travelling to Madras and aircraft tickets already organised, 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!

I returned to Australia two months earlier than I had planned. The eve of my departure from Madras airport was marked by yet more courtesy and attention from Air-India staff who in the interests of space must remain unnamed — who were thoughtful enough to personally escort me through Customs to my seat on the aircraft, extending their good wishes for the

future and their regrets that I should have had my trip abruptly terminated by the crisis which I have described to you.

So finally — thank you again, Air-India — management, staff and crew. Congratulations on operating a successful and caring airline. May your Gods accompany you always.

— Estelle Dryland

# The Exotic East Experience

**G**UARDIAN 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 Zorza. 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 1000 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 Centaur Hotel on the eve of their departure back home. They all looked exalted after their 10 day Indian experience and wished they could have stayed on longer. Within their short stay they had packed in all



Experiencing India is a (lucky) trip! The jubilant winners with Capt J. R. Martin of AI (3rd from L) and Col. C. L. Proudfoot of HCI (3rd from R), courtesy Air-India, Hotel Corporation of India and Fariyas Hotel.

Of the 600 entries received, the lucky winners adjudged by Shri Dath Ramphal, Common Wealth Secretary General, James Cameron, and Peter Preston, Editor of the Guardian, were Christopher Steele (18 years), Kay Kerslake (14) and Rebecca Sullivan (14).

Thanks to a vivid imagination, all of them had turned in brilliant pieces. Kay Kerslake of Fairfield Grammar School, Bristol in her imaginary letter home from the village, had pointed out some very basic yet important differences. "I was overwhelmed with hordes of colourful and lively children sitting on benches, who were thrilled with the privilege of being able to go to school. . . . What a difference from the attitude of our school children at home" she wrote. Christopher Steele of Wellington School also singled out the issue of education as one major factor in his essay, while Rebecca Sullivan of Dengate High School, Northampton pointed out how an Indian boy visiting

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 here are 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 muddled 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!



Swami Nityananda in deep spiritual conversation with Mr J. T. Parekh, Dy Manager — W. India and Mr B. Destur, Manager-Passenger Service, Bombay Airport, prior to his departure for New York on our services.



Variety entertainment by talented Air-Indians.

## 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 lawns of Indian Airlines Sports Club. The retired employees of the Operations Department were special invitees and many were found to be recalling with nostalgia their past association with the Operations Department.

Earlier in the evening inaugurating

the function, Capt C.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'a to its Gulf network**

*\* Effective: April 2*



**A**IR-INDIA commenced operations to Sana'a, 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.

Flight AI-831 for Sana'a departs from Bombay every Saturday at 1400 hrs and arrives in Sana'a at 1615 hrs (LT). The return flight, AI-830, leaves Sana'a the same day at 1730 hrs and arrives in Bombay via Sharjah at 0315 (LT) the following morning (Sunday) offering immediate connections to Delhi. □

## Thrilling Prizes To Be Won



"Go India holidays 1983/84" contest launched during the premiere of "Gandhi".

In the month of March, Richard Attenborough's 'Gandhi' — the motion picture of a 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 odd guests but our hostesses 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 took over the responsibility of getting towbars by borrowing, buying or modifying. Again, another problem experienced by GSD was step-ladders. In the first rehearsal, some step-ladders were borrowed from other airlines but their performance was not up to the mark. Thereafter, two old 707 step-ladders were modified, wheels changed, front platforms extended and they were used for many types of aircraft. Air-India's 13 step-ladders adaptable to both 747 and 707 aircraft were also used.

The Ground Services Department had possibly the most important role to play and only 2½ months for actual preparation. GSD, under the overall command of Mr V.R. Subnivas, had to plan additional equipment, namely food hiliits, toilet carts, tractors, additional coaches, one of which had to be converted into a super deluxe one. Thereafter, GSD had to embark on a face lifting/maintenance operation for all equipment which were being used for scheduled flights also.

The staff were then given an extended training course which covered discipline, dress, behaviour and, most important of all, operation of equipment. Over and over again they were made to operate step-ladders, tractors and other equipment to ensure maximum speed and efficiency of operation.

The flight kitchen had to be moved to HCI's new Centaur Hotel, which is four km. away and 15 food hiliits had to move from the airport to the hotel on a busy 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 building up this scheme 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. Shangloo and Mr P.K. Thakur who operated the night shift and Mr S. Chakravathy, who with Mr R.K. Nanda was on duty during the day. Mr M.A. Irani was specially sent from Bombay to supervise the towing of aircraft from the intermediary bay to the remote bays.

### Movement of aircraft

Air-India has handled VVIP aircraft before, normally one, sometimes two or three. But in this case only one bay was allotted to a VVIP aircraft, five aircraft could be accommodated on intermediary 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, Prime Minister or 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 tractor and towbar attached to the aircraft which was then moved to the adjacent intermediary bay where the remaining members of the delegation disembarked and baggage, food, etc. were removed. While the ceremonies were on in the VVIP 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. Venkatramani, Regional Maintenance Manager was given the task of maintaining all aircraft that landed in Delhi. As soon as the VVIP aircraft landed, the Commander was asked whether any assistance was required. Only one aircraft required any substantial degree of assistance; this was an African Airline which had been parked in Bombay and landed in Delhi on completion of NAM with a major Hydraulic leak from its landing gear. Engineering took over immediately and completed the job at five in the morning.

Engineering also manufactured about 50 extra work stands for NAM aircraft and 140 chocs. 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 GSD and Engineering and also for maintaining contracts like painting. Procurement of inflight service materials and cargo space were also completed by February 15, 1983. Mr R. V. Damle, Supplies Manager, Stores Department, Delhi, was largely responsible for the setting up of a complete Cabin Stores Unit at the Centaur including a cold room which was under customs bond. When VVIP aircraft started arriving, their bonded 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. Dubey. 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 bonded items; a long range radio communication facility to the Operations Department to enable constant communication between ground and aircraft; sufficient telephone facilities for the various departments, hot lines, extensions, etc. There were hot lines between Vigyan Bhavan (Headquar-

ters, NAM Conference Centre) and the NAM Facilitation Counter at Himalaya House. Besides this, various other teletype circuits and telewriter 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 Despatch, 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 VVIPs, the type of aircraft being used and other vital information and then disseminating this to various Air-India units. On arrival of an aircraft, it was to be ascertained whether the aircraft was to be parked in Delhi or dispersed elsewhere, and other requirements such as fuelling, 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 of the crew from the Centaur Hotel, monitoring their movements, briefing, before they finally boarded their aircraft.

A word about the co-ordinating control cell which had representatives of DGCA, IAAI, IAF and AI. Air-India's representative was Mr N.V.S. Mani who virtually worked for 48 hours without a stop. Another gentleman who came in for a great deal of praise from the various foreign crews was Mr P.R. Dasan, 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 on a war footing. This was situated within the Centaur Hotel Complex and catered to 49 aircraft. Despite the stringent health measures, Air-India made doubly sure that the highest standards of hygiene were maintained, by utilising the services of its own medical officers. A choice of five menus was offered to each airline and all food was tested before being sent to the aircraft. Approximately 4000 meals were uplifted.

It was decided at fairly short notice that crews of all aircraft positioned in Delhi would be accommodated only in the Centaur Hotel. In the event, 27 such crew took up 333 rooms in the hotel which was closed to all outsiders in spite of the possibility of loss of revenue. Security was very tight but the emphasis was on providing to 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 coaches carried them downtown and on one particular day, to Agra. Every night the bar was converted into a disco and this proved immensely popular keeping pilots, flight engineers, pursers, hostesses, dancing away through the night.

One must not forget our Security Department, and Mr P.M. Phatphar popularly known as Pat who issued 1200 passes to Air-India staff.

One must also record the excellent work put in by Bobby Kaul, Manager-Delhi Airport and his staff who handled the passenger traffic from the word go till the last VVIP aircraft had left. And last, but not least, we come to that very great talking point the 'IDB lounge', consisting of VIP and VVIP 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 have decided that these lounges will remain locked except for use by only the most important personages.

All's well that ends well and a special salute goes out to all those responsible for arranging operations of this magnitude and complexity in a few weeks, when one would expect 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, it was a question of involvement and every single member, officer and staff of Air-India, who was on duty was involved. There was no question of 9-to-5 duties, or, shift duties.

A final shabash came from no less than Mr Natwar Singh again in Air-India's Board Meeting on March 16, 1983, 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 Raghu 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 Raghu Raj is the President, in October this year. Can anyone doubt its total success!

by J.R. Martin



Mr Yasser Arafat the PLO Chairman (extreme L) seen here with our Prime Minister Ms Indira Gandhi. In the background is Ms Kashmira Makati, Special Handling, Bombay Airport.

# हिन्दी विभाग



आरोहक और अन्वेषक क्लब टीम ने 22,410 फुट ऊँची केदार होम चोटी की सफलतापूर्वक चढ़ाई पूर्ण करने के बाद प्रधान मंत्र से भेंट की। क्लब के अध्यक्ष कमांडर जोगेंद्र सिंह उप वा.प्र.-पर्यटन ने प्रधान मंत्री को, शिखर पर फहराया गया ध्वज भेंट किया।

## परिचालन विभाग कर्मचारी-समारोह

परिचालन विभाग के कर्मचारियों का वार्षिक सामाजिक समारोह, शुक्रवार 4 फरवरी, 1983 को सान्ताक्रुज स्थित परिचालन मुख्यालय में आयोजित किया गया। उस शाम का मुख्य आकर्षण था विविध मनोरंजन कार्यक्रम तथा उसके बाद इंडियन एयरलाइंस क्लब के लॉन में शानदार रात्रिभोज। विभाग के कर्मचारी तथा अधिकारियों का सद भावना से परिपूर्ण तथा प्रफुल्लित होकर एक साथ उठने बैठने ने उस शाम को एक यादगार शाम में बदल दिया था। परिचालन विभाग के सेवानिवृत्त कर्मचारी विशेष रूप से आमंत्रित थे और बहुत से कर्मचारी अपने इस विभाग से जुड़े संस्मरणों को फिर से याद कर रहे थे।

इससे पहले शाम को, समारोह का उद्घाटन करते हुए परिचालन निदेशक कैप्टन सी पी. नारायण ने इस प्रकार के समारोहों के आयोजन के महत्व पर बल दिया। उन्होंने कहा कि ऐसे समारोहों से विभाग के कर्मचारी और अधिकारियों को एक दूसरे से मिलने और हँसी-दिल्लगी का मौका मिलता है। इस समारोह में शामिल सेवानिवृत्त कर्मचारियों को विशेष रूप से धन्यवाद देते हुए कैप्टन नारायण ने कहा कि उन्हें उनसे मिलने की दोहरी खुशी है।

कैप्टन डी बोस, उपप्रबंध निदेशक तथा कुछ अन्य विभागाध्यक्षों ने भी समारोह में भाग लिया।

## कलकत्ते की सरस्वती पूजा

इस वर्ष कलकत्ते के बकिंग कार्यालय के कर्मचारियों ने सरस्वती पूजा बड़े उत्साह से मनाई। फूलों से अलंकृत, यह सुन्दर बिद्यादेवी ऐसजरलाउज के मध्य में प्रतिष्ठित थी। बिन के बांस और सुगंधित धूप-बत्ती, अक्षरवृत्ती महक रही थी। बकिंग कार्यालय की बहुमूल्य संगीत देवी के चरणों में समर्पित थी। सभी ने देवी के चरणों में उसे और बड़ देने की मीन वदना की।

काउंटर पर आए यात्री भी पूजन में शामिल हुए। सभी उपस्थित व्यक्तियों को प्रसाद के पैकेट दिए गए।



## एअर-इंडिया के खाड़ी देशों में अब सन्ना भी शामिल

उत्तरी यमन की राजधानी सन्ना को 2 अप्रैल, 1983 से एअर-इंडिया के बोइंग 707 विमान परिचालित किए जाएंगे। इस तरह एअर-इंडिया के

## सराहनीय कार्य

इस वर्ष के आरंभ में दिल्ली में आयोजित अत्याधिक सफल सातवें निगुट शिखर सम्मेलन में एअर-इंडिया ने बड़ी सक्रिय भूमिका अदा की। एअर-इंडिया के सभी विभागों ने दिन-रात विभिन्न देशों के प्रधानमंत्रियों, राष्ट्रपतियों, उपराष्ट्रपतियों और अमीरात के आगमन-प्रस्थान का कार्य बड़ी मुस्तेदी से किया और इस तरह अत्यन्त सीमित अवधि में 20 विभिन्न प्रकार के 100 से अधिक विमानों का सबसे बड़ा परिचालन इस एक एअरलाइन ने बड़ी सफलतापूर्वक किया। इस कार्य की शुरुआत 3 नवम्बर, 1983 को हुई, जब एअर-इंडिया के वरिष्ठ अधिकारियों ने विदेशी सांचव श्री नटरसिंह, जो निगुट शिखर सम्मेलन के महासचिव थे, से भेंट की और एअर-इंडिया को उसका कार्य सौंपा गया।

इस आयोजन में किसी प्रकार की कोई कमी न रह जाए, तथा हर कार्य सुचारु रूप से हो पाए, इसका सुनिश्चय करने के लिए तथा आवश्यकताओं को जानने, प्रक्रियाओं को तय करने के लिए इसके बाद कई बैठकें बलाई गईं और संबद्ध एजेंसियों से रिहर्सल की गई।

इस सबके पीछे संचालन प्रतिभा श्री हमारे अध्यक्ष श्री रघु राज की। कभी न थकने वाले श्री हर्षवर्धन, जो अध्यक्ष के कार्यकारी सहायक हैं, चौबीसों घंटे वहां मौजूद थे, ताकि संचालन सुचारु रूप से हो सके।

एअर-इंडिया के परिचालन पर टिप्पणी करते हुए एअर वाइस मार्शल एस. राघवेन्द्र ने, जो सभी एअरपोर्ट परिचालन के सर्वकार्य प्रभारी थे, कहा: "एअर-इंडिया ही एक ऐसी एजेंसी थी, जिसने समयपूर्व कार्य आरंभ किया, उसे यथासमय योजनाबद्ध किया श्रेष्ठ कार्यकर्ताओं की भरती की, जिन्होंने एकाएक आए अत्याधिक कार्यभार को इस प्रकार किया मानो वे नेमी कार्य कर रहे हों। संचार व्यवस्था अत्युत्तम थी। मुझे एअर-इंडिया से यदि कोई सूचना चाहिए होती थी, तो मैं आश्चर्य होता था कि वह मुझे तत्काल प्राप्त हो जाएगी।"

प्रश्न केवल इससे संबद्धता का था और एअर-इंडिया के हर एक सदस्य, अधिकारी तथा कर्मचारी ने एअर-इंडिया का नाम ऊंचा करने तथा उसकी प्रतिष्ठा बनाए रखने के लिए अटूट परिश्रम किया। शाबाश! एअर-इंडियन्स शाबाश!!

विमान अब 35 देशों के 47 नगरों को जाते हैं (कागों सेवा के स्थानों को छोड़कर)

हर शनिवार को सन्ना के लिए एअर-इंडिया की उड़ान 831 बम्बई से 1400 बजे चल कर 1615 बजे (स्था. समय) सन्ना पहुँचती है। वापसी में एअर-इंडिया की उड़ान 830 सन्ना से उसी दिन 1730 बजे चलकर शांराजाह होते हुए अगले दिन सुबह (रविवार) को 0315 (स्था. समय) दिल्ली से तत्काल संयोजन करते हुए बम्बई पहुँचती है।



हिन्दी सिनेजगत् की सर्वोत्कृष्ट गायिका लता मंगेशकर हाल ही में दोरे पर आस्ट्रेलिया गई। चित्र में श्री नरपत सिंह खे.नि.-आस्ट्रेलिया तथा द.पू.ए. के साथ हैं (उनकी बाई ओर है), श्री एस.एस. गुप्ता, खे.नि. आस्ट्रेलिया तथा द.पू. एशिया भारत सरकार पर्यटन कार्यालय तथा श्रीमती पी. आप्टे एक टूर ऑपरेटर की पत्नी।

**जीवन-क्रम**

नित्य नई-नई समस्याओं से जूझती ये जिन्दगी बस परेशान सब हैरान रोज जलती चिताए अरमानों की ईमानों की जिन्दगी जैसे बस शमशान बंजर मैदान

हर रात चिन्ता चिन्ता में झुलसने को मजबूर हमें बकसूर और हर सुबह घुट-घुट कर जीने का दैर्य गुरूर या-दस्तूर -सेवा सदन 'मनोज'



लगावस्थित एक सामाजिक संस्था - महाराष्ट्र मंडल ने हाल ही में एअर इंडिया के वर्ष 1982 के केलेंडर - 'भारतीय वधूएं' पर आधारित एक संगीतमय कार्यक्रम आयोजित

# SPORT FOLIO



Pratt & Whitney Tennis Classic in session.

**Badminton:** Our Silver Jubilee Inter-Offices Badminton Tournament was held at the Bombay University Pavilion, from February 14 to 25, 1983. This tournament saw in action a galaxy of top class players among the 40 participants.

Dy Managing Director, Mr C.L. Sharma inaugurated the tournament and played a brief game with Ms Tara Malkani, who was India's No.1 in the '50s. This nine-day event was divided into senior and junior division for

against Dr A.R. Bapat and Ms R. Nilkanth.

With top class players like O. Roncon, V. Mody, T.R. Rajan and P.K. Chawla in our men's team, Air-India bagged the Junior title edging past teams like Maharashtra State Co-operative Bank, Workardt and Mantralaya. Having come first in the junior section, we entered the senior draw. But Tata Sports Club soon proved its superiority, sweeping its way to the finals with convincing wins over Air-India. The finals between Tata Sports and Mahindra & Mahindra led by international Sanjay Sharma and Madhu Bezborra was the most exciting match. It saw a physically more agile Bezborra subdue state player Ravi Kunte 7-15, 15-12, 15-11. Sanjay made it 2-0 for his team with an easy 15-4, 15-3, win over a young and inexperienced P. Phansarkar to lift the coveted title for the Mahindra side on its maiden entry.

The tournament concluded with the presentation of trophies followed by a

## Reverse Matches:

1) Capt Godbole & Jaswant Singh bt P. McGee & J. Sorosiak 6-3, 0-6, 6-4.

2) Ethiraj & Gajpathy bt Easterbrook & B. Cramer 6-2, 6-3.

**Golf:** The Eleventh Air-India Open Golf Tournament teed off at the Bombay Presidency Golf Club, Chembur on February 11, 1983. The total number of participants were 38 including ten outstation entries.

Capt M. Subbiah took the honours this time, winning the open tournament, dethroning defending champion, Mr T. Niwa from Osaka, Japan, although the latter grabbed the Stableford title through some excellent putting in the final stages. Our Operations Department carried off the team championship by adding the Silver Division Handicap 18 and below, and the Medal Round for Handicap 9 and below titles to their belt. Other winners included Capt R. S. Siddhu, Capt J.P. Singh and Capt R. Sharma.

— Moni Mathews

**Athletics:** The 2nd Air-India Annual Athletic Meet 1983 for staff and their families was held at the Karnail Singh Railway Stadium, New Delhi on 12 February.

About 200 participants took part in the various events after the meet was declared open by Capt M. S. Kohli, Dy Commercial Director-Tourism. Rajesh Kumar Chandhoke, Civil Works & Properties Department and Renu Sharma, Ground Support Division were adjudged the best athletes in the



Its smiles all the way for our victorious Women's Badminton team.

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.

Bombay 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, 18-13

get-together. And finally souvenirs were presented in recognition of services rendered to Ms T. Malkani (co-founder of the tournament), Mr T.N.D. Pillai (retired, former captain of our team), Mr S.K. Sekhri (former Air-India player), Mr O. Roncon (present captain), Mr Kalyanpurkar (B.E.S.T.), Mr P. Nivsarkar (M.S.C. Bank) 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. Gajpathy, with their touch of youth and agility, made sure of two points for Air-India while the guile and experience of Capt Godbole - Jaswant Singh's team fetched two more to lead Air-India to a 4-0 victory. The P & W team did however show spectators glimpses of some excellent power tennis.

## Scores:

1) Capt Godbole & Jaswant Singh bt Easterbrook & Cramer 6-2, 4-6, 6-3.

2) Ethiraj & Gajpathy bt P. McGee & J. Sorosiak 6-3, 6-2.



Mrs K. Nanda, wife of Mr R.K. Nanda, Dy Ground Services Manager, Delhi, awarding prizes to the children of AI staff at the Air-India Athletic Meet 1983.



Recently travelling from London to Delhi on Air-India were Richard and Adrian Crane. Their project "Running the Himalayas" was sponsored by the Intermediate Technology Development Group, a registered charity based in London with local collaborating organisations throughout the world.

men's and women's section respectively and carried home most of the prizes.

For the children there was the Lemon and Spoon race, Frog race, Sack race and a host of other races in which 100 children of different age groups participated.

**Grand Prix:** During the 26th All Indian Meet of the Madras Motor Sports Club, a premier Grand Prix event in the Indian motor racing circuit, the 'T' shaped Sholavaram airstrip reverberated with the roar of engines. Co-sponsored by Air-India and Overseas Containers Ltd for the first time, the meet had a larger turnout of foreign entries this year and got a good deal of media coverage.

Air-India banners and hoardings dominated the scene and were displayed at vantage positions in the city. Besides banners and hoardings, stickers with our maharajah logo were fixed on all participating vehicles and for the participants themselves, there were AI 'T' shirts. Coming to the prize distribution - all trophies presented to the winners had 'AI/OCL Grand Prix' engraved on them. But that was not all. Air-India presented aircraft models to Mr Vijay Mallya, winner of the Grand Prix for cars, and Mr Poerzgen Roland, winner of the Grand Prix for motor cycles, and overnight cases and sling bags as special prizes to all the other Grand Prix winners. □



Indian cyclist Kaushal Sharma who is on a world tour is seen here surrounded by a bevy of Air-Indians from our Dhaka office. Kaushal plans to complete his tour in five years. Our Manager Mr G.S. Chugani is seen second from left.



International participants with Mr D.N. Lingam, Manager—S.India in the centre and our hoarding in the background. The photograph has been taken during the Grand Prix event in Madras.

# Magic Carpet

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JUNE/JULY 1983

## Orientation Programme

**A**N Orientation Programme on reservation for Scheduled Castes & Scheduled Tribes in services for supervisory and non-supervisory administrative staff was recently organised by the Special Cell (SC/ST) of the Personnel Department in Bombay.

The following members of the Air-India staff participated in the programme: Commercial — Mr V.D. Gondhalekar and Mr D.D. Katkar; Communications — Mr C.G. Dhargalkar and Mr S.S. Chakraborty; Civil Works & Properties — Mr K.A. Shah and Mr A.P. Tambe; Engineering — Mr M.K. Gupta and Mr P.K. Kuty; Finance & Accounts — Mr G.S. Phadnis and Mr V.G. Pawaskar; Ground Services — Mr G.C. Mukherjee and Mr V. Janardhan; Headquarters (including Medical) — Mr B.M. Gaikwad and Mr N.S. Bawle; Inflight Service — Ms S.M. Rao and Mr D.V. Nagvekar; Management Services — Mr S.L. Bapat and Ms B.A. Billimoria; Operations — Mr M.H. Jayapandyan and Mr S.R. Lele; Personnel — Bombay: Mr Rajhans Vaitkar, Mr P.M. George, Mr V.A. Ferreira, Mr K.P. Veeraraghavan, Mr Paul Lakra, Mr S. Santhosham, Mr G.R. Bapat, Mr G.H. Pandya, Mr N.J. Pradhan and Ms U.S. Borkar; Delhi: Mr K. Mukundan, Mr C.U. Chichareja, Mr J.L. Rai and Mr N.K. Lahiri; Calcutta: Mr R.P. Bhattacharya and Mr U.B. Sanyal; and Madras: Mr V.K. Subramaniam. Stores & Purchase — Mr P.D. Patankar and Mr K. P. M. Prabhu.

The faculty for the programme was drawn from the Personnel Department, Institute of Secretariat Training & Management and Office of the Commissioner for Scheduled Castes & Scheduled Tribes.

## 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 carriers.

Mr Raghu Raj, Commercial Director Hari Kaul and other AI executives met Mr Ali Ibrahim Al Malki, the Chief Executive of Gulf Air, who was accompanied by Mr Hamad Al Medfa, Dy General Manager-Commercial, Mr Archie D'Mello, Executive Assistant to the Chief Executive, Mr Mohamed Al Shafie, Regional Manager-India; and Mr Jassim Abdulla, Area Manager-Northern India.



Mr Raghu Raj with Gulf Air Chief Executive Mr Ali Ibrahim Al Malki.

During his visit to Delhi, Mr Ali Ibrahim Al Malki met Mr Khurshed 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.

## National Award for AIR-INDIA

**A**T 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, designing 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 (Jadanagam)". Adapted from Air-India's 1980 calendar, these jewellery postcards were designed by the Art Studio of Air-India.

This 23rd award function was organised 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 Tanjore Trophy. Our August issue will feature Mr Raghu Raj's speech.

## Seminar

The Training Division of the Ground Services Department organised 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. Subnivis.

## 14th LRC

**T**HE following have been elected to the 14th Labour Relations Committee for the year 1983-85: D. R. Vaishampayan, R. B. Chaurse, Dalip Nim, N. G. Waghmare, V. R. Ganeshan, A. Lobó, P. M. Sawant, V. Dhandapani and P. Y. Holkar. 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.



Traditional Jewellery from South India — Ornament for braided hair: diamonds and rubies set in gold.

# हिन्दी-विभाग



## एअर इंडिया को राष्ट्रीय पुरस्कार

दिल्ली के मावलनकर सभागृह में 19 अप्रैल, 1983 को आयोजित एक भव्य समारोह में भारत के राष्ट्रपति ज्ञानी जैलसिंह ने एअर-इंडिया को पुस्तकों और अन्य प्रकाशनों की उत्कृष्ट छपाई और सजावट पर राष्ट्रीय पुरस्कार प्रदान किया। एअर-इंडिया की ओर से यह पुरस्कार प्रचार-प्रबंधक श्रीमती उत्तरा पारिख ने प्राप्त किया।

यह पुरस्कार एअर-इंडिया को 'भारत के पारंपरिक आभूषण' की विषयवस्तु पर आधारित ज्वेलरी पोस्टकार्ड की रचना श्रृंखला

के लिए प्रदान किया गया था। एअर-इंडिया के वर्ष 1980 के कैलेंडर के आधार पर ये ज्वेलरी पोस्टकार्ड एअर-इंडिया के आर्ट स्टूडियो द्वारा डिजाइन किए गए थे।

यह तेइसवां पुरस्कार समारोह विज्ञापन तथा दृश्य प्रचार निदेशालय, भारत सरकार द्वारा आयोजित किया गया था। इस समारोह के बाद राष्ट्रपति ने प्रदर्शनी का उद्घाटन किया, जिसमें एअर-इंडिया सहित कई पुरस्कार जीतने वाली विशिष्ट प्रविष्टियां भी प्रदर्शित की गई थीं।

श्रीप्रोफ. कलकरी...

\* डॉ. वसंत, महाराष्ट्र के एक गांव में परिवार नियोजन पर लोगों से कुछ बातचीत कर रहे थे, और गांव वालों को प्रभावित करने के लिए उन्होंने बताया कि "भाइयो, सोचो आज इस दुनिया में हर क्षण, एक औरत एक बच्चे को जन्म देती है, इससे दुनिया का क्या हाल होगा, कभी यह सोचा है आपने? इस बारे में क्या आप कुछ कहना चाहेंगे?"

एक भोले नादान देहाती ने खड़े होकर कहा, "यह तो बहुत बुरी बात है। हमें उस औरत को चेतावनी देनी चाहिए कि वह जो कुछ कर रही है, वह अच्छा नहीं है।"

\* स्वामी शिवानंद एक गांव में प्रवचन कर रहे थे। उसी समय दो भाइयों में झगड़ा होने लगा, तो लोगों ने उन्हें शिवानंदजी के सामने पेश किया। स्वामीजी ने कहा, "देखो शंकर, तुम सुरेश को माफ कर दो। भारतीय संस्कृति के अनुसार दुश्मन को माफ कर देना चाहिए, उससे तफरत नहीं करनी चाहिए।" स्वामीजी को बीच में टोकते हुए शंकर ने कहा, "महाराज, आप की बात मैं मानता हूँ, मगर सुरेश मेरा दुश्मन नहीं, मगा भाई है, इसलिए उसे माफ करने का सवाल ही पैदा नहीं होता।"

\* तमिलनाडु के एक गांव में प्रोफेसर जोशी राष्ट्रभाषा के प्रचार पर जोर देते हुए, विशाल जनसमुदाय के सामने बोल रहे थे। उस गांव में

सिर्फ एक थोड़ासा पढ़ा-लिखा युवक था, जो प्रोफेसर साहब का भाषण लोगों को उनकी बोली में अनुदित कर बता रहा था। प्रोफेसर साहब पूरे आधे घंटे तक धुआंधार बोलते रहे, फिर उसके बाद उन्होंने एक अच्छा सा चुटकुला भी सुनाया। उसके बाद वह युवक फिर खड़ा हुआ और उसने प्रोफेसर साहब के इतने लंबे भाषण को एक मिनट में अनुदित कर समाप्त कर दिया। लोगों ने जोरों से तालियाँ बजाई, खिलाखिलाकर हँसे, उसके बाद सब एकदम शान्त हो गए। प्रोफेसर साहब हैरान थे कि आखिर इतनी लंबी बात इस युवक ने दो वाक्यों में लोगों को कैसे समझाई? उनसे रहा नहीं गया, तो उन्होंने बम्बई लौटते समय उस युवक से यह बात पूछकर अपनी जिज्ञासा शांत करनी चाही। उस युवक ने प्रोफेसर साहब से कहा "देखो साब, हम तो देहाती ठहरे, आप शहरवालों की बातें हम लोग क्या जाने? इसलिए मैंने लोगों को बताया कि जो कुछ भी आपने कहा उसमें उनकी भलाई है, तालियाँ बजाओ, और उनको यह भी बताया कि आपने एक मनोरंजक चुटकुला सुनाया है, इसलिए हँसो। ये सुनते ही प्रोफेसर साहब किलस कर रह गए।

सुधाकर ग. शोणाय,  
सिविल निर्माण एवं संपत्ति  
स्टाफ नं. 5955

## एअर-इंडिया कर्मचारी कल्याण कोष की सलाहकार समिति का गठन

एअर-इंडिया कर्मचारी कल्याण कोष की सलाहकार समिति का पुनर्गठन दो वर्ष की अवधि के लिए नीचे लिखे अनुसार किया गया है

श्री के.ए. सपट, उप निदेशक-कार्मिक-अध्यक्ष, श्री वी.पी. बलिगा, उप निदेशक-इंजीनियरी-सदस्य, श्री इ.जे. खंबाटा, उप वित्त नियंत्रक-सदस्य, श्री आर.बी. चौरे-सदस्य, श्री वी.आर. गणेशन-सदस्य, श्री पी. लकड़ा, कार्मिक अधिकारी-सदस्य सचिव।

## नई श्रम संपर्क समिति

वर्ष 1983-85 की अवधि के लिए श्रम संपर्क समिति के निम्नलिखित सदस्य निर्वाचित किए गए :

डी.आर. वैशम्पायन, आर.बी. चौरे, दलीप निम, एन.जी. वाघमारे, वी.आर. गणेशन, ए. लोबो, पी.एम. सावंत, वी. दंडपाणि तथा पी.वार्ड, होल्कर।

## वी.आर. हर्षन



बम्बई के सुरक्षा नियंत्रण के श्री वी.आर. हर्षन को, जो हमेशा समाचार-पत्रों और पत्रिकाओं के कॉलमों के माध्यम से हर प्रकार की सामाजिक बुराई के विरुद्ध लड़ते रहे हैं, अखिल भारतीय पत्र लेखक एसोसिएशन ने एक प्रमाण-पत्र देकर सम्मानित किया है। अब तक उनके 106 पत्र प्रकाशित हो चुके हैं।

## विविध समाचार

### टोकियो

महत्वपूर्ण ऐतिहासिक घटनाओं में रुचि रखनेवाले मैजिक कॉपेंट के पाठकों को याद होगा कि हाल ही में हमारे बैकॉक कार्यालय ने इस मार्ग पर 747 विमानों की 1000वीं उड़ान का उल्लेख किया था। और अब, गोपाल कपूर, हमें टोकियो ऑफिस से सूचित करते हैं कि "एअर-इंडिया के, जापान में 28 वर्षों के परिचालन के इतिहास में, 8 कर्मचारियों को 25 वर्ष के सर्विस पिन प्राप्त हुए हैं।"

अभिनंदन-पत्र तथा सर्विस पिन पाने वाले नवीनतम कर्मचारी हैं : वी.बी. अजगांवकर, अनुरक्षण प्रबंधक, सुश्री काओरु तकाशी, लेखा तथा हिदेकी फ्युआनो, कार्गो/स्टोर्स।

### दिल्ली

अपने माननीय अतिथियों को हर प्रकार की सुविधा प्रदान करने तथा सैंटोर होटल को आत्मनिर्भर बनाने के लिए, हाल ही में श्रीमती

रघु राज ने एक व्यूटी पार्लर तथा श्री रघु राज ने केश-प्रसाधन कक्ष का उद्घाटन किया। ये प्रसाधन यूनिट (बम्बई सैंटोर सहित) हमारी भूतपूर्व एअर होस्टेस जरीन एंडेकर द्वारा चलाए जाते हैं। श्रीमती जरीन के पति अभी भी हमारे उड़ानगत सेवा विभाग में कार्यरत हैं। उन्होंने सेवा के 27 वर्ष पूर्ण कर लिए हैं।

### बम्बई

हमारे स्टाफ कॉलेज के सुब्रतो घोषाल इंडियन जेसीज के 27 वें नेशनल कन्वेंशन में प्रमुख वक्ता थे और यह गौरव उन्हें 1982 के तत्काल बाद भूतपूर्व अन्तराष्ट्रीय अध्यक्ष के रूप में प्राप्त हुआ था। कन्वेंशन में सभी देशों के 4000 प्रतिनिधि सम्मिलित हुए थे। इस समारोह में वित्त मंत्री श्री प्रणव मुखर्जी मुख्य अतिथि थे तथा मध्य प्रदेश के मुख्य मंत्री श्री अर्जुन सिंह विशिष्ट अतिथि थे। सांसद कमल नाथ भी इस अवसर पर उपस्थित थे।



बाएँ से दायें — श्री प्रणव मुखर्जी, श्री गारोडिया, श्री अर्जुन सिंह, श्रीमती गारोडिया, श्री कमलनाथ — सुब्रतो घोषाल बोलते हुए।

# A Tale of Two Cities - DELHI

Prepared by Leena Bisen

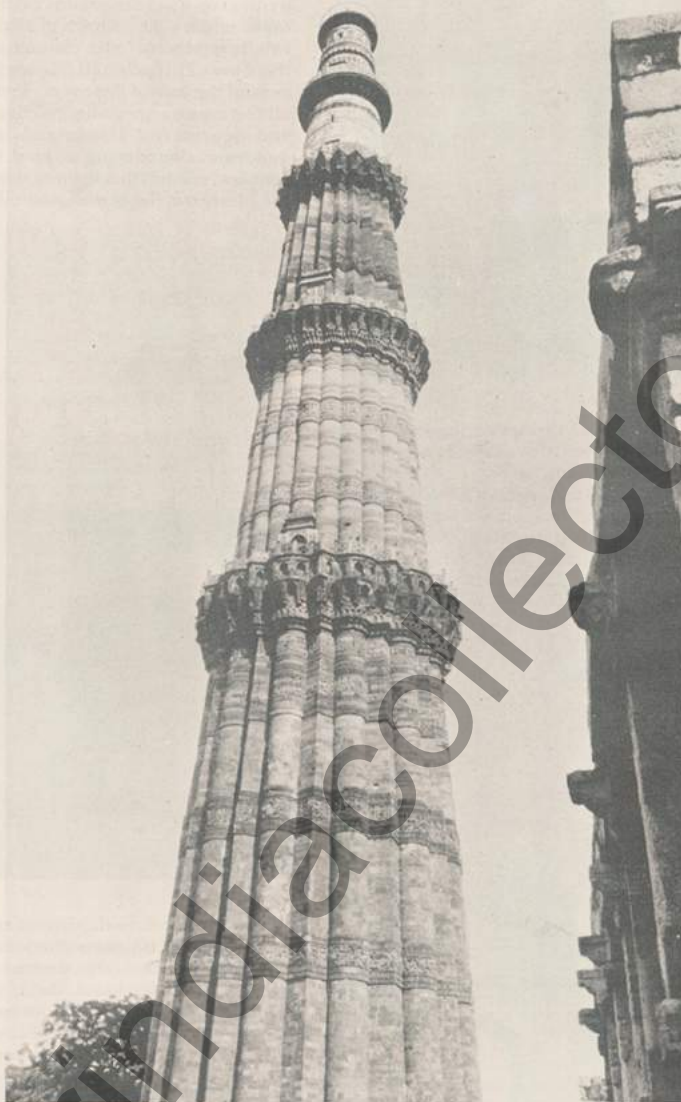
**C**APITAL of a controversial and fascinating country like ours, Delhi has got to be a 'someplace'. The capital of India for 800 years, it is among the oldest of the old and yet in some ways the newest of the new cities of the world — clichetic as this may sound. Seven times have mighty empires risen 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 Dillu, a contemporary of Alexander the great, another school of thought says that Raja Dillu of Kanauj held 'Dilli' as a subject kingdom; still others feel that it derived its name from the Persian word 'Dehliez' 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.



The famed Qutb Minar.

*Madhubani Paintings — just one of the several things which you can pick up in Delhi.*



And yet, old Delhi, with its narrow crowded lanes, with its water carriers, scent merchants, donkeys, enchanting bazaars selling anything from earthenware pots to silver jewellery, from glass bangles to zari embroidered saris remains unchanged in the ever-changing Delhi. The recent Non-Aligned Summit was a runaway success, with the foreign press gushing over it, and so was the IXth Asiad which was held but a couple of months back. The venue for the games in 1951, 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 Raghu 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 Lutyens (to whose imagination and

taste, the city with its wide tree lined avenues and stately buildings is a lasting memorial) nor the walled city of Shahjahan has been able to contain the upsurge. It has spilt over east and west, north and south attaching to itself industrial townships and outlying suburbs, to form one of the biggest urban concentrations in the world. Yet, thanks to the foresight with which the city was laid out in 1911, 72 years ago when the capital was shifted from Calcutta to Delhi in a glittering coronation ceremony, it has been able to absorb all this expansion with grace.

The city of New Delhi now boasts of some of the best hotels and convention facilities not only in India but comparable with any of the best in the world. Vigyan Bhawan, the renowned convention centre is a vast complex of conference halls and committee rooms grouped around a grand plenary hall with a total seating capacity of more than 1400. About 1000 delegates can participate with more than 400 in the public gallery and 40 on the dais. Simultaneously translations in eight languages can be provided. Although it is in the heart of New Delhi, minutes away from the shopping areas and hotels, Vigyan Bhawan is quiet and peaceful. We also have Ashok Hotel's Convention Hall which can accommodate up to 2500 delegates, and a brand new Convention Centre in the Taj Palace Hotel.

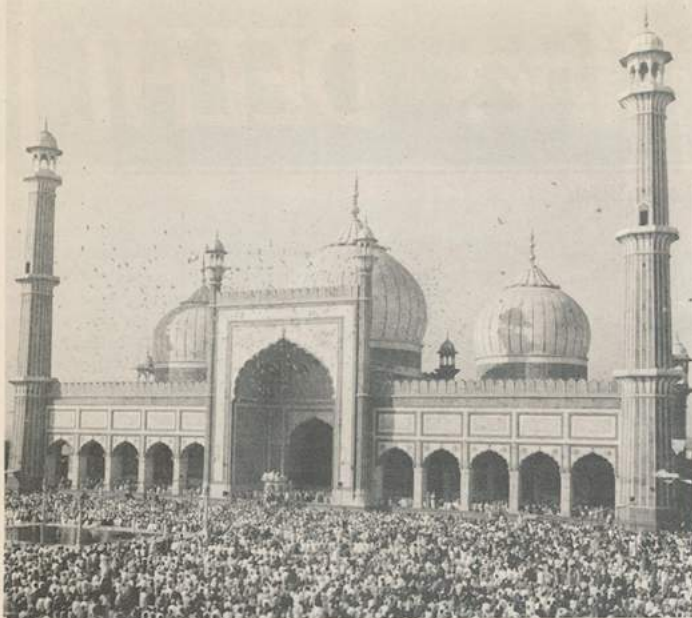
For a first time tourist visiting Delhi, it is difficult to make a beginning in this city, the size and layout not helping in any way. Public transport is not too good, except for the scooty autorickshaws who try to make a fast buck whenever they can. But a good way to start out if you have limited time on your hands is to hire a taxi from the India Tourism Development Corporation which costs Rs.200 and make the rounds with the driver as your guide. For those with a tighter budget, ITDC's daily conducted tours of New and Old Delhi for as little as Rs.15 is a good bet.

New Delhi — with its majestic broad avenues, built in the heyday of the British Raj speaks the language of a vibrant and pulsating people. Find among the tombs and mausolea in remembrance of ruling nobles and

(Continued on Page 4)

*Rang Mahal — one of the many monuments inside the Red Fort.*





ID Celebrations at Jama Masjid.

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 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



Needs no identification — the India Gate.

Bhawan, once the regal residence of Viceroys, now the home of the President of India, and much more. The archi-

**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 26.6°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.

from all the corps march past cheering crowds in a spectacular and colourful parade amidst the most fascinating cascade of fireworks.

India Gate — which of us has not heard of it? Standing on Rajpath, this memorial arch raised to the 90,000 Indian soldiers who died in World War I has an inveterate rifle with a helmet on the butt under the arch and an eternal flame burning nearby. Another memorial, Amar Jawan Jyoti was added under the arch of India Gate on January 26th, 1972 as the nation's tribute to Indian soldiers who died in the Indo Pak war of December, 1971.

Next on your itinerary is the 13th century Qutb Minar at Shri Aurobindo Marg. Soaring to a height of 73m, this magnificent red and beige sandstone

**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 Inter Continental, the Hyatt Regency, the Ashok Hotel and a host of others where due to stiff competition prices are more or less the same.

and marble minaret 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.

350 distinct species have been recorded by the Delhi Bird Watching Society. And amidst the hub and traffic snarl of Delhi's main shopping and commercial centre — Connaught Place the screeching of parakeets and chattering of mynahs continue to amaze visitors. This is just one of the severe contradictions that exist side by side in Delhi.



Diwan-i-Khas.

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 famed 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. Atop 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.

Invariably the greenery of Delhi attracts a vast variety of bird life. Over

## FESTIVALS

**LOHRI — MID JANUARY :** celebrated by who go round singing to collect money  
**DELHI ROSE AND FLOWER SHOW :** arrangement competition at safdarjung  
**HORSE SHOW :** Mid February — Equestrian  
**PHOOLWALON KI SAIR :** September — carry pankhas (Palm fronds) to be renewed in Mehrauli. Cultural programme at Jantar Mantar  
**DUSSEHRA :** October. Amateur drama on the 10th and last day, when huge effigies of Ravana are burnt in Ramlila grounds where there is a bazaar



Street

**Shopping :**

Whether it is handlooms, pottery, silverware or just roadside *bric-a-brac* that you are searching for, come to Delhi. It is no exaggeration to call it 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 master pieces. 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

**WHERE TO SHOP :** Chandni Chowk, Sadar Bazar, Janpath, Connaught Place, Palika Bazar (Connaught Place), Shankar Market (Connaught Place), Nehru Place, Panchkuian Road — all closed on Sundays.

Ajmal Khan Market, Defence Colony, Khan Market, South Extension, Lajpat Nagar, Yashwant Place (Chanakyapuri) — all closed on Mondays.

Greater Kailash, Green Park, Hauz Khas, Vasant Vihar, Safdarjung Enclave — all closed on Tuesdays.

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 *ghagras* (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 throng 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 tranquility in today's world of chaos.

(Continued on Page 6)



Trinkets on display at Janpath.



Parliament House.

**WHAT'S HAPPENINGS**

climax of winter. Bonfires are lit by children in the evening.

January—February. Rose plants and flower show and annual winter show at Purana Qila.

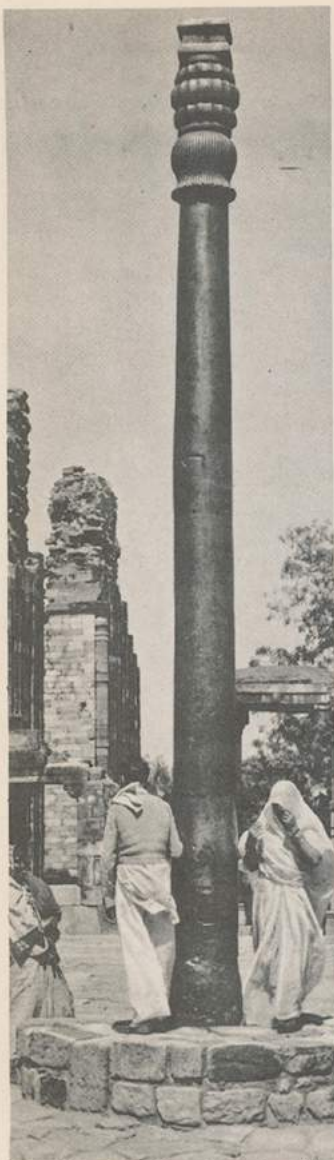
March. Feats, show jumping etc.

October. A festival when Hindus and Muslims are blessed at the Muslim shrine and the temple fair on the banks of Shamsi Talab.

November. Stage the Ramayana in every locality on the banks of the river, and others are set ablaze. Best venue—Delhi.



Old Delhi.



One of the wonders of the world — the Iron Pillar.

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, dams, 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-Bahist (the Stream of Paradise). Today, while the Fort



Pots, pots and more pots.

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 jewellers, goldsmiths, workers in enamel, 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 'Naubat 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 splendoured mosques. The last of the buildings constructed by the Mughal Emperor Shahjahan 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



Jantar Mantar observatory.



Chandni Chowk.

everyone. From the best in Mughlai food (some of the tastiest and cheapest Mughlai meals are to be found in the 'Dhabas' or wayside inns), to the new fast-eating joints where the most delicious pizzas, burgers and ice-creams can be had, to the 'chaat' (savoury, pungent snacks) stalls and 'mithai' (sweet) shops, Delhi has it all. Not to be skipped is the famous 'lassi' (diluted yoghurt) served in large sized aluminium tumblers, and as an 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-El-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. □

# प्रगति के पथ पर

निम्नलिखित कर्मचारियों की पदोन्नति हुई है :-

## वित्त एवं लेखा :

सहा. वित्त नियंत्रक :

एन.एस. शोणाय, श्री टी.जी. सुंदराजन् श्री एच.एस. देसाई, श्री एच.जे. पाध्ये ।

वरिष्ठ लेखाधिकारी :

श्री एस.आर. केलकर, श्री एच.डी. राव, श्री एच. रामास्वामी, श्री सी.वी.डी. वरियर, श्री आर. मणि, श्री के.आर.एन. पनिकर, श्री वी.के.डी. वशिष्ठ ।

लेखाधिकारी :

श्री एम.एच. कासिम, श्री एस. रंगनाथन्, श्री आर.डी. सच्च, श्री वी.के. शर्मा, श्री ए.टी. क्रियाडो, श्री एस. शोणाय श्री वी. रघुपति, श्री आर.बी. मेनन, श्री आर.के. सुब्रमण्यन्, श्री एस.एस. शिवरामन्, श्री वी.वी. डोडपकर, श्री एस.पी. लाड, श्री आर. वसन्त ।

लेखाकार :

श्री सी.वी.पी. नायर, श्री एस.जे. देशपांडे, श्री पी.के. रामन्, श्री टी.एन. मुर्ति, श्री के.वी.एस. अय्यर, श्री डी.के. केलकर, श्री एच.बी.आर. चार, श्री जी.एल. गानसाल्विस, श्री डी.टी. जोशी, श्री एस.एल. अरोसकर, श्रीमती पी. फर्नांडिस, श्री वी.एच. सलसकर, श्री एन.वी. सर्वानिस, श्री सी.वी. कृष्णन्,

## इंजीनियरी :

इंजीनियरी प्रबंधक :

श्री वी.आर. रामनाथन्, श्री एस.एन. हून, श्री जे. चार्ल्स, श्री के.एफ. पटेल ।

उप इंजीनियरी प्रबंधक :

श्री पी.डी.जे. डिसूजा, श्री वी.एस.एन. राव, श्री जे.वी. गुप्ते, श्री एन.आर. हृगन, श्री एन. मणि ।

उप प्रबंधक (योजना) :

श्री आर.एम. राव, श्री जे. मेंडीस, श्री आर. वी. तिरुडोकर ।

सहायक इंजीनियरी प्रबंधक :

श्री वी.के. मेहरा, श्री एस.जी. कुलकर्णी, श्री एस.एन. गुप्ते, श्री वी.वाय. सुले, श्री जे. एन. गोगोई, श्री वी.ए. कोरडे, श्री डी.के. रायकर, श्री के.जी. वाकरे, श्री पी.जे. राव, श्री वी.एस. खन्ना, श्री आर. सतीश, श्री एम.बी. कलवानी, श्री सी.एस. महादेवन, श्री मदन मोहन, श्री ए.के. जोहरी, श्री एन. वरदराजन् ।

सहायक अधीक्षक :

श्री एस. बयेलो, श्री ए.के. राधाकृष्णन्, श्री वी.पी.एस. पिल्लै, श्री एम.एस. वाडनरकर, श्री के.पी. रामन्, श्री पी.के. मैथुस, श्री पी.वी. साने, श्री एम.के. जयराम, श्री डी. नागराज, श्री ए.एस. दास, श्री एच.बी. जोगलेकर, श्री जे.पी.

सुखेसवाला, श्री वी.आर. जोशी, श्री पी.के. गुप्ता, श्री जे.पी. शर्मा, श्री एस.एम. दांडेकर, श्री बाबू पीटर, श्री आर.के. रत्तु, श्री एस. एन. गुप्ता, श्री ए. रामलिंगम्, श्री एस. मजूमदार, श्री आर. रंगन्, श्री के.वी. बालसुब्रमण्यन्, श्री जे.सी. मोजेज, वी.के. दरड, श्री ए.आर. अप्पुकुट्टन, श्री एन. वैद्यनाथन्, श्री वी. सी. मनाहर, श्री ओम प्रकाश, श्री ए.एन. सुकेरकर, श्री के. जयरज, श्री एल.के. गणेशन, श्री डी.एन. दास, श्री टी.पी. राजेन्द्र, श्री के.के. पेरीवाल, श्री वी.एस. त्रिपाठी, श्री वी. सुरेन्द्रन्, श्री एस. कासीविस्वनाथन्, श्री यश पाल, श्री के.पी. राघवन, श्री वी.के. मेहरा, श्री आर.आर. ईरानी, श्री डी.एस. डाल, श्री एस.ए. देशमुख ।

वरिष्ठ इंजीनियर :

श्री पी.जी. खानवलकर, श्री वी.एल. अनंथनारायण, श्री एच.टी. रंगवाला, श्री वी. एस. बट्टरे, श्री ए.बी. ओगले, श्री ए.पी. वावले ।

स्थापना अधिकारी :

श्री के. गोपालकृष्णन्.

प्रशासनिक अधिकारी :

श्री जे. डुरांडो, श्री एस.एन. गोलीकेरी, श्री वाय.एम. बापट, श्री पी.जी. पलगडकर, श्री डी.बी. वासकर, श्री पी.वी. गोगटे, श्री आर.जी. गुप्ते ।

योजना अधिकारी :

श्री वी. चंद्रसेखरन्, श्री एम.टी. राजगोपाल, श्री ए.एस. कामटे, श्री पी.के. रत्नपारखी ।

## भू सेवा :

वरिष्ठ तकनीकी अधिकारी :

श्री पी.एन. हेलेकर, श्री एन.बी. मोघे तथा श्री एम.एफ. रिवेलो अधीक्षक ट्रांसपोर्ट के रूप में तथा श्री एम.के. दाते तकनीकी अधिकारी के रूप में ।

ट्रांसपोर्ट सुपरवाइजर :

श्री जगमोहन सिंह, श्री आर.आर. पिमेंटा, श्री एम.आर. दिवेकर, उप ट्रांसपोर्ट सुपरवाइजर के रूप में ।

## उड़ानगत सेवा :

उड़ानगत सुपरवाइजर :

श्री वी. पोनेया, श्री एच. मुखर्जी, श्री वी.ए. रेगो, श्री आर.जे. अरान्हा, श्री ए.पी. ब्रिटो, श्री एम.एफ. गुड्डे, श्री डी.डी. पासतकिया, श्री जेड. बेहरामजी, श्री जी.एच. बोटवाला, श्री एम.के. सरकार, श्री डी. लूईस, श्री एस. लजार, श्री ए.ए. रोटिया, श्री के.डी. मेहता, श्री आई.एन. परेरा ।

सहा. स्टेशन अधीक्षक :

श्री टी.एस. नागनाथन्, श्री एन.के. बालेन्द्र, श्री आई.एस. जडभारथन्, श्री ए.एम. रुबेन, श्री के. कोटियन ।

## टाइपिंग प्रतियोगिता

गोदरेज टाइपराइटर्स ने केन्द्रीय सचिवालय आशुलिपिक सेवा एसोसिएशन, नई दिल्ली तथा बम्बई शॉर्टहैंड राइटर्स एसोसिएशन के साथ टाइपिंग की एक गति प्रतियोगिता संचालित की । दो भाग्यशाली विजेता थे हमारे नई दिल्ली स्थित कार्गो विक्रय कार्यालय के श्री इंदरजीत भल्ला तथा बम्बई के वित्त एवं लेखा विभाग की सुश्री अनीता पिंटो, जिन्होंने क्रमशः 79 शब्द तथा 78 शब्द प्रति मिनट की गति पर पुरस्कार जीते ।

## प्रबंध सेवा :

श्री पी.वी. नरसिंहमूर्ति उप-कम्प्यूटर परिचालन प्रबंधक, श्री टी. संथ कृष्णन्-वरि. कम्प्यूटर परिचालन अधिकारी, श्री जी. ओझा तथा श्रीमती के.एम. हरदा-जूनियर अधिकारी, श्री श्याम शर्मा-सिस्टम्स प्रबंधक, सर्वश्री वी. गोकुल दास तथा श्री टी. राममोहन-उप सिस्टम्स प्रबंधक, सर्वश्री जे. भट्टाचारजी, एस. हरिहरन् तथा कुमार मिश्रपति-वरिष्ठ प्रोग्रामर, सर्वश्री जीवन कुमार तथा ए.ए. मूर्थि-वरि. अनुरक्षण इंजीनियर, कृ. सी.आर. पिंटो-उप निदेशक की सचिव ।

## परिचालन :

सहा. प्रबंधक-प्रशासन :

श्री वी.एस. गुजेटी, श्री एस.आर. देवलेकर, श्री एम.एन. जयपाडियन, श्री एम.सी. ठोसर-प्रबंधक-सिम्युलेटर ट्रेनिंग, सर्वश्री वाय.आर. विज तथा श्री एस. पद्मनाभन-उप प्रबंधक-उड़ान प्रेषण, श्री वी.एल. रेलन-उड़ान प्रेषक ।

## सिविल निर्माण एवं संपत्ति :

श्री एस.जी. पेंडसे-सहा. इंजीनियरी प्रबंधक, श्री जी.एच. पाटिल-वरिष्ठ वास्तुकार ।

## भंडार एवं क्रय :

श्री पी.वी. चेरियन्-उप भंडार प्रबंधक, सर्वश्री पी.डी. पांडेकर तथा के. वैद्यनाथन्-सहा. अधीक्षक भंडार । श्री वी.वाय. पई का प्रबंधक भंडार एवं क्रय के रूप में फ्रैकफर्ट स्थानान्तरण हो गया है ।

## सतर्कता एवं सुरक्षा प्रभाग :

वरिष्ठ सुरक्षा अधिकारी :

श्री आर.एस. पेंडारकर, श्री. एम.के. फणीवंदा, श्री एम.एम. नाईक ।

सुरक्षा अधिकारी :

श्री ए. लोबो, श्री सुरेन्द्र सिंह, श्री पी.टी. वर्गीज, श्री ए.एम. सुर्वे, श्री एल.पी. गौड़, श्री आर.एम. धूमाल, श्री एस.के. कोलेकर ।

## वाणिज्य :

स्टेशन प्रबंधक :

कृ. एस. पटेल, श्री जी.डी. व्यास.

स्टेशन अधीक्षक :

श्री एम. भारथन्, कृ. एम.एच. मूस, श्री वी.एस. हरिलेकर ।

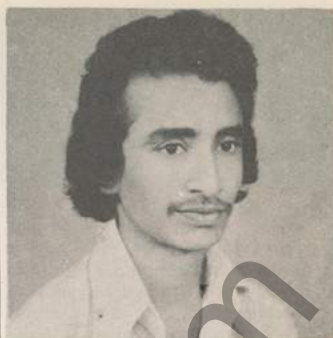
सहा. स्टेशन अधीक्षक :

श्री एन.के. आंबवकर, श्री एन. चटर्जी, श्री एस. गोस्वामी-तथा श्री ए.के. घोष ।

## कार्मिक :

सहा. कार्मिक अधिकारी :

श्री वी. डब्ल्यू. कालन तथा श्रीमती एस. जयकर ।



श्री एस. घण्मगवल

## ईमानदारी का फल

3 जनवरी को एअर-इंडिया की उड़ान 132 को ऑफ होड करने समय बम्बई के भू सेवा विभाग के श्री एस. घण्मगवल को विमान के ब्लैक होल्ड में 244 - रुपये प्राप्त हुए, जिसे उसने तुरंत सुरक्षा अधिकारियों को सौंप दिए ।

एक अन्य अवसर पर बम्बई के भू सेवा विभाग के ही, श्री डी.डी. गेहचंद को कचरे की टाली में एक कलाई घड़ी मिली, जिसे उसने केंटरिंग कैंबिन सेवा के सुपरवाइजर को दे दी । ईमानदारी और सत्यनिष्ठा की, वृत्ति जो उन्होंने दिखाई, वह वस्तुतः प्रशंसनीय है और एअर इंडिया के प्रत्येक कर्मचारी के लिए अनुकरणीय है । शाबाश ! घण्मगवल !! शाबाश ! गेहचंद !

## दिल्ली में एक और कार्यशाला संपन्न

वर्ष 1982-83 के वार्षिक कार्यक्रम के अनुपालन में, एअर-इंडिया के दिल्ली कार्यालय ने 27 अप्रैल, 1983 को, सभी अनुभागाध्यक्षों के लिए, प्रबंधक- उत्तरी भाग के कार्यालय के सभाकक्ष में एक दिन की कार्यशाला आयोजित की । इस कार्यशाला का एअर-इंडिया के लिए विशेष महत्व है क्योंकि एक तो इसके सभी प्रतिभागी अनुभागाध्यक्ष दिल्ली की क्षेत्रीय राजभाषा कार्यान्वयन समिति के सदस्य थे, दूसरे इस कार्यशाला के सभी वक्ता निगम के अधिकारी थे । इसमें कुल 15 अधिकारियों ने भाग लिया ।

इस कार्यशाला का उद्घाटन, उत्तर भारत दिल्ली के उप प्रबंधक श्री वी.जी. चौवल ने किया । कार्यक्रम की अध्यक्षता, पर्यटन एवं नागर मंत्रालय, नई दिल्ली के वरिष्ठ हिन्दी अधिकारी श्री मदन भगीरथ शर्मा ने की । उन्होंने सरल और सहज रूप में राजभाषा नीति के विषय में विस्तृत जानकारी दी । कार्यक्रम का संचालन एवं अतिथियों का स्वागत एअर-इंडिया की हिन्दी अधिकारी द्वारा किया गया । कार्यक्रम के अंत में हिन्दी सहायक श्री एस.सी. शर्मा ने धन्यवाद ज्ञापन किया ।

इस कार्यशाला में हिन्दी भाषा, शैली, वाक्य संचे, नीति तथा नेमी कार्यों से संबद्ध विषयों पर भाषण दिए गए ।



हिन्दी कार्यशाला के भाषण में तल्लीन प्रतिभागी गण



श्री इन्द्रजीतसिंह भल्ला

# Magic Carpet Miscellany

Compiled by R. K. Sattawalla

## INDIA PROMOTION:

**I**N providing a window on India, our Managers in Brussels, Dhahran 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 Dhahran office provided glimpses of India at the Holiday 1983 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 Dhahran who was accompanied by Sheikh Ahmad Alghosaibi, 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 India scene. Our Brussels office participated in a Holiday Fair with an Indian Pavilion and during the fair the Indian Ambassador to Belgium and EEC, Mr E. Gonsalves hosted an India Day at the Pavilion.

Ali Dharamsey, 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 snowcapped 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. Ajgaonkar, Maintenance Manager, Ms Kaoru Takahashi, Accounts, and Hideki Fuyuno, Cargo/Stores.

## Dhaka:

Eager beaver G. S. Chhugani 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 appetising appeal with unfailing regularity treating his travel trade friends with his culinary delights and this time he invited 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. Azad, General Manager-Marketing of Bangladesh Biman as the Chief Guest.

## Delhi:

In order to make Centaur self-sufficient in providing every possible amity to its valued guests, Mrs Raghu Raj recently inaugurated a Beautician Unit and the Chairman, Mr Raghu Raj, a hair dressing unit. These Chiron units (including those at Bombay Centaur) are operated by Zarine Edekar, our former Air Hostess, and her husband Mangesh is still with our Inflight Service Department and has completed 27 years service.

## Bombay:

Subroto Ghosal from our Staff College was one of the main speakers at the 27th National Convention of the Indian Jaycees and this unique honour was bestowed on him as the 1982 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 Kamal Nath, MP, was also present on the occasion.

## Sport Folio:

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



Mrs Raghu Raj inaugurating the Chiron Unit at the Centaur in Delhi.

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 Souza, Commercial); Ketan (S/o A. K. Vaidya, Stores); Iona (D/o F. M. Pinto, Stores); Raghunandhan (S/o B. N. Raturi, GSD); Santosh (S/o V. G. Rane, Security); Richard (S/o C. D'Mello, Engg.); Beverley (D/o N. A. Baptista, Commercial); Meera (D/o D. R. Vaishampayan, Engg.); Karri Ram Sai (S/o K. Suryanarayana, Engg.); Sriram (S/o Ms S. R. Mullick, Accounts); Anil (S/o G. A. de Souza, Commercial); Subhashish (S/o G. C. Mukherjee, GSD); and Margaret (D/o S. J. T. D'Souza, Operations).

Among these there are four who are already on their way to achieving distinctions and they are Beverley, Anil, Sunil and Santosh. 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 Souza, who is our Magic Carpet correspondent in Kuala Lumpur. Santosh, son of V. G. Rane of 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 Fieldsman 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. □



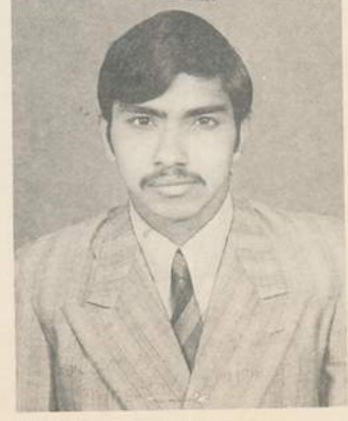
Santosh Rane.



Beverley Baptista.



Sohan Lal.



Umesh Kant.

# Magic Carpet

VOL. 27, NO. 8

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Prime Minister Smt Indira Gandhi seen here on board our aircraft prior to her recent European tour.

## HAJ CHARTERS

**F**OR 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 B747 special Haj Charter flights from Delhi to Jeddah. The first chartered flight will leave Delhi on August 13.

This was announced by Shri Khurshed 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: Vice Chairman of the All India

Haj Committee Mr Yustuf 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 29-day period. And against their earlier foreign exchange allowance of 3,500 riyals, each pilgrim will now be entitled to 4,000 riyals.

Each year about 20,000 pilgrims visit Mecca of which about 10,000 travel by air.

From L-R Mr Raghu Raj, Shri Khurshed Alam Khan and Mr Yustuf Hafiz.



## Brochure on AI Facilities

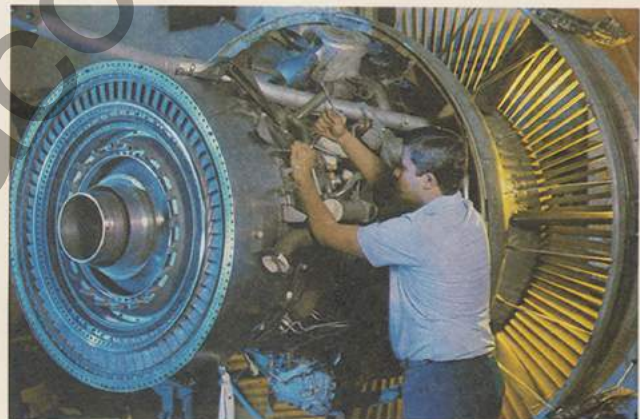


a policy of acquiring the latest and the best equipment and training facilities.

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.

**O**VER the years Air-India has kept abreast of the technological changes taking place in the airline industry and has always followed



An Engineer working on a 747 Pratt & Whitney JT9D engine.

## Staff Prizes

**T**HE office of the Manager-Western India has instituted 'Staff of the Month' prizes with effect from April 1983 and these prizes will be awarded on the basis of punctuality, attendance, uniforms, 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, Agents/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 Thakershahi Padrai, Mr P. M. Sadri, Mr K. B. Malaviya, Ms P. Pereira, Mr S. Rizvi, Ms Z. Merchant, Mr S.S. Mohite, Mr P.R. Dubash and Mr D.M. Wakaskar (Baroda).

## Hail to the UnNAMED!

In the April-May issue of the Magic Carpet, we had covered Air-India's participation in the NAM. Unfortunately certain names were left out, but this was done entirely unwittingly. Our apologies. We are very much aware that every single Air-Indian, be he from the Inflight Service Dept, Medical, Personnel, Traffic, Accounts or other departments put in his best to keep the flag flying. Undoubtedly each one of you were responsible for its success by working as a well-oiled team. Congratulations everybody and keep it up!

— Editor

# हिन्दी-विभाग



## भू-सेवा विभाग पर सेमिनार

हाल ही में संपन्न एशियाई एवं निर्गुट (राष्ट्रों के) सम्मेलन के दौरान एअर-इंडिया के सभी विभागों ने बड़ी मेहनत से काम किया। भू-सेवा विभाग द्वारा आयोजित उपकरण एवं गड़बड़ी निवारण पर एक सेमिनार-ब-वर्कशाप का उद्घाटन करते समय उप प्रबंध निदेशक कैप्टन डी. बोस ने इन कार्यक्रमों के दौरान इस यूनिट द्वारा अदा की गई भूमिका की सराहना की। उन्होंने कहा, "यह बड़े आनन्द एवं गर्व की बात है कि भू-सेवा विभाग ने मैनेजमेंट की आशा से कहीं अधिक सफलता-पूर्वक काम किया।" अपने भाषण के दौरान कैप्टन बोस ने आगे कहा "मुझे भू-सेवा विभाग में उपकरण की प्रयोज्यता के बारे में

काफी जानकारी है और मैंने यह नोट किया है कि अब व्यवहार्य उपकरणों का प्रतिशत उच्च स्तर पर बनाए रखा गया है।"

"यह अत्यन्त महत्वपूर्ण बात है कि परिष्कृत उपकरणों, जिन्हें आधुनिक विमानों वाले एक उद्यम में प्रयोग किया जाता है, का सर्वोत्तम रूप में परिचालन एवं रखरखाव किया जाए। इसमें अतिम क्षण में असफल होने एवं विमान प्रस्थान अथवा सामान की व्यवस्था करने में किसी प्रकार के विलम्ब होने की कोई गुंजाइश नहीं।"



भारतीय रात्रि के अवसर पर युवा भारतीय नर्तिका अतिथियों को तिलक लगाते हुए।

## पाटा सम्मेलन में भारतीय रात्रि

गत मास मैक्सिको स्थित एकापुल्को में आयोजित पैसैफिक ट्रेवल एसोसिएशन के 32वें वार्षिक सम्मेलन में एअर-इंडिया शिष्टमंडल का प्रतिनिधित्व अमेरिका एवं कनाडा के लिए एअर-इंडिया के क्षेत्रीय निदेशक श्री नानी मित्तल ने किया। श्री मित्तल ने नृत्य, संगीत एवं स्वादिष्ट भोजन की एक भारतीय रात्रि का भी आयोजन किया।

भारतीय संस्कृति एवं परंपरा के प्रतीक इस शानदार स्वागत समारोह पर मैक्सिको गणराज्य में भारत के राजदूत महामहिम श्री नरेन्द्र पी. जैन एवं उनकी धर्मपत्नी, पर्यटन के महानिदेशक श्री गिरीश मेहरा, न्यूयार्क में पर्यटन की क्षेत्रीय निदेशक सुश्री कान्ता ठाकुर ने पाटा शिष्ट मंडल के 300 से अधिक सदस्यों का स्वागत किया। अतिथियों

का स्वागत करने वाले अन्य व्यक्ति थे श्री नरपत सिंह, क्षेत्रीय निदेशक-आस्ट्रेलेशिया श्री बी.के. मनगावकर, क्षेत्रीय निदेशक-ईस्ट एशिया, कैप्टन एम.एस. कोहली, उप वाणिज्य निदेशक-पर्यटन एवं न्यूयार्क में एअर-इंडिया के विक्रय प्रबंधक श्री एड मकैडो।

शाम का विशेष कार्यक्रम था भारतीय राजदूत की सुपुत्री द्वारा समन्वित भारत के विभिन्न राज्यों के नृत्यों की एक श्रृंखला। बाद में कुछ समय के दौरान अतिथियों ने रंगबिरंगे कर्त पहेने जिन्हें एअर-इंडिया ने दिया था और तत्पश्चात् उन लोगों ने परंपरागत वेशभूषा में भारतीय युवतियों द्वारा लपेटे मेहमान का स्वागत करते समय लगए गए लाल तिलक की विशेषता की जानकारी



मोहनराव

नई दिल्ली स्थित चिकित्सालय के श्री एस.बी. राव के सुपुत्र मोहनराव को हाल ही में कक्षा 3 की परीक्षा डिस्टिंक्शन से पास करने पर मैरिट सर्टिफिकेट तथा छात्रवृत्ति प्रदान की गई थी। एक बार फिर उन्हें स्कूल द्वारा आयोजित छात्रवृत्ति प्रतियोगिता में सफलता प्राप्त करने पर और डिस्टिंक्शन प्राप्त हुई है।

## विशेष काउंटर की व्यवस्था

वर्ष 1983-84 के लिए एस.ओ.एन. पैसेज इस्तेमाल करने वाले कर्मचारियों से बड़ी संख्या में प्राप्त निवेदनों को ध्यान में रखते हुए यह सूचित किया जाता है कि स्टाफ को टिकट बनवाने संबंधी सुविधा देने के लिए हमारे बम्बई स्थित बुकिंग कार्यालय में, केवल इसी आशय के लिए एक विशेष काउंटर नं. 12 खोला गया है।

सभी कर्मचारी जो अपना फ्री-11 टिकट बुकिंग ऑफिस में बनवाना चाहते हैं उनसे निवेदन है कि वे केवल काउंटर नं. 12 पर ही जाएं क्योंकि अन्य काउंटर सिर्फ राजस्व यात्रियों के लिए आरक्षित हैं तथा उन काउंटर्स पर कर्मचारियों के टिकट बनाने संबंधी निवेदनों पर, राजस्व यात्रियों की आवश्यकताओं को पूरा करने के कारण विचार नहीं किया जाएगा।



डॉ. जी. मचाडो विश्व के सबसे भारी शिशु के साथ।

## विश्व का सबसे भारी शिशु

विश्व रिकार्ड्स की गिनीज पुस्तक में विश्व के सबसे भारी शिशु के बारे में अब तक केवल एक प्रविष्टि थी। यह रिकार्ड अब दक्षिण अफ्रीका स्थित साइपेत् अस्पताल के मैडिकल सुपरिन्टेंडेंट डॉ. जी.जे. मचाडो के घर पैदा हुए १०.२ किलोग्राम के बज्रनदार शिशु के कारण, जो विश्व का सबसे भारी शिशु है, भंग हो गया है। शिशु का नाम सिथादिव सिमाने (हम सौभाग्यशाली हैं) रखा गया है। डॉ. मचाडो बम्बई स्थित इंजीनियरी विभाग के रेडियोशाप में काम करने वाले श्री जे.ई. मचाडो के सुपुत्र हैं।

मैजिक कर्पेट को लिखते हुए डॉ. मचाडो ने हमें सूचित किया है "आज 11 मास के शिशु का वजन 25 किलोग्राम है जो कि एक आठ वर्ष अथवा इसके आसपास की आयु के बालक का होता है। उसकी अभी भी जांच की जा रही है। जन्म से ही उसे काफी भूख लगती है। जब

वह एक दिन का था, तो मां के दूध के अतिरिक्त उसने एक कप संपूरक भोजन (टिन का दूध) लिया। आजकल वह मां का दूध, हर दूसरे दिन टिन का दूध 500 ग्राम, हर दूसरे दिन 500 ग्राम नेस्टेड (अनाज) एवं आलू, सब्जी एवं मांस जैसे ठोस भोजन भी करता है। अपनी आयु के अनुसार उसके हावभाव सामान्य हैं। उसके तीन दांत हैं। वह मुस्कराता है, रेंगता है और वह सब करता है, जो एक 11 मास के शिशु को करना चाहिए।"

"एक गरीब घराने से संबंधित उसके माता-पिता को उसकी अत्यधिक भूख के कारण उसका लालन पालन करने में काफी कठिनाई होती है। इस शिशु के अतिरिक्त उनके पास चार और बच्चे हैं। मैंने शिशु के लिए अमेरिका, पश्चिमी जर्मनी तथा दक्षिणी अफ्रीका से पैसे तथा कपड़ों के रूप में कुछ चंदा प्राप्त किया है।"

हासिल की। पूर्व और पश्चिम के परस्पर मिलने एवं सांस्कृतिक संगीत में साझी होने के कारण यह आनंद और उल्लास से पूर्ण एक खूबसूरत शाम थी।

जब चैप्टर का 'पर्यटन अनुसंधान एवं जागरूकता कार्यक्रम' (ट्रैप) का अभिनव सजीव श्रव्य-दृश्य कार्यक्रम प्रस्तुत किया गया तो भारतीय चैप्टर के प्रदर्शन पर जबरदस्त तालियां बजीं। इस बात पर महत्व दिया गया कि इंडियन चैप्टर भारत में होटल

टैक्स एवं कुछ वीजा प्रतिबंधों से छुटकारा दिलाने के लिए सहायक रहा है।

संपूर्ण सम्मेलन विभिन्न संस्थाओं द्वारा आयोजित अनेक अनीपचारिक सायंकालीन सभाओं से चिह्नित था। यह शाम और एकापुल्को के स्फूर्तिकारक वातावरण ने पाटा सम्मेलन को यात्रा व्यापार उद्योग के लिए एक शानदार जनसमूह में परिवर्तित कर दिया, जहां व्यापार एवं आमोद-प्रमोद दोनों का समान मात्रा में सन्तुलन रखा गया था।



## MAXIMUM HONOUR AT MAXIMS

**M**AXIMS, 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'*

## SUGAR ON SNOW

**A**IR-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. Gregoire 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 snow-fall 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.

### Joie de vivre

The atmosphere on April 17 was one of joie 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 et al. Tiny shops selling local handicrafts were an added attraction — and more so the photographer loaning period costumes for ready-in-five-minutes snapshots!

After preliminary warming up and dancing, AI/CH 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 Ears'), beans and lard, crotons, grilled potatoes,

**"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."**

cole slaw, marinated beetroot, pickled cucumbers and hot buns, fresh from the oven. To go over it all was oodles 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-satiated, 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.

— Amita Sarwal

## 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.

At the "sugaring off" party — from left, Mrs Deepa Puri, Mr R. C. Puri, Mrs Veena Suchak and Mr S. Suchak.



Dy Managing Director, Mr C. L. Sharma, with our Montreal staff during his recent visit to the station.



**T**HERE is one indisputable fact of life when one embarks on prognosticating what lies ahead over a period of years, and that is that the current situation or what may happen tomorrow suddenly rears its head and trips you up! When one therefore talks of prospects, plans or strategies for the '80s in the aviation industry, one is likely to be proved totally wrong a few years later.

However, the subject given to me is "Growth Prospects and Marketing Strategies for the '80s", and I shall endeavour to give you my views without fear or favour since the fortunes of you ladies and gentlemen of the travel trade are inextricably and irrevocably linked with the future of commercial aviation.

You are all aware of the herculean problems faced by the industry. 1979 was a break-even situation. After this came three bad years — 1980, 81 and 82

of real income growth. In effect, the economies of the leading traffic generating countries are likely to continue to experience recessionary conditions and to limit disposable incomes.

Nearer home, the economic scenario is less depressing and the Indian economy itself is expected to achieve a 4% growth in GNP in 1983. The industrial sector in India is expected to record a growth of close to 6% during 1983, and the country's foreign trade balance is expected to be more favourable. Again, the ASEAN countries are amongst the fastest growing in the world in terms of potential. Between 1976 and 1980, the ten major free market countries of the region, the ASEAN five plus Japan and the four newly industrialised countries of East Asia (NICS), registered a real growth rate of 8%, which was more than double the average of the most advanced countries of West Europe



— the losses of IATA carriers alone being estimated at a staggering 4.3 billion US dollars, of which two billion dollars has been calculated as the loss for 1982 only. The industry's Cassandra have further prophesied that not only will 1983 be as bad if not worse, but that the 1980s 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 injected a feeling of euphoria into 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 fairly and squarely put the blame on the massive oil-hikes, the last one having taken place in 1979. Oil prices undoubtedly played havoc with the airlines' operating costs, but more significantly, they dented 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 consisting 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, 2½% in Europe and 4% 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 RTKMs, registered growths of only 1½% and ½% 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 seems 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 more fortunate than our colleagues west of the Suez. Compared with the estimated less than 2% growth in traffic worldwide, a number of regions have, in fact, achieved significantly higher growths during 1982. Traffic between India, Japan, S.E. Asia, West Africa, East Africa on the one hand and Europe on the other, recorded growths of between 5% and 7% during last year. Between the South Asian Sub-Continent, S.E. Asia, Japan and the Gulf/Middle East region, the growth in traffic was a healthy 8%, with a similar growth in traffic within the Far East and the South West Pacific region. Looking at the Indian air market itself, the picture is even rosier, with an annual growth rate of about 11% in the first three years of this decade. While growth has been sluggish at 3½% between India and the industrialised nations of the West, traffic between India on the one hand and Africa, Gulf/Middle East

# GROWTH PROSPECTS STRATEGIES

Key-note Address by Mr Raghu Ram, Convent

and S.E. Asia on the other, recorded buoyant growths ranging from 14% to 16%. Our own experience in Air-India has been similar, and during April/December 1982, we achieved a passenger traffic growth of 7.4% compared with the same period in 1981.

Enough of statistics, but given reasonable 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 fortunate coincidence that both TAAI and Air-India happen to be bang in the middle of a comparatively high growth potential area. Let us not waste this opportunity by senseless selling strategies.

Speaking of oil, you are all aware that the price of imported oil in the US which had hit a peak of 39 dollars per barrel in 1981 was down to 33.4 dollars in the third quarter of 1982 as the oil glut deepened because of worldwide recession and increasing conservation. Today, prices are down to 29 dollars per barrel, and experts have predicted that a collapse of world oil prices would create an energy shock in reverse and could possibly result in a further oil crisis. The world has successfully adjusted itself to an unstable world 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 two billion dollars with a similar loss forecasted for 1983. That some major airlines have gone bankrupt in the recent past, and a number of others are even today in a precarious financial 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 7½ to 10%.

### MARKETING STRATEGIES

Turning to the question of marketing, it is an established fact that the product life cycle of any consumer item today follows a definitive pattern. First came 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 percolates right down to the masses where rapidly escalates into a stage of saturation. And then comes the decline before the more advanced mode appears to restart the cycle again!

And so it has been with air travel and its marketing. I know I am telling you nothing new when I say that it can be sub-divided into two areas — utility travel and pleasure travel. In the '60s, 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 travel or the rapid build-up of the product life cycle. And then came the saturation point in the late '70s and early '80s, leading to a large extent compounded by devastating fuel hikes. And finally stagnation as it exists today. This is a veritable fact of life, whether it applies to computers, calculators, video or a travel. And it is therefore imperative that we in the industry constantly adapt our marketing strategies to the rapidly-changing circumstances, revitalise the product life cycle with greater vigour and enthusiasm.

The airlines of the world have sought to tackle these problems in various ways, with emphasis being placed on cost-control measures. We in Air-India went through our belt-tightening exercise in a very wide-ranging and comprehensive manner, covering areas such as aggressive result-oriented marketing, heavy concentration on improving our yields and load-factor, route rationalisation, staff reorganisation, and cutting costs in many areas including consumption of fuel through aircraft weight-reduction measures and aerodynamic refinements. We have combined all these measures with sensible and progressive marketing strategies. But sadly, apart from seeking to cut costs, a very large number of international airlines have chosen to adopt marketing strategies with the sole objective of generating cash, and filling empty seats at any cost. I can only describe these short-term-cut-thru selling methods as suicidal, because we in the industry have today reached a stage where, in certain markets, even if we have a full plane-load of passengers on board, we lose money. In my opinion there are airlines today who are resorting to measures that defy the basic laws of corporate management, and even commonsense. The rampant undercutting of fares that is prevalent over the world is, I am afraid, the single controllable factor responsible for the mess that our industry is in. Ladies and gentlemen, it is crystal clear that if the industry wants to regain its financial health and survive in the face of heavy odds, we will require a commitment from those with the industry to a meaningful and practical market reform, to bring marketing practices and selling rates in line with economic parameters. If our objective is to safeguard the long-term interests of passengers, airlines and the travel trade, we will have to eliminate departures from approved tariffs and resultant inequities, financial loss

# IS AND MARKETING FOR THE '80s

at Travel Agents Association of India  
on in May

and the undesirable consequences that necessarily follow.

Apart from the economic necessity for bringing about tariff integrity, we need also to look at the product environment to which we are likely to relate our marketing strategies. With the advent of wide-bodied aircraft like the B-747s, the '70s 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 we are all proud of. 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 operating costs outstripping revenues, a situation which was compounded by the unethical practices that I have already referred to.

## A NEW SITUATION

Today, we are poised for a new situation, created by the stabilisation of world oil prices and the development of a new breed of aircraft that is significantly miserly in its fuel consumption. It is a good omen for the industry that these technological developments have been applied to medium-sized aircraft. These new aircraft, with seating capacities of under 250 will not inflate available capacity in the manner that the advent of 747s did, but will give capacity an adequate fillip to keep pace with progress, and at reduced costs. A modern medium-sized jet will carry 200 passengers, but with engines that are up to 45% more fuel-efficient, a 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 fares-related marketing strategies to pep up demand — but, without compromising tariffs integrity. And this is one area where our marketing strategies need to be more research-oriented than they have been in the immediate past in areas like identification and development of potential sources of traffic. Take, for example, incentive travel; while incentive travel schemes have become an accepted reward system for employees of industrial and commercial organisations world-wide, little or nothing has been done in India to acquaint the large employers with the attractiveness of such schemes.

Similarly, for outbound tourism also, I believe that a substantial untapped potential exists in this country — a potential which is dormant and needs 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 circuits to include India, both as a destination and as a generator of tourist traffic. A deeper and a more frequent intra-regional dialogue within the travel trade of this region and India, and a more in-depth assessment of the requirements of the leisure travel markets at both 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 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 a little longer. So far we have concentrated essentially on long-haul traffic because we believed that that is where the money comes from. True, because the Frenchman who traditionally holidayed in Venice, then found that it was cheaper to take his family to Bangkok because while there was a marginal difference in air-fare, living, fun and shopping was much much cheaper in Thailand. But this is a short-sighted policy on our part. Can we not take into account the economic imbalances of the West and the East and devise a more effective and efficient marketing strategy commensurate with the economies and the income levels of the people of our own region? I leave this thought with you, because I honestly believe that you travel agents must not only concentrate on this five-star culture, but must also explore new and untapped markets in our own region. The time is now ripe! If 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 advancement in tourist arrival figures. For example, the tourist arrivals into Sri Lanka have increased at an average rate of 15% in the last two years, Singapore at the rate of 8% and Thailand at about the same. India, on the other hand, recorded an increase of under 1% in its tourist arrival figures in 1982. A good number of tourists arriving into these contiguous 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. Barring minor aberrations, the airline industry today offers a uniformly modern product to the consumer, by way of similarity of equipment, commonality of terminal facilities, distribution outlets and such like. What differs is the quality of service offered to the consumer, be it in the air, at the airports or in the agency booking offices. 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 landed with airline tickets which prohibit endorsements, re-routings and, in some cases, even refunds; in short, once he has paid his money we treat the passenger like a captive animal. 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 — because 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 traveller today is shelling out more and more for his hotel, food, surface transportation and so on over the last one or two decades, the cost of air transportation has in fact diminished in real terms over the same period? I would like you, friends of the travel trade to ponder over this point. Why must the brunt of this unjustified situation be borne by the airlines alone? May I at this stage pose yet another problem to you?

Take the vexing question of charters into India which I know has been a cause of concern to many of you. 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 ready, willing and able to bring in more and more charters into India, it is imperative that the package deal we give the passenger is viewed in its totality, that is 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 founded on very sound principles, seeking to provide the consumer the opportunity to select the best available and the most convenient mode of travel to meet his individual and specific needs; he is free to make his choice in the faith that his money is not only buying him the best available product, but is safe in the hands of the Agent. Today this faith is being rapidly eroded through the mind-boggling proliferation of unauthorised retail outlets all over the world, the touts and the bucketshops whose responsibility to the consumer ends the moment they have collected his money. I blame the Agency System itself more than anyone else for permitting this unconscionable 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 causing them a severe financial disservice, the magnitude of which is evident in the spate of agency bankruptcies all over 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 decision to put an end to travel agent exclusivity for both online and interline ticket sales. I am not personally convinced that competition from new types of retailers would reduce costs; on the contrary, costs could increase if airlines found themselves bidding for potentially high-volume outlets such as banks or department stores. Nevertheless, what the US CAB Chairman has to say about the decision is both significant 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 yet, once again you will ask: "What about you airlines, are you not being overly sanctimonious about a malady for which you are also a contributing cause?" Ladies and gentlemen, all of us have to live together in this business. For the airlines, there are three very basic and important parameters. The first is survival, which equally applies to you travel agents, many of you operating on shoe-string budgets. The second is developing new markets by offering incentives which admittedly may occasionally have gone out of hand. The third — and this is where we airlines have gone it alone — is the opening of new routes, routes which may be non-lucrative for the airlines for two, three or four years 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 join hands in improving the profitability of the industry. Even though individual airlines are making all efforts to cut costs, the greatest impact can, to my mind, be achieved through an increase in revenues by a concentrated effort at yield improvement. It is also important for all of us to work together in looking for new regional markets, in generating new traffic while anticipating changing market conditions and taking timely action to gain maximum benefit for the travelling public as well as for the aviation industry. Ladies and gentlemen, it is high time that the airlines cease to be regarded as a football kicked around between various agencies 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 ultimate benefit of our bread-and-butter, our passengers. Gentlemen, you have a most vital role to play in this daunting task.

Thank you for inviting me to address you. If I have indulged in any degree of pontification, indeed, it is my privilege as an elder in the industry to do so. If I have been outspoken in my comments, I trust you will appreciate it is only because I wish to frankly place before you, the problems I foresee confronting us in the '80s and how best I believe we can tackle them together. The task is not easy. I am grateful to you for giving me a patient hearing and I wish you all success in your deliberations. □

# FAREWELLS



Mrs Lucy Coutinho, Accounts Section, Nairobi.



Mr S. V. Tungare, Station Supdt, Commercial Department, Bombay.



Mr F. Crasto, Chargehand, Ground Services Department, Santa Cruz.



Mr R. M. Naik, Dy Director of Finance, Santa Cruz.



Mr K. R. Asundi, Manager-Engineering Training Division, Bombay.



Mr T. P. Ganapathy, Asst Supdt Stores, Stores Department, Santa Cruz.

## OBITUARY

We regret to announce the death of the following staff : **Mr Donald Moraes, Jr** Operator, Ground Services Department, years of service : 5

## ON THE MOVE...

The following staff have been transferred :

### Commercial :

Mr L. M. Pereira as Airport-cum-Sales Manager, Lagos; Mr F. J. Jussawalla as Asst to RD-CE, Geneva; Mr H. Sargan as Manager-Sanaa; Capt S. K. Sehgal as Cargo Sales Mgr-JFK, New York; and Ms N. Purohit as A.S.M., Fiji.

# 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 Narendra P. Jain and his wife, Mr Girish Mehra, Director General of Tourism, and Ms Kanta Chakur, Regional Director-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. Narpat Singh, RD-Australasia, Mr B. K. Mangaokar, RD-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.

—Naosherwan Nalavala



Mr and Mrs Mital (above and below) welcoming guests at India Night of Dance and Music.



श्रीपति  
कलम दे...

## हास्य-व्यंग्य

पति ने पत्नी से कहा, "सुनो जी, वो जो तुम नई साड़ी लाई हो, जरा पहन कर तो दिखाओ।"

पत्नी जैसे ही नई साड़ी पहनकर आई तो पति जोर-जोर से हंसने लगा। इस बेवजह हंसी का कारण पत्नी की समझ में न आया। वह हतप्रभ थी और पति हंसे जा रहा था। अंत में हंसते-हंसते पति बोला भाई, वाह, क्या खूब लग रही हो। बस, यूँ कहो कि तुममें और मैंस में कोई फर्क नहीं नजर आ रहा।

पत्नी ने किलसते हुए कहा, हंसो, खूब हंसो! मैं तो तब जानूँ जब साड़ी का बिल देखकर भी तुम ऐसे ही हंसते रहो।

एक औरत अपने घर में रातभर एक चोर की पिटाई करती रही। पड़ोसियों ने करीब की एक चौकी में सुबह-सुबह रिपोर्ट लिखवा दी कि पड़ोस में रात भर मार-पीट होती रही है। पुलिस इंस्पेक्टर ब्रुटाना-स्थल पर पहुँचा और उसने चोर को पकड़ लिया। जाते-जाते उसने उस औरत को शाबाशी देते हुए कहा, तुम बड़ी दिलेर और बहादुर औरत हो, जो रातभर चोर से संघर्ष करती रही। इसमें बहादुरी की क्या बात है जी, मैंने तो सोचा था कि मेरा पति शराब पीकर रात को देर से लौटा है—औरत ने इतिमनान से कहा।

एक बार एक दबू और डरपोक पति मंडेर पर कपड़े सुखा रहा था। अचानक पैर फिसला और वह नीचे गिर पड़ा। देखते ही देखते भीड़ जमा हो गई और डॉक्टर को बुलाया गया। डॉक्टर महोदय बड़े मस्तमौला और वैफिक तबियत के थे। मरीज की नब्ज देखी और फट से बोले, ये तो मर गया विचारा। लेकिन तभी मरीज को कुछ होंश आया और बुदबुदाते हुए बोला, डॉक्टर साहब, अभी मैं मरा नहीं हूँ, मैं तो जिंदा...

बीच में टोकते हुए पत्नी ने कहा, ओह ओ! चुप भी रहो। हर बात में अपनी टांग अड़ाते हो, चाहे कुछ मालूम हो या न मालूम हो। क्या तुम डॉक्टर से भी ज्यादा जानते हो?

मं श्री के पद पर चने जाने के तुरंत बाद एक आदमी ने अपनी पत्नी से टेलीफोन पर बात करते हुए कहा, हैलो, मैं किरोड़ी मल का बाप बोल रहा हूँ। जरा सोच कर बताओ कि क्या तुम एक मंत्री की बीवी बनना पसंद

करोगी? पत्नी ने सहज भाव से जवाब दिया, ऐजी, जब आपको कोई एतराज नहीं है, तो मुझे भला क्यों होगा। पर ये तो ब्रताओ कि वो मुआ है कौन!!

एक औरत दही में पकौड़ियाँ डाल रही थीं। थोड़ी देर में पति पकौड़ी मल ने चाय न मिलने पर अपनी पत्नी से कहा, अरी भागवान, ये इतनी देर से तुम क्या कर रही हो, जो एक कप...

पति को बीच में रोकते हुए पत्नी ने कहा, "कर क्या रही हूँ, देख नहीं रहे, आपको दही में डाल रही हूँ।"

संकलनकर्ता:—

श्री रतन लाल पनवर,  
इंजीनियरी विभाग,  
सांताक्रुज़.

एक परीक्षार्थी इंजीनियरी की परीक्षा देने के लिए दिल्ली से कलकत्ता गया हुआ था। होनेवाली परीक्षा में पास होगा या फेल यह जानने के लिए वह एक भविष्यवक्ता के पास गया, जो तोते के माध्यम से उज्ज्वल भविष्यवाणियाँ करता था। परीक्षार्थी ने सीधे पास या फेल के संबंध में न पूछ कर भविष्यवक्ता से पूछा, "मैं इस स्थान में और कितने दिन रहूँगा?"

भविष्यवक्ता ने समझा, इसका स्थानांतरण हो रहा होगा, इसलिए ऐसा पूछ रहा है। बड़े विश्वास से उसने तोते से जो पर्ची खिंचवाई उसमें लिखा था, "निश्चिन्त रहें, अभी पांच साल और आप इसी स्थान पर रहेंगे।"

एक पति-पत्नी में बड़े जोर का झगड़ा हो गया। नौबत यहाँ तक आ गई कि आपसी बातचीत बिल्कुल बंद हो गई। दोनों एक दूसरे से लिख कर जरूरी बातचीत करते। एक बार पति को सरकारी दौरे पर जाने के लिए सुबह 5.00 बजे की ट्रेन पकड़नी थी। अतः आदतन अपनी पत्नी के नाम एक पर्ची लिख कर मेज पर रख दी और इतिमनान से सो गया। पर्ची पर लिखा था—"सुबह 4 बजते ही जगा देना, जरूरी काम से जाना है।—तुम्हारा प्यारा पति"

सुबह 7.00 बजे पति महोदय हड़बड़ा कर उठे और दाँते पीस कर रह गए। इससे पहले कि वे कुछ कहते, उनकी नजर मेज पर रखी पर्ची पर पड़ी जिस पर लिखा था—"उठो जी, सुबह के चार बज गए हैं। आपकी प्यारी पत्नी"

हाल ही में, सेंटर होटल—दिल्ली में आयोजित गुजल नाइट के अवसर पर सुप्रसिद्ध गुजल गायक श्री पंकज उधस



एक बार एक स्थानीय गाड़ी ऑफिस समय में पारले और अंधेरी के बीच रुक गई।

काफी देर तक जब गाड़ी न चली, तो सभी यात्री परेशान हो गए और गाड़ी के बीच में रुकने के विलम्ब को कोसने लगे। इतने में ही गाड़ी का ड्राइवर एक डिब्बे के पास से गुजरा। भीड़ में से एक आदमी ने चिल्लाते हुए ड्राइवर से पूछा, भाई साहब, क्या बात हो गई, गाड़ी क्यों नहीं चल रही है?

ड्राइवर ने चलते-चलते कहा, एक भैंस गाड़ी के नीचे कट कर मर गई है, इसलिए गाड़ी रुक गई है। तभी भीड़ में से ही एक ने फिर पूछा, है! भैंस कट गई! क्या, भैंस पटरी पर आ गई थी?

ड्राइवर ने किलसते हुए कहा, जी नहीं साहब, भैंस को काटने के लिए गाड़ी पटरी से उतरकर खेत में गई थी।

—क. प्रमिला भटनागर,  
कार्मिक विभाग,  
सांताक्रुज़

## श्री शर्मा मांट्रियल में

एअर-इंडिया मांट्रियल कार्यालय में उप प्रबंध निदेशक, श्री सी.एल. शर्मा का हार्दिक स्वागत किया गया। श्री शर्मा इआटा की बैठक में भाग लेने के लिए मांट्रियल गए थे। उन्होंने 26 अप्रैल, को एअर-इंडिया/सामान्य विक्रय एजेंट-विक्रय आरक्षण तथा टिकट कार्यालयों का दौरा किया।

अप्रैल की फहरा (जो यहाँ मई मास में खिलने वाले फूलों के आगमन की सूचना देती है), श्री शर्मा को निरुत्साहित न कर सकी। उन्होंने कंपनी के इस नए और लाइन स्टेशन की प्रगति में अत्यधिक रुचि दिखाई तथा मांट्रियल में उन्होंने सभी सामान्य विक्रय एजेंट तथा एअर-इंडिया के कर्मचारी सदस्यों से भेंट की।

प्रबंधक कनाडा श्री आर.सी. पुरी तथा सामान्य विक्रय एजेंट-विक्रय के अध्यक्ष श्री एस. सुचाक ने उप प्रबंध निदेशक का स्वागत किया।



श्री सी.एल. शर्मा मांट्रियल टिकट कार्यालय में।

## डनलप पुरस्कार

विश्वनाथ मणि, उप प्रबंधक-पूर्वी भारत, जो अपने मित्रों में "विश" के नाम से जाने जाते हैं, ने एक बार फिर डनलप पुरस्कार जीत कर असाधारण प्रतिष्ठा प्राप्त की है। एअर-इंडिया की सरकारी प्रविष्टि के रूप में, श्री मणि ने कई अव्यवसायी गल्फ प्रतियोगिताओं में भाग लिया है, जिसमें निगम को ख्याति प्राप्त हुई है।



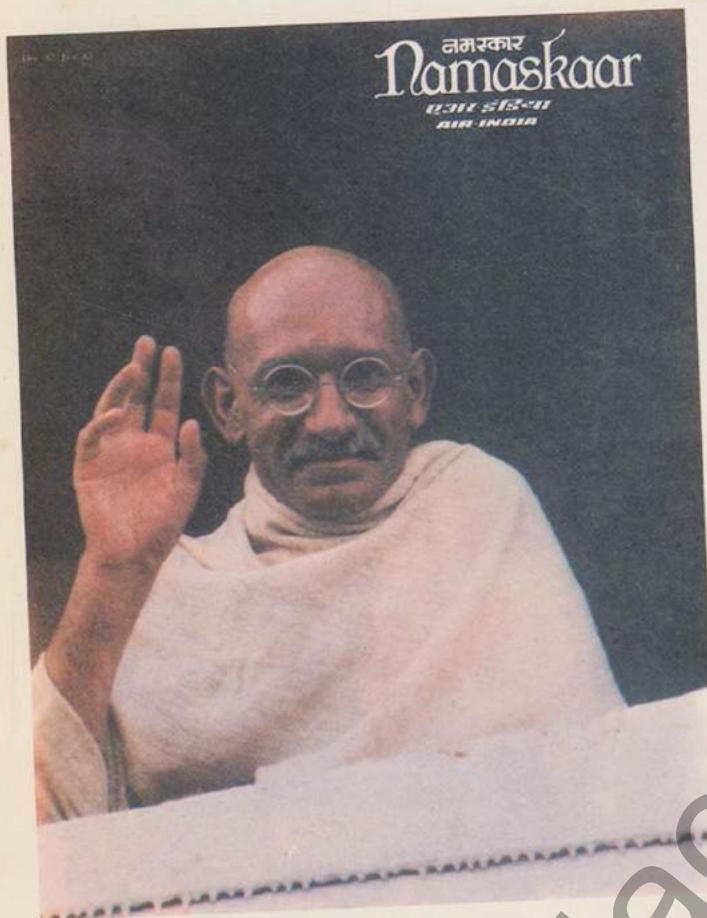
## ढाका स्नेह-सम्मेलन

एअर-इंडिया, ढाका के कर्मचारियों ने ढाका के सभी ट्रेवल एजेंट्स को प्रीतिभोज पर आमंत्रित किया। इसकी अनुक्रिया जबरदस्त थी। इसके कारण एअर-इंडिया कर्मचारी, ट्रेवल एजेंट्स के निकट आए।



# Magic Carpet Miscellany

Compiled by R. K. Sattawalla



## 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 kilogrammes at birth.

He was brought into this world by Dr G. J. Machado, Medical Superintendent at Sipetu Hospital in South Africa. The child is named *Sithandive 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

weighs 25 kilogrammes 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 (tin 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



Dr Machado with world's heaviest baby Sithandive Simane.



Mr Narpat Singh showing famed star Ben Kingsley a copy of the *Namaskaar* with 'Gandhi' on the cover page (above left)

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 thumping 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 'Namaskaar', which of course featured the making of the film 'Gandhi'".

## Bombay :

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. R. Subnivas, Mr P. G. Sudhakaran, Mr C. J. Balachandran, Mr P. M. Shreyakar, 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-II Staff on Leave travel has been set up to handle ticketing and other matters. In a communique to the staff, the Personnel Department has informed all concerned that they should use Counter No. 12 at 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 Kirlskar in a 36 hole/stroke play at the prestigious Amateur Golf Tournament held on the occasion of Tollygunge Club's Bicentenary Celebrations. □



Dy MD, Captain Bose addressing the Seminar organised by GSD.

# Magic Carpet

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## TEN PERCENT DIVIDEND

### A CHEQUE FOR GOVERNMENT

Last month, Shri Khurshed 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 148.73 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 Raghu Raj, who was also present, on Air-India's excellent performance.



### Harsh Vardhan Vayudoot GM

**M**R HARSH VARDHAN has been appointed as the General Manager of Vayudoot, 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-cum-Managing Director.

Having started his career with M/s 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

### Honour For Our Employees

**O**N the occasion of the 30th anniversary of the nationalisation of the Air Transport Industry in India on August 1, 1983, Mr Raghu Raj, Chairman and Managing Director presented long service mementoes and merit awards to the employees of Air-India at the Dinanath Mangeshkar Hall, Vile Parle.

Honouring those with 25 years of service and more, the Chairman awarded Long Service Mementoes. Eightythree 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 sportsmen 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 sportsmen, 57 employees received merit awards.

Acknowledging the dedicated and loyal service of the employees, Mr Raghu 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, having somehow managed to reach there, cannot remain there for long."

Before the award giving function there was a 10-minute Naga and Pooja dance programme put up by the AI artistes group.

The names of the recipients are on page 3.

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 Vayudoot at the age of 27 makes him among the youngest Chief Executives in the country.

## AI among top three

**I**N 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 79.34 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 25th (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 breakeven load factor of operating its fleet, Air-India has shot up to the third position in terms of operating profit.

## GSD Headquarters at NIPTC

**T**HE 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. Patkar, Controller of Civil Works & Properties, and Mr J. J. Naegamvala, Dy Director-Inflight Service. Also present were some of the retired executives of the Department including Mr D. P. Nimkar, 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. Subnivas, 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 Subnivas 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. (Société Internationale de Telecommunications Aeronautiques) from September 1, 1983.

He was unanimously elected to the post by the 25 member board constituting representatives from British Airways, KLM, Singapore Airlines, Varig etc. Our heartiest congratulations!



# RANDOM JOTTINGS

by Smokey Mind

WHO was the humorist 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 lasted for nine long months. And contrary to popular supposition, one does not go back to smoking all at once. In fact, the first cigarette after a prolonged absence tastes just awful. And then I looked at this question in my cool, incisive analytical manner and I came to a really dramatic conclusion — that you could never be a really 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 umbrage if I had not done so, and who 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 magnanimously 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 badly. My family was away. I was driving home. I had to do some serious writing work which would take me halfway into the night (not, I may add something as frivolous as Random Jottings). And so — I STOPPED AT THE PAAN-BEEDI SHOP JUST OUTSIDE MY HOUSE AND BOUGHT A PACK OF 555's. And I was back at Square One. To 45 cigarettes a day. And a sheepish look on my face.

But finally my sense of determination and will-power that has won me so many admirers over five continents prevailed, and on July 4, i (with a capital I), Aye, to use Ganesh 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 is it 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 Smokers Anonymous (who gather to smoke anonymously), who have been responsible for the mandatory caption — Cigarette Smoking is Injurious to Health, from which our over-zealous medical authorities have taken the cue-completely, of course, forgetting the ubiquitous beedi 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' Airbus 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

area! Remonstrance was of no use, so I apologised to the gallant lady, who was obviously a direct descendant from the Mayflower travellers (they spent all their time fighting Indians!), and quietly smoked my cigarette in the loo. This, I understand, is now forbidden. Possibly because in my agitation on that occasion the toilet paper caught fire.

To those of my readers who worry how I will pull through this difficult stage, if at all, I can only say: have faith, have courage, have confidence. And have one for me. Or two, or three. To my detractors — and there are many — I cock a snook and say I will pull through. One young lady (ahah, wouldn't you like to know who she is!) insists that I can never do it and that she is prepared to take any, yes ANY bet to prove it. So we have decided on a weekend in Lonavala, just the two of us. She is young, so I may still puff a way.

And finally, a last word to my friends who wish to give up smoking but, short of those expensive western methods, have not yet found the answer; a last word to my many admirers who are watching with bated breath whether that weekend in Lonavala will come off. Giving up smoking, my friends, is very very easy. All that it requires is superhuman willpower. All that you have to be is superhuman. □

# Talking Shop

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 aircraft 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-9-90, 100-120-seat aircraft; the MD-83, a longer-range version of the DC-9-80 that is near launch; the D-3300 150-seat aircraft; and the MD-100, a DC-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 \$C 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 \$ 2,332 million. The airline increased its revenue yield by seven per cent, but weight 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-7R4 engines to power its long-range Boeing 767ERs. The airline has ordered two aircraft with deliveries starting in May 1984, and has options on two more. Eleven airlines 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 BFr 2,141 million, it was a better result than 1981 when the loss amounted to BFr 3,695 million. During the year, the turnover increased from BFr 29,800 million to BFr 35,300 million.

The improvement was brought about largely because the staff accepted graded wage cuts which enabled the overall wage bill to be reduced, by 17 per cent. Other measures included route restructuring and the closing down of some points (Warsaw-Moscow, Frankfurt and Hamburg) and the alignment of frequencies to meet actual demand.

## Twins over water

Currently one of the subjects being debated all over the world is the possibility of the new twin-engined aeroplanes like the Boeing 767 and A310 being allowed to undertake 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 turbofan aeroplanes. There, and in other areas where aircraft of passenger capacity 180-250 are most efficient for many routes, airlines will be using modern improvements in safety rates to persuade their aviation authorities to let them fly twins. They are not asking for extension of the 90 min rule.

"ICAO has recently held an informal but significant consultation with all the parties involved, and its Aif Navigation Commission is to set up a secretariat study group to look at the matter in detail.

"ICAO and 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 60 minutes' flying time of an alternate airfield. ICAO, in Annex 6, stipulates a time of 90 minutes. Neither the FAA nor ICAO relate the rules specifically to flights over water, but the oceanic case is the one in which the manufacturers are keenly interested at present.

"IFALPA argues that a 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 of engine failure on structure, on the second engine, and on engine-dependant system.

"Also included, as integral to IFALPA policy, is consideration of the operating environment, for example the level of air traffic control and meteorological services available, the standards of flight documentation, and the implications of these on a change of flight level dictated by engine failure." □

Quit Bumpay. Fly.





The new GSD Headquarters at Bombay Airport. (Inset above) Dy Director-Ground Services, Mr V. R. Subnivi with GSD staff at the opening of the new HQ bldg. (Inset below) Dy MD Capt D. Bose with old timers. From L - R: Mr N.N. Elavia, Mr R. P. Hudtlikar, Mr D. P. Nimkar, Mr J. R. Bocarro and Mr R. N. Tawadia.

## Rs.2000 TO BE WON

HERE'S a chance for you to make some quick money with no strings attached and no dotted lines to sign on. All you have to do, is think of a typically Indian name for our First Class and Executive Class, keeping in mind Air India's traditional personalised image. There is no restriction to your creativity except that the name should be easy to pronounce.

The lucky winner whose entry will be selected, will be presented with a cheque of Rs 2000. In the event of more than one person coming up with the same title, a draw will be held to decide the eventual winner. So get cracking and rush your entries by 15 October, '83 to:

The Editor, Magic Carpet,  
Air-India Public Relations,  
20th Floor, Nariman Point,  
Bombay-400 021.

P. S.: Competition open to Air-India personnel only.

# AWARDS AND MEMENTOES

## RECIPIENTS OF LONG SERVICE MEMEMTOES

### 35 Years Service

#### COMMERCIAL

Mr. H. D. Bilimoria  
Mr. D. N. Corres  
Mr. Issac Das  
Mr. W. D. Lima  
Mr. H. M. Kaul  
Mr. P. K. Kapoor  
Mr. T. K. Kannan  
Mr. N. S. Mathur  
Mr. S. Parthasarathy  
Mr. E. A. Tarapore

#### ENGINEERING

Mr. O. J. St. Anne  
Mr. C. S. Aranha  
Mr. B. Y. Ambekar  
Mr. B. D. Bajaj  
Mr. D. K. Billimoria  
Mr. A. P. Bast  
Mr. J. Creaddo  
Mr. S. S. Chari  
Mr. A. D. Cruz  
Mr. B. B. Dhawan  
Mr. C. D. Mello  
Mr. J. R. Davids  
Mr. J. A. D. Cruz  
Mr. K. H. Dastoor  
Mr. D. Ferreira  
Mr. P. Gomes  
Mr. R. A. Gokhale  
Mr. R. G. Gokarn  
Mr. G. B. Jadhav  
Mr. V. B. Kalgutkar  
Mr. R. N. Kadri  
Late Mr. J. R. Kelkar  
Mr. T. S. Kamble  
Mr. A. Kenny  
Mr. P. B. S. Kunde  
Mr. V. Lewis  
Mr. I. S. Mathur  
Mr. V. Y. Mathure  
Mr. S. V. Manglikar  
Mr. O. J. Mascarenhas  
Mr. M. M. Mhatre  
Mr. A. Meneses  
Mr. A. J. Morgan  
Mr. U. A. Naik  
Mr. I. C. Naik  
Mr. S. S. Parthasarathy  
Mr. J. P. Pereira  
Mr. A. M. Padmanabhan  
Mr. J. Powell  
Mr. M. Pereira

Mr. H. J. Pereira  
Mr. R. Ramprasad Singh  
Mr. S. F. Solanki  
Mr. J. N. Sonavati  
Mr. K. K. Shetge  
Mr. B. Y. Sule  
Mr. R. B. Tirotkar  
Mr. D. C. Uttangi  
Mr. H. D. Vachha  
Mr. E. V. Wells

#### FINANCE & ACCOUNTS

Mr. G. V. Gadkari  
Mr. V. Pichumani  
Mr. B. B. Plumber  
Mr. V. Ramalingam

#### GROUND SERVICES

Mr. Wazir Chand  
Mr. V. Dias  
Mr. R. M. Kale  
Mr. S. L. Vaity

#### INFLIGHT SERVICE

Mr. J. B. D. Souza  
Mr. E. L. Naronha  
Mr. Pharo

#### MANAGEMENT SERVICES

Mr. R. N. Antia

#### OPERATIONS

Mr. U. V. Acharya  
Mr. R. T. Bajekal  
Mr. P. K. Bala  
Mr. D. H. Dallas  
Mr. A. Kenny  
Mr. P. B. S. Kunde  
Mr. V. Lewis  
Mr. I. S. Mathur  
Mr. V. Y. Mathure  
Mr. S. V. Manglikar  
Mr. O. J. Mascarenhas  
Mr. M. M. Mhatre  
Mr. A. Meneses  
Mr. A. J. Morgan  
Mr. U. A. Naik  
Mr. I. C. Naik  
Mr. S. S. Parthasarathy  
Mr. J. P. Pereira  
Mr. A. M. Padmanabhan  
Mr. J. Powell  
Mr. M. Pereira

#### PLANNING & INTERNATIONAL RELATIONS

Mr. R. H. Gormar

#### PERSONNEL

Mr. Lokaya Moilee

#### STORES & PURCHASE

Mr. Abdul Ahmed  
Mr. M. K. Padave  
Mr. M. R. Sundaram  
Mr. S. B. Sawardekar  
Mr. A. S. Shetty  
Mr. S. M. Shankar  
Mr. P. S. Sundaram  
Mr. P. G. Sonar  
Mr. G. S. Singh  
Mr. K. Shankaran  
Mr. H. Stephan  
Mr. V. Seshagiri  
Mr. A. G. Tamhankar

### 25 Years Service

#### HEADQUARTERS

Mr. J. S. Chawan  
Mr. Deba Singh  
Mr. J. R. Jagtap  
Mr. C. V. Muthu

Mr. V. K. P. Nair  
Mr. Pratap Singh  
Mr. Prem Bahadur  
Mr. L. B. Shinde

#### CIVIL WORKS & PROPERTIES

Late Mr. G. S. Jadhav

#### COMMERCIAL

Mr. T. K. Aranha  
Mr. K. G. Ambekar  
Mr. M. T. Ambekar  
Mr. S. M. Borhade  
Mr. C. L. Barot  
Mr. G. Creado  
Mr. P. Choudhary  
Mr. P. M. Dastur  
Mr. Jairam Durangal  
Mr. M. M. Dua  
Mr. R. K. Dawre  
Mr. Tara Dutt  
Mr. B. N. Das  
Mr. D. A. Fernandes  
Late Mr. M. G. Gore  
Mr. T. Gopalan  
Mr. H. S. Gill  
Mr. V. P. Ganapule  
Mr. M. H. Hegde  
Mr. P. Hiranani  
Mr. M. Rambo  
Mr. D. V. Jatar  
Mr. K. V. Joag  
Mr. B. K. Kapoor  
Late Mr. H. M. Kacunarathine  
Mr. P. P. Kanga  
Mr. V. B. Kadam  
Mr. M. G. Khairaz  
Mr. B. B. Kale  
Mrs. V. Loh (F)  
Miss J. R. Miquel  
Mr. H. K. Malik  
Mr. S. S. Mohite  
Mr. P. C. Menon  
Mr. B. H. E. Macline  
Mr. P. F. Mehta  
Mr. S. R. Mohite  
Mr. G. Mathias  
Mr. S. Mukherjee  
Mr. P. R. Menon  
Mr. N. M. Mane  
Mr. K. P. N. Nair  
Mr. C. S. Nagwekar  
Mr. J. S. Nawalkar  
Mr. T. S. Pagare  
Mr. M. Pais  
Mr. Suraj Prakash  
Mr. R. Soosai Raj  
Mr. K. Raghvelu  
Mr. S. S. Raghavan  
Mr. R. Ramchandran  
Mr. M. R. Sundaram  
Mr. S. B. Sawardekar  
Mr. A. S. Shetty  
Mr. S. M. Shankar  
Mr. P. S. Sundaram  
Mr. P. G. Sonar  
Mr. G. S. Singh  
Mr. K. Shankaran  
Mr. H. Stephan  
Mr. V. Seshagiri  
Mr. A. G. Tamhankar

#### COMMUNICATIONS

Mr. S. Venkitakrishnan  
Mr. P. Y. Welinkar  
Mr. B. S. Wasuja  
Mr. M. A. Cheria  
Mr. B. H. Chitale  
Mr. M. L. George  
Mr. D. K. Bard  
Mr. E. W. Massom  
Mr. K. K. Nair  
Mr. N. Pereira  
Mr. P. K. Rajan

#### ENGINEERING

Mr. P. H. Bhatia  
Mr. M. L. Bhagwat  
Mr. G. M. Bhawe  
Mr. B. Bajaj  
Mr. S. M. Bedi  
Mr. F. Capri  
Mr. M. S. Chiplunkar  
Mr. D. S. Chesun  
Mr. A. S. Das  
Mr. P. M. D'Souza  
Mr. J. D'Souza  
Mr. K. V. Dandekar  
Mr. N. K. Darukhanwalla  
Mr. M. V. Fernandes  
Mr. F. X. Fernandes  
Mr. B. R. Gawande  
Mr. N. D. Gupta  
Mr. C. Gomes  
Mr. K. G. Jadhav  
Mr. K. M. Jagtap  
Mr. V. R. Khaire  
Mr. R. M. Koli  
Mr. A. M. Karkhanis  
Mr. D. V. Kashalkar  
Mr. R. M. Karnik  
Mr. J. Lalji  
Mr. J. J. Lewis  
Mr. M. Mallahi  
Late Mr. A. D. More  
Mr. B. C. Mohite  
Mr. D. S. Muley  
Mr. C. Moraes  
Mr. L. E. Misquitta  
Mr. M. S. Naik  
Mr. J. C. Nadgaonkar  
Mr. Y. R. Phadte  
Mr. S. M. Pai  
Mr. V. A. Rajee  
Mr. J. G. Revaskar  
Mr. V. R. Ramchandran  
Mr. Y. S. Shetty  
Mr. G. K. Satghare  
Mr. P. B. Surti  
Mr. S. Saha  
Mr. V. J. Sonar  
Mr. A. B. Shinde  
Mr. S. E. Talkar  
Mr. S. S. Uparkar  
Mr. M. S. Vaidya  
Mr. V. R. Vengurlekar  
Mr. M. S. Vaidya

#### FINANCE & ACCOUNTS

Mr. M. S. Bang  
Mr. K. J. Dave  
Mr. G. R. Gupta  
Mr. V. K. Komat  
Mr. D. K. Keikar  
Mr. K. R. Khandagale  
Mr. N. A. Krishnamurthy  
Mr. D. R. Kulkarni  
Mr. V. S. Kulkarni  
Mr. V. Kurka  
Mr. P. V. Nagpurkar  
Mr. M. S. L. Narasimhan  
Mr. S. S. Nerurkar  
Mr. R. P. Pandit  
Mrs. V. Ranong  
Mr. S. M. Sain  
Mr. Siba Prasad Sen  
Mr. B. V. Subbarao  
Mr. S. G. Surve  
Mr. S. M. Stephanos

#### GROUND SERVICES

Mr. N. C. Anand Rao  
Mr. N. Ansari  
Mr. N. C. Bhagudie  
Mr. K. R. Baria  
Mr. L. D. Braganza  
Mr. Francis Crasto  
Mr. H. E. Fonseca  
Mr. K. G. Gamre  
Mr. P. George  
Mr. D. V. Jadhav  
Mr. A. X. Joseph  
Mr. K. Kale  
Mr. S. D. Kavankar  
Mr. M. H. I. Khan  
Mr. P. Kuriah  
Mr. B. Lobo  
Mr. Lalji Singh  
Mr. R. Pimenta  
Mr. Asaral Sibbal  
Mr. J. V. Sakat  
Mr. D. Shamji  
Mr. R. S. Sawratkar  
Mr. B. S. Virkar  
Mr. G. G. Waigankar  
Mr. D. S. Worlikar  
Mr. V. S. Yadav

#### INFLIGHT SERVICE

Mr. S. J. Athalye  
Mr. D. D. Aretina  
Mr. R. P. Aibara  
Mr. D. A. Bhallerao  
Mr. L. B. Bhole  
Mr. A. M. Dean  
Mr. M. S. Fakrithin  
Mr. S. S. Hemmady  
Mr. C. D. Kelshekar  
Mr. V. B. Keluskar  
Mr. B. V. Manjrekar  
Mr. M. D. Muthu  
Mr. P. K. Narayanan  
Mr. G. Narasingh  
Miss M. B. Patel  
Mr. D. N. Power  
Mr. C. Rodrigues  
Mr. Nambhai R. Rathod  
Mr. Sakada Tikabrun  
Mr. G. M. Talpade  
Mr. V. Varadachari

#### MANAGEMENT SERVICES

Mr. S. Ramakrishnan  
Mr. T. Santha Krishnan

#### OPERATIONS

Mr. J. K. Banerjee  
Capt. S. B. Chatterjee  
Mr. P. R. Dasan  
Mr. R. B. Ginnivale  
Mr. B. S. Gujetti  
Mr. S. B. Heble  
Mr. S. S. Ibrahim  
Mr. S. M. Joshi  
Capt. G. L. Lamba  
Mr. V. D. Moorthi  
Capt. R. K. Mehta  
Mr. P. W. Patki  
Mr. A. A. Rajpathak  
Mr. K. D. Shroff  
Mr. S. S. Shitole  
Mr. P. N. Sonavale  
Mr. K. E. Warrior

#### PLANNING & INTERNATIONAL RELATIONS

Mr. C. V. Nair

#### PERSONNEL

Mr. J. D. Costa  
Mr. N. M. Sonurlekar  
Mr. P. R. Savargaonkar

#### STORES & PURCHASE

Mr. C. W. Bambardekar  
Mr. N. A. Bhangra  
Mr. M. S. Behere  
Mr. J. C. Bhattacharjee  
Mr. M. P. Chury  
Mr. D. S. Gupta  
Mr. M. V. S. Iyer  
Mr. R. J. Kanai  
Mr. B. W. Karulkar  
Mr. R. A. Khanzada  
Mr. S. S. Krishnan  
Mr. R. K. Mainkar  
Mr. R. A. Mishra  
Mr. S. V. Modak  
Mr. S. Nagarajan  
Mr. J. D. Nagda  
Mr. P. D. Patankar  
Mr. J. E. Pereira  
Mr. F. M. Pinto  
Mr. V. L. Powale  
Mr. M. S. Raman  
Mr. A. A. Shaikh  
Mr. R. N. Shenai  
Mr. A. N. Sridhar  
Mr. G. R. Sule  
Mr. M. B. Sule  
Mr. P. V. Sumant  
Mr. C. J. Tamhane  
Mr. S. N. Wadve

## SERVICE MEMENTOES FOR AIRHOSTESSES COMPLETING 10 YEARS SERVICE

Miss Susan Ager  
Mrs. N. Bedi  
Mrs. A. V. Bhide  
Mrs. M. J. Banaji  
Mrs. Nita Bhadwar  
Miss M. K. Barach  
Miss R. Chatterjee  
Miss T. Doma  
Mrs. W. O. D'Silva  
Mrs. N. Fraser  
Miss C. Fernandes  
Mrs. R. Fernandes  
Mrs. Cheryl Gomez  
Miss S. Irani  
Mrs. Rupa Joshi  
Miss K. Kumari Nabha  
Miss C. Langer  
Mrs. L. Mellocrasto  
Miss E. Misquitta  
Miss R. G. Masurekar

Mrs. H. M. Nanda  
Mrs. S. A. Naik  
Miss R. Panthaki  
Miss D. N. Punwani  
Mrs. C. Panthaky  
Miss S. Prashad  
Miss A. Ram Singh  
Miss M. Rai  
Mrs. Linda Samtaney  
Miss A. L. Stanley  
Miss P. Singha  
Mrs. S. Shetty  
Miss S. Sondhi  
Miss R. L. Shukla  
Mrs. S. S. Telang  
Miss K. C. Uttamsingh  
Miss D. Uberoi  
Mrs. R. Vijayarangam  
Miss A. Varma  
Miss S. S. Vaid

## MERIT AWARDS - 1982-83

#### HEADQUARTERS

Mrs. G. G. Amalsadiwalla  
Mr. G. V. Iyer  
Mr. M. Gyanichand

#### CIVIL WORKS & PROPERTIES

Mr. D. M. Mogre  
Mr. Suresh Kumar

#### COMMERCIAL (Including Planning & International Relations)

Miss S. Iyer  
Mr. N. V. Ganapathy  
Miss S. M. Osman  
Mr. K. Krishnan

#### COMMERCIAL

Mr. J. Mendes  
Mr. C. D. Kelshekar  
Miss F. Indorewala  
Mrs. M. Lewis  
Mrs. C. P. Raghavan

#### MANAGEMENT SERVICES

Mr. S. D. Dave  
Mr. R. Sthanunathan

#### OPERATIONS

Mr. H. R. Bookbinder  
Miss R. K. Singh

#### PERSONNEL

Mr. C. N. Kudgavkar  
Mrs. A. Travasso  
Mr. J. D. Costa

#### STORES & PURCHASE

Mr. V. V. Deshmukh  
Mr. B. C. Gujan  
Miss Shanta Kumari Nair  
Mr. P. T. Pingo

## "गर्जियन" शिक्षा

इस वर्ष के आरंभ में हमने गर्जियन की ग्राम अनुभूति निबंध प्रतियोगिता के तीन विजेताओं के नाम घोषित किए थे। इन तीनों ने, जिन्हें 600 प्रविष्टियों में से चना गया था, लाखों छोटे-छोटे गांवों में से एक में जीवन के विकट रोज़ा द्वारा लिए गए नियमित साप्ताहिक छायाचित्रों से प्रेरित हो कर अपने विचार लिखे थे, जो भारतीय जीवन का एक बड़ा हिस्सा है।

ये तीन भाग्यशाली विद्यार्थी थे १८ वर्ष के क्रिस्टोफर स्टील, जो वैलिंग्टन कॉलेज, बर्कशायर में पढ़ते हैं; उर्नगेट हाईस्कूल नार्थम्टन की रिबेका सुलिवन और ब्रिस्टल में फेअरफील्ड ग्रामर स्कूल की कै करस्लेक, दोनों की उम्र 14 साल है। यहाँ प्रस्तुत है, जो कुछ उन्होंने देखा।

उनका इनाम था भारत में दस दिनों की छुट्टियाँ, जो उन्होंने एअर-इंडिया और होटल कॉर्पोरेशन ऑफ इंडिया के सौजन्य से बिताई।

# गांवों की अनुभूतियाँ

## क्रिस्टोफर स्टील

भारत के जिस रूप ने मुझे बहुत प्रभावित किया है, वह है वहाँ के लोग। भिन्न-भिन्न जातियों और धर्मों तथा ऐतिहासिक पृष्ठभूमि के इन लोगों का अपना-अपना आकर्षण है। पश्चिमी देश का वासी पहले तो भारत के दर्शन और धर्मों को समझने में कठिनाई महसूस करता है, लेकिन वहाँ के लोगों और पर्यटक के बीच पारस्परिक बंधन शुरू से ही जुड़ जाता है।

मेरी राय में, भारतीय लोगों में जीवन के जो विभिन्न मूल्य विद्यमान हैं, वे दुर्भाग्य से पश्चिमी जिंदगी में नहीं पाए जाते हैं, जैसे एकता और पारस्परिक सहयोग की भावना, जिसके साथ जुड़ी है सभी प्राणियों के प्रति सहानुभूति। पशु और लोग साथ-साथ जीते हैं और बम्बई के चहल-पहल भरे राजमार्ग पर भी पशु निश्चिन्त घूमते दिखाई देते हैं।

अत्यन्त कठिनाई भरी जिंदगी के साथ-साथ वहाँ एक ऐसी सौम्यता है जिसकी मैं सराहना करता हूँ। जैसे, भारत में अपनी दूसरी रात को मैं बहुत बीमार था और अगले दिन सबह होटल की कुछ महिला कर्मचारियों ने मुझे फूल भेंट किए। मैंने इस देश के लोगों में अहंकार नहीं पाया और इसने भी मुझे प्रभावित किया है।

भारत में जितने भी महत्वपूर्ण लोगों से हम मिले, वे सभी अत्यन्त सज्जनता से पेश आए, चाहे वे लंदन में भारत के उच्चायुक्त और नई दिल्ली में प्रधान मंत्री हों। ज्यादातर लोग बड़े उत्सुक थे और उन्होंने हमारे समाज के बारे में बहुत-सी

बातें पूछीं। विदेशियों में इस प्रकार की रुचि, कई विदेशी राष्ट्रों में नहीं दिखाई देती है। भारतीयों में सीखने और शिक्षा के प्रति कितना लगाव है, यह उन दो स्कूलों में अत्यन्त स्पष्ट था, जिन्हें हमने देखा था। ये दोनों स्कूल उल्लेखनीय रूप से आपस में भिन्न थे। जहाँ एक स्कूल नई दिल्ली का अपेक्षाकृत संपन्न और उन्नत निजी स्कूल था, वहाँ दूसरा कोरला के एक गरीब गांव में था। पहले स्कूल में सबेरे-सबेरे दुनिया की खबरें सुनाई जा रही थीं, तो दूसरे में विद्यार्थी जमीन पर पालथी मारकर बैठे हुए परीक्षा दे रहे थे, ऐसा लग रहा था, मानो ध्यान करते हुए योगियों का कोई दल बैठा हो।

जिस बात ने मुझे सचमुच अचरज में डाल दिया था, वह थी, लोगों की उम्र। गांवों में करीब आधे विद्यार्थी 15 साल की उम्र से कम थे और जहाँ भी हम गए वहाँ वे हमारा स्वागत करते हुए मिले। हमारे दल के एक सदस्य के पास टेप रिकार्डर था, जिसे देखकर वे जिज्ञासु व स्तब्ध लगे। जिंदगी में इससे पहले उन्होंने कभी भी टेप पर अपनी आवाज़ नहीं सुनी थी और उनकी पहली प्रतिक्रिया थी संकोच और भय की। लेकिन जल्दी ही वे हमसे घुल मिल गए और ऐसा लगा मानो वे जल्दी से जल्दी अपने कलाप्रेमी पक्ष को दिखाना चाहते हों। क्रिस सुलिवन और उनके रिकार्डर के पीछे एक काफ़िला जमा हो गया, जो हैमलिन के "पाइड पाइपर" के एक दृश्य की याद दिला रहा था।

भारतीयों में हास्य की एक उल्लेखनीय भावना है। यह कुछ उन नारों से स्पष्ट हो जाती है, जिसे लोग बहा देते हैं। वे तेज़ गाड़ी चलाते हैं, जो अपने-आप में एक अनुभव है। सड़क पर एक जगह लिखा

था, "एक मृत व्यक्ति से अच्छा है, देर से आनेवाला व्यक्ति" दूसरा नारा बम्बई के एक घर पर लिखा था, "हम तो पूरे साल ही मूर्ख हैं, अप्रैल भर से क्या होता है?"

हमारी यात्रा के दौरान कई और रोचक घटनाएँ हुईं। कारला की प्राचीन बौद्ध गुफाओं की ओर जाते समय हमारा एक पलास्क टूट गया। वहाँ रहने वाले एक आदमी ने हमसे कहा कि चूँकि इसमें शराब ले जाई जा रही थी इसलिए देवी ने श्राप दिया है। जबकि वास्तव में उसमें सेब का रस रखा था। बाद में हमें वहाँ की एक गुफा में खाली शराब की बोतल दिखी। सड़क पर ड्राइवरों के बीच संचार का माध्यम शीशा नहीं, बल्कि हॉर्न बजाना है। दूसरा वाहन देखते ही ऐसा अपने आप हो जाता है और इसकी वजह से बम्बई जैसे बड़े नगर में कान फोड़ने वाली आवाज़ खूब सुनाई देती है।

भारत एक उन्नत देश नहीं है और उसमें बातावरण का मनमौजीपन योग देता है। देश को समझने के लिए धैर्य और संवेदना की जरूरत है। जैसे हमें बताया गया था कि बम्बई से बाहर एलिफैंटा द्वीप के लिए नावें हर 15 मिनट में जाती हैं। कुछ समय बाद हमने महसूस किया कि मोड़ी तब तक रुका रहा जब तक कि नाव पूरी नहीं भर गई, जो हमारे लिए एक घंटे का समय साबित हुआ। जयपुर के पास एक लेवल कांसिग पर हमें 20 मिनट रुकना पड़ा। अचानक फाटक खोल दिये गये और हम आगे बढ़े, जबकि आसपास कोई ट्रेन नहीं दिखाई दी। यही वह अव्यवस्था है जिसके बारे में ई.एम. फॉर्स्टर ने अपने उपन्यास "ए पैसेज टू इंडिया" में लिखा है और जो मेरी पूरी यात्रा के दौरान मुझ पर छाया रहा। एक

होटल में हमारे आरक्षण में लिखा था "विलेज वॉयज (वॉयस के स्थान पर वॉयज लिखा था) एस्से कॉन्टेस्ट" जिसने मुझे उपन्यास में स्वर्गीय श्रीमती मूर के स्मारक चिह्न की याद दिला दी जिसमें लिखा था "God si (is के स्थान पर si) Love"

वैसे ज्यादातर लोग खुशनज़र आये, एक ऐसी विशेषता जिसे अत्याधुनिक पश्चिमी विश्व में धन से कभी नहीं खरीदा जा सकता।

भारत की मेरी यात्रा ने मुझे आश्चर्य कर दिया है कि जातिवाद अज्ञान पर आधारित एक गलत धारणा है। मैं अब यह भी महसूस करता हूँ कि वर्तमान पश्चिमी नेतृत्व किस तरह से विश्व का संकीर्ण दृष्टिकोण रखता है और उसे कम भाग्यशाली इंसानों के लिए संवेदना पूर्ण नीति शुरू करनी चाहिए। विश्व के गरीब लोगों को एक बड़ी शक्तिवाले शतरंज के खेल में प्यादों के समान समझने के स्थान पर हमें उन्हें ज्यादा चिकित्सा, शिक्षा और वित्तीय सहायता देनी चाहिए। तीसरी दुनिया के देशों का सम्मान पाने के स्थान पर वर्तमान पश्चिमी नेता, अपने समान कठोर और अटल रूप से उन लोगों को बिलग करते जा रहे हैं, जिन्हें मानवता का सुखी भविष्य बनाने में हमारे राष्ट्रीय सहयोगी होना चाहिए।

मैं एअर-इंडिया को, विशेष रूप से लुई डि'सोजा को जो हमारे साथ रहे और होटल कॉर्पोरेशन ऑफ इंडिया को अपनी इस यात्रा को संभव बनाने के लिए धन्यवाद देता हूँ।

# विभाग



चित्र में बायें से दायें (खड़े हैं) किस सुलिवान (सुथी रिबैका सुलिवान के संरक्षक), लुईस डि सजा (यात्री विक्रय अधीक्षक, एअर-इंडिया जो डल के साथ आए), कैथे चामर्स (के करस्लेक के संरक्षक) तथा लाईनेल स्टील (क्रिस्टोफर स्टील के संरक्षक) चित्र में बाएं से दायें (बैठे हैं) विजेता रिबैका सुलिवान, श्रीमती गांधी, के करस्लेक, क्रिस्टोफर स्टील.

## के करस्लेक

भारत की धरती पर अपना पहला कदम रखते ही मुझे अनेक अप्रत्याशित अनुभव हुए। एक भिन्न किस्म की महक ने मुझे प्रफुल्लित कर दिया। मैंने कभी यह नहीं सोचा था कि दो देशों की महक इतनी अलग-अलग हो सकती है। यहां गर्मी थी और धूल भी और हर सांस लगता है दम घुट रहा है। मैंने सोचा था कि धरती जली हुई और उजाड़ होगी, लेकिन यहां पर तो पेड़, घास और फूल हैं।

मैंने भारत की सुंदरता वास्तुशिल्प में देखी। भारत के मंदिर अत्यंत अलंकृत हैं और आकाश में ऊंचे और भव्य रूप में खड़े हैं। उन सभी में चारों ओर उत्कृष्ट नक्काशी हैं। उन्हें देखकर सोचना पड़ता है कि उन्हें बनाने में आदमी को कितना समय लगा होगा। वे मन में प्रेम और शांति की भावना जगाते हैं।

सबसे सुन्दर मंदिर ताजमहल है। मैं निश्चित रूप से यह कह सकती हूँ कि उसे "दुनिया के सात आश्चर्यों में से एक" क्यों कहा जाता है। वह सफेद संगमरमर से बनाया गया है और भीतर और बाहर अद्भुत ढंग से सुसज्जित है। सुंदर फूल बनाने के लिए वहां कितनी ज्यादा सावधानी बरती गई होगी? प्रत्येक दीवार एक जैसी है। अपने बनाए हुए चित्रों के बारे में मैंने सोचा, पर इस कलाकृति को देखकर मैं स्तब्ध रह गई। मैंने उस की भावना और महक को चाहा। बोले गए शब्द की प्रतिध्वनि 15 सैकंड तक आती है। इससे मैं रोमांचित हो उठी। मैंने अपने को एक दूसरी ही दुनिया में पाया। ताजमहल के चारों ओर का फर्श अपनी पच्चीकारी सुंदरता के कारण अनोखा था।

चारों दिशाओं में किसी भी एक में खड़े होने पर, एक अलग ही पैटर्न दिखता है।

जब मैं भारत में थी, तब जिस दूसरी बात ने मेरा ध्यान आकर्षित किया, वह थी गरीबी। इतना सौंदर्य और गरीबी दोनों एक ही समय कैसे बिद्यमान रह सकती हैं?

जब हम ताजमहल देख कर चल रहे थे, तो हमने लड़कों के एक समूह से पेय पदार्थ खरीदा। बाद में हमें पता चला कि वे भाई-भाई हैं और अनाथ हैं। वे पेय पदार्थ से कमाये गए पैसों से ही अपनी जिंदगी बसर कर रहे थे। मुझे लगा कि यह कितना कठिन जीवन है, क्योंकि यदि वे पेय पदार्थ नहीं बेच पाएं तो उन्हें खाना भी नहीं मिलेगा। हमने उन्हें कुछ पैसे दिए थे। वे अत्यधिक रोमांचित हो गए। कम से कम आज की रात तो वे खाना खा सकेंगे।

पूरे भारत में 'सुख-शांति का साम्राज्य' है। इस बात ने मुझे आश्चर्यचकित कर दिया कि "ये लोग हमेशा प्रसन्न रहते हैं जबकि हम एक चाँकलेट के न होने पर ही दुखी हो जाते हैं।" हम कितने एहसान फरा मोश हैं। ये लोग जिनके पास कुछ भी नहीं है, वे हमारे साथ अपना जो कुछ भी है, उसे बांटना चाहते हैं।

इससे मुझे शर्म महसूस हुई और मैं इस सोच में पड़ गई कि एक दुनिया में जीवन के दो अलग-अलग तरीके कैसे हो सकते हैं? हमारे पास बहुत कुछ है और हम उसकी कदर नहीं करते हैं। हमारे पास जो कुछ है, हम उससे कभी संतुष्ट नहीं होते हैं और हमेशा और अधिक पाने की कोशिश करते रहते हैं। भारतीयों के पास इतना कम है, लेकिन वे संतुष्ट हैं।

मैंने भारत-यात्रा का आनंद उठाया है और मुझे उम्मीद है कि मैं एक बार फिर भारत आ सकूंगी।

## रिबैका सुलिवान

जिस बात ने मुझे सबसे ज्यादा प्रभावित किया था वह थी कि वहां के लोग कितने स्नेही हैं। इंग्लैंड छोड़ने से पहले, हमें भारतीय सत्कार की एक झलक तभी मिल गई थी, जब हमने लंदन में भारतीय उच्चायुक्त की। उनकी मित्रता ने हमें सहज बना दिया और उनका सत्कार अभिभूत कर देने वाला था। लेकिन यह तो भारत के स्नेह की केवल झलक मात्र ही थी। आगे और भी स्नेह मिलने वाला था।

उदाहरण के तौर पर, हम आगरा से जयपुर जाते समय रेल के एक फाटक के पास रुके। वहां हमें आधा घंटा रुकना पड़ा। हमारे वहां रुकते ही पास के कुछ बच्चों ने हमें देखा और जैसे ही हम अपने पैर सीधे करने के लिए गाड़ी से उतरे कि उन बच्चों ने "हेलो-हेलो" कहते हुए हमें घेर लिया। वे हैरान थे कि हम कौन थे? करीब 20 लोग हमारे इर्द-गिर्द जमा हो गए। पिताजी ने एक से पूछा कि क्या पर्यटक वहां अक्सर रुकते हैं और वे नहीं? उन्होंने कहा कि उन्हें ऐसे कोई भी पर्यटक नहीं मिलते हैं, जो अक्सर रुक कर उनसे बातें करते हों। हम सभी ने बातचीत करने की कोशिश की। उनमें से कुछेक तो काफी अच्छी अंग्रेजी बोले। जब हम कार में वापस बैठे और आगे बढ़े तो मैंने पीछे मुड़ कर देखा—वे हमारी तरफ गौर से देख रहे थे और हाथ हिलाकर विदाई दे रहे थे।

लेकिन केवल रेल के फाटक पर ही लोगों ने मित्रता नहीं दिखाई, जब हम दिल्ली के एक स्कूल में गए, जिसका नाम है एपीजे स्कूल, वहां भी सत्कार वैसा ही था। प्रधान अध्यापक अध्यापक और मुख्य विद्यार्थी तथा बच्चे बहुत ही मैत्रीपूर्ण थे। जब हम कक्षाओं को देख रहे थे, तो छोटे-छोटे बच्चे हमें देखकर शरमा रहे थे और मंद-मंद मुस्कुरा रहे थे। 'हेलो' कहकर वे हमारा अभिनंदन कर रहे थे।

अन्य भाषाओं में अंग्रेजी एक ऐसी भाषा है, जिसे भारत में काफी लोग बोलते हैं। मुझे यह देखकर आश्चर्य हुआ कि विशेष रूप से नगरों में दुकानों के सभी नाम अंग्रेजी में लिखे हुए थे और उनके नीचे हिन्दी में नाम लिखे थे। इसलिए भारत में विचारों का आदान-प्रदान हमारे लिए बहुत आसान हो गया था।

मुझे भारत में हर स्थान की विशेष रूप से सड़कों की चहल-पहल बहुत प्यारी लगी। हरेक के पास एक बाइसिकल है। कुछ के पास कारें हैं। भारत में सड़क पर चलना काफी मजेदार है। किसी गाड़ी से आगे बढ़ने के लिए हॉर्न बजाना पड़ता है। लॉरियों के पीछे लिखा रहता है, 'कृपया हॉर्न बजाइए'। कभी-कभी सड़क पर सिर उंचा किए उंट चलता हुआ नजर आता है और दिल्ली में हाथी भी मंथर गति से चलते दिखाई दिए।

लेकिन गांववालों के लिए बैलगाड़ी बहुत जरूरी है। जब हम कारला गांव, लोनाबला गए, तब हम सभी ने एक बैलगाड़ी पर सफर किया। यहां भी दोस्ती की भावना वैसी ही थी। जैसे ही हम गाड़ी पर चढ़े और वह आगे बढ़ी, मुस्कराते हुए चेहरों के साथ कई छोटे-छोटे बच्चे हमारे पीछे-पीछे गांव तक चलते रहे। वहां भी हमारा शानदार स्वागत हुआ।

गांव बिल्कुल वैसा ही था जैसा मैंने सोचा था। औरतें नदियों में कपड़े धो रही थीं और कुएं से पानी खींच रही थीं जिनके चारों ओर बच्चे पत्थरों से खिलौनों की तरह खेल रहे थे। एक छोटी-सी बच्ची टर्नियों के चारों ओर रस्सी बांध कर इस तरह से चलती जा रही थी मानो किसी कुत्ते को पकड़ कर ले जा रही हो।

गांव गरीब नजर नहीं आता था। वहां एक दवाखाना था, जहां हफ्ते में दो बार डॉक्टर आता था। किसी और की ज़िन्दगी को देखना और यह देखना कि वे किस तरह जीते हैं, अपने आप में एक अनुभव था।

कहीं-कहीं लोग कच्चे मकानों में रहते हैं। लेकिन भारत में मैंने जिन परिवारों को देखा, उनमें कोई भी भूखा नहीं था। सड़कों पर निकलते ही बच्चे आपको देखते हैं, मुस्कराते हैं और आपकी ओर इशारा करते हैं। कभी-कभी वे हाथ हिला कर अभिवादन करते हुए हेलो कहते हैं। इस तरह चाहे वे लोग गरीब हैं पर बड़े स्नेही और मित्रतापूर्ण हैं।

## FAREWELLS



Mr S. Y. Sapte, Chargehand, Ground Services Department, Santa Cruz, Bombay.



Mr R. M. Patel, Signals Officer, Communications Department, Bombay.



Mr V. Ramalingam, Asst Accounts Officer, Finance and Accounts Department, Santa Cruz, Bombay.



Mr G. R. Bhat, Dy Manager-Administration, Communications Department, Bombay.



Mr T. D. Kaluachia, Inspector, Engineering Department, Santa Cruz, Bombay.



Mr R. H. Gorimar, Asst Manager International Relations, Planning Department, Bombay.



Mr Akbarshah, Sr Driver, Ground Services Department, Ahmedabad.



Mr P. H. Gomes, Foreman, Engineering Department, Santa Cruz, Bombay.

## ON THE MOVE UP

The following staff have been promoted :

### ACCOUNTS :

Mr K. Raghunathan as Asst Financial Controller and Messrs S.D. Ambike, S.R. Krishnamoorthy, M.S.L. Narasimhan, P.K. Jain, K. B. Patel, N. A. Krishnamurthy, R. Rajamani and Ms D. K. Bhadha as Asst Accounts Officers.

### COMMERCIAL :

Messrs M. Ramanathan, E.B. Gopakumar, R.P. Khandelwal, A.K. Goyal, M.S. Sawhney, P.K. Dey, M.T. Selvarajan, R.F. Pinto, N.N. Nambiar, J.S.A. D'Couto, T.N. Rao, M. Anwar Ali, R. Sitapathi, P. Mukerji, S.N. Rite, G. Singh, G.V. Bhalerao, Z.A. Kanthawala, S.V. Dighe, T.N.J. Patterson, V.D. Patil, K.K. Unnikrishnan, A.D. Ahire, H.M. Chowdhury, K.K. Sachdeva, V.A. Tamhaney, S.K. Hingorani, C.K. Kamble, Ms V.P. Lokhande, Ms L. Luthra, Ms I. Aranjio and Ms K. Choksi as Asst Station Supts.

### CIVIL WORKS & PROPERTIES :

Mr P. N. Karmarkar as Sr Engineer.

### ENGINEERING :

Mr R. A. Gokhale as Dy Engg Manager, Messrs N. D. Patil, D. Subramanyam, S. Subramanian, R. C. Choksey, A. Sharma, R. Sridhar, A. K. Subramanian, R. R. Rao and R. F. Chothia as Asst Supts; Messrs P. M. Pendharkar, D. M. Borkar, A. K. Panchal, S. S. Shetty, K. K. Anand Kishore, S. E. Potdar, C. V. Raguraman, H.P. Gurg, S.A. Prabhu, A.V. Kulkarni, P.M. Kantak, M.J. George, M.R. Sannakki as Sr Tech Officers and Messrs P. Y. Sahasrabudhe, K.N. Iyengar, T.M. Subramanian, Bapsy Philips, P.S. Chatterjee, Masood Hussain, M.R. Saha, V.K. Verma, G.D. Thakur, K. Unnikrishnan, D.R. Tribhuvan, V.W. Gaikwad, A.V. Joshi, Dilip Joshi, A. Gopikrishna, A.S. Kumaramel, S.K. Verma, A.T. Bhange, A.M. Ambekar, R.B. Mehta, Y.B. Parmar, G.M. Bhavne and V.L. Menon as Tech Officers.

### GROUND SERVICES :

Messrs S. K. Deshmukh, Naresh Sobti, K. S. Kohli and A. Srinivasan as Technical Officers.

### MANAGEMENT SERVICES :

Mr R. V. Ramana Murthy as Sr Programmer.

### OPERATIONS :

Mr J. I. Macmill as Asst Supdt (Simulator Maint.) and Mr P. P. Rege as Sr Simulator Maint Engineer.

### STORES & PURCHASES :

Messrs P. S. Joshi, V. V. Desai, Y. S. Gajare, S. Banerjee and M. L. Thatte as Dy Stores Manager.

## 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. Chougule**, Cleaner, Catering/Cabin Service, Inflight Service Department, Santa Cruz. Tenure of Service — 2½ months.  
**Mr S. B. Chandalia**, Jr. Operator, Ground Services Department, Santa Cruz. Years of Service — 4.  
**Mr A. R. Vartak**, Plant Technician, Ground Services Department, Santa Cruz. Years of Service — 5.  
**Mr G. S. Jadhav**, Head Cleaner, Civil Works & Properties Department, Santa Cruz. Years of Service — 25.  
**Mr R. Upadhyay**, Engineer II, Engineering Department, Santa Cruz. Years of Service — 4.  
**Mr B. D. Ambekar**, Master Technician, Engineering Department, Santa Cruz. Years of Service — 38.

## The phone-in show

THERE are a number of things I have been planning to write about for some time and I haven't gotten around to them because the stories have not jelled or because there wasn't enough in them to make a full column. As a result, the folder in the bottom drawer of my desk labelled "Observation Deck Ideas" is getting bulky and I think it is time to clean it out.



**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 airline 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, 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 :

8.52 pm Dialed toll free reservations number of a major airline. Recorded announcement in two languages. Canned music.

9.42 pm Connection suddenly cut off.

9.43 pm Redialled. Announcements. Music.

10.02 pm Hung up to get a drink.  
 10.18 pm Redialled. Announcements. Music.

10.45 pm Connection cut off.  
 10.46 pm Redialled. Announcements. Music.

10.58 pm Hung up and went to bed.  
 11.47 am Dialed. Got reservations clerk who said we had a bad connection and she couldn't hear me. Hung up.

11.48 am Redialled. Got recorded announcements and music and, within a minute, a clerk. Started to ask my question and we were cut off.

11.50 am Redialled. Got reservations clerk and was cut off again.

11.52 am Redialled. 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 would anyone 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.

Courtesy : Warren H. Goodman,  
 US correspondent,  
 Airports International.

# SPORTS ROUND UP

It was a tremendous triumph for Air-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 award.' Thanks to his brilliant performance, India was able to dismiss twice champions West Indies for 140 runs in 52 overs and win the match by 53 runs.

At a most crucial stage, Mohinder returned for his second spell of bowling and clean 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 when 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



The Amarnath family with John Churchill of All India Radio during the AIR interview in Delhi.



Capt C.L. Gupta, IFS B.B. Sabherwal, P/P P.K. Khanwate and Pravin Shah, Engineering, offering a specially baked cake to the victorious Indian Cricket team on board our flight.



Kapil Dev at Bombay airport with Duty Manager Mr M. C. Pereira (L) and Duty Officer Mr D. R. Mehta.

## FOOTBALL

THIS year Air-India Football Squad has performed with true grit. With a team which included players with mere club standard capabilities, we had participated in the latter part of 1982 in the eastern region tournaments amid a highly volatile partisan crowd and yet our players earned popularity with the local crowd while playing against star-studded teams.

We started training for the present season with a depleted team. With last-minute reinforcements, Coach John Victor put the team through its paces in time to enter the Nadkarni Cup tournament — primarily to assess our weaknesses and also our capabilities.

Given a bye in round two, we met Tata Electric who had won the 1983 Maitra Cup. After a listless 66 minutes, H. D'Souza cashed in on the goal keeper's lapses to tap the ball home bringing us to round three against the popular and seeded Orkay Mills side whom we edged out with a first half goal by inside forward L. Anil. It is from this game onwards that our squad started emerging as a strong and tough team with a four-man defence.

However, when Air-India met versatile Mafatlal in the next round, the crowd expected Air-India to be humbled. With the highly experienced Mafatlal team, only a miracle could allow us to stay with our winning streak. The crowds and the Mafatlal players were in for a big shock! We put Mafatlal out of the Nadkarni Cup (6-5), with newspapers screaming "Another AI Shock".

In the semi-finals we met the Union Bank. A fine piece of opportunism by left striker M. Sarkar late in the second half, and we conquered Union Bank with a solitary goal. This is how the Press described our victory: "Air-India who had just about escaped relegation in the Harwood Football League last year are an improved lot this season. At the Cooperage today they maintained their giant-killing sequence by conquering yet another Super League outfit — Union Bank in the Nadkarni Knock-out tourney."

In the finals we lost to Tata Sports Club side by 0-2 after relentlessly pounding Tata's defences, but we had made our mark in the Indian football scene and now we are a team to reckon with.



The Vth All India Public Sector Athletic Meet in progress at Bangalore.

## Athletic Meet

The Vth All India Public Sector Athletic Meet held in Bangalore drew over 400 participants. The Meet was organised jointly by Air-India and Bharat Electronics Ltd. We won a Bronze in the 4 x 100 event for men and bagged the coveted rolling march past trophy.

## 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. Darné, Capt, Commercial; V. K. Jose, Personnel; D.S. Shanbaug, 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. Watve our Accounts Manager-EA, 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 Sheth.

## FISHY NEWS



Amrose Abreo from our Bombay District Office is seen here with his latest catch — a hefty 33 lb silver grey Khazra fish caught near the Sea Rock hotel in suburban Bombay.

Congratulations to AI Soccer Squad: V. Swamy, GSD; L. Sathish, GSD; L. Khattri, Personnel; Anil Kumar, Welfare; L. Salil, Personnel; R. Pillai, Commercial; B. Baretto, Personnel; Santan D'Souza, Personnel; Rozario Fernandes, Personnel; C. Gurung, Welfare; M. Sarkar, Personnel; K. Anil, Commercial; Bimal Ghosh, Personnel; Hermigel D'Souza, Personnel; C. Raju, Personnel; F. Gabriel, Inflight Service;

Praveen Bangera, Personnel; Larry Simoes, Inflight Service; L. Athma, Welfare; Dilip S. Bhatkar, Engineering; Coach John Victor; Manager, P.T. Jacob, Commercial; and Tech Advisor, Capt S.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.) □



Our football squad seen with Dy MD Capt D. Bose, Dy Director-Personnel Mr Sapat and Dy Director-Engineering Mr B. P. Baliga.

# Magic Carpet Miscellany

Compiled by R. K. Sattawalla

## 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 Naosherwan Nalavala writes that the festival was inaugurated by the Indian Ambassador to the United States, Mr Kocheril Raman Narayanan. In his address he stressed the role of Festivals in promoting understanding



Manish Joshi.

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, Indophiles heard Professor Rosette Renshaw from the New Paltz College speak on 'The Krishna Story'.

At the Governor's luncheon, our RD 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 transportation, 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

India's Ambassador to the U.S. Mr Kocheril Raman Narayanan and his wife studying the Nehru Photo exhibit at the Birmingham Arts Festival.



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 Nalavala, 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 lime light 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 Ahmed Mohd. 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 Mr J.S. Doddamani, Air-India's Regional Director-ME, Mr Ajit Singh, and Mr K.N. Kudesia, Director, India Tourist Office, Kuwait.

## LONDON

Ms Josette Blonski 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 Fonseca 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. In spite of this handicap, 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.



Dhondoo Chavan — looking after Air-India's art collection as if they were his own treasure trove.

Other achievers in this month's column are: Vishnu and Lakshmi Lekha (children of P. G. Sudhakaran of GSD, Bombay); P. Girish (s/o V. Chandrasekharan from Engineering, Bombay); Uma Krishnan (daughter of A.K. Krishnan of Cargo Delhi); Mahendra (s/o G.R. Parulekar from Engineering, Bombay); and Kiran and Sudha Khot (children of Capt R. G. Khot of Operations). Vishnu and Lakshmi Lekha have secured first ranks in their respective classes for the year 1982-83. Vishnu had earlier won honours by bagging the first prize in the painting competition arranged by the Suburban



Mahendra Parulekar.



Uma Krishnan



Kiran Khot.



Sudha Khot.

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



Our green eyed beauty from London — Ms Josette Blonski.

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



P. Girish.

bid farewell to Dhondoo Chavan. For 37 years in Air-India Dhondoo lived, in a world "bereft of ugly files; safely removed from the precincts of human beings, who spend their lives pushing press 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 treasure trove. Good luck, Dhondoo! □

Inaugurating the Indian Food Festival at Doha is Mr Ahmed Mohd. Al Suwadi. To his L is Mr Ajit Singh, AI's RD-ME.



**AIR-INDIA**

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OCTOBER 1983



# हिन्दी-विभाग

पिछले दिनों एअर-इंडिया ने अपने नरीमन पाइण्ट स्थित मुख्यालय के आर्टिगेरियम में हिन्दी-दिवस समारोह का आयोजन किया। इस अवसर पर एक हिन्दी पुस्तकालय की स्थापना की गई जिसका उद्घाटन गुजराती के सुप्रसिद्ध साहित्यकार श्री गुलाबदास बोकर ने किया। उद्घाटन समारोह में बोलते हुए श्री बोकर ने कहा कि राष्ट्रभाषा हिन्दी का बिरोध देश में कहीं नहीं है। सभी लोग हिन्दी समझ एवं बोल लेते हैं। भारत जैसे विशाल देश में जहाँ विभिन्न भाषा-भाषी एवं अनेक धर्मों के लोग रहते हैं उन सब को एक सूत्र में बाँधे रखने का काम हिन्दी भाषा ही कर सकती है।

समारोह के आरम्भ में एअर-इंडिया की केन्द्रीय राजभाषा समिति के अध्यक्ष एवं जनशक्ति, आयोजन एवं विकास निदेशक श्री शशि कुमार नन्दा ने अतिथियों का स्वागत किया और एअर-इंडिया में हिन्दी के प्रणामी प्रयोग से संबंधित किए गए अनेक प्रयासों की संक्षिप्त रूपरेखा प्रस्तुत की। उन्होंने इस बात पर बड़ा गर्व प्रस्तुत किया कि उनका कार्यालय विदेशों में हिन्दी के प्रचार एवं प्रसार के लिए अनेक कदम उठा रहा है। उन्होंने बताया कि हमारे अध्यक्ष श्री रघुराज हमारे प्रमुख प्रेरणा स्रोत हैं, जिनसे हम हमेशा इस प्रकार के हिन्दी समारोह आयोजित करने का प्रोत्साहन, पूर्ण समर्थन एवं सहयोग मिलता रहा है। समारोह में प्रस्तुत उद्गारों से यह तथ्य प्रकट हुआ कि श्री शशि कुमार नन्दा ने ही इस अन्तर्राष्ट्रीय प्रतिष्ठान में हिन्दी का सूत्रपात किया था और इस दिशा में उनके अनेक बहुमूल्य मुझावों के कारण ही यह प्रतिष्ठान अपने कामकाज में राजभाषा का कार्यान्वयन बड़ी सफलतापूर्वक कर रहा है।

इस अवसर पर निगम के अध्यक्ष श्री रघु राज जी ने भेजे गए अपने एक संदेश में हिन्दी दिवस के आयोजन पर प्रसन्नता व्यक्त की तथा हिन्दी पुस्तकालय के उद्घाटन तथा गीत संध्या के आयोजन के लिए अपनी शुभ कामनाएं भेजीं। यह संदेश श्रीमती हंसबाला मिगलानी द्वारा पढ़ा गया।

इस समारोह का मुख्य आकर्षण रहा पंकज उधाम द्वारा प्रस्तुत गीतों एवं गजलों का मनमोहक कार्यक्रम, जो लगातार काफी समय तक चलता रहा। कार्यक्रम के अंत में आयोजकों की तरफ से कुमारी प्रमिला भटनागर ने आभार व्यक्त किया। कार्यक्रम का संचालन श्री राजेन्द्र प्रसाद शर्मा ने किया। विभिन्न अखबारों की राय में भी हिन्दी-दिवस का यह कार्यक्रम एक सफल आयोजन था, जिसका दर्शकों ने भरपूर आनंद उठाया।

सरकारी नीति के अनुसार सरकारी कामकाज में हिन्दी के प्रयोग को बढ़ाने के लिए केन्द्रीय सरकार के कर्मचारियों को प्रोत्साहित करने के विचार से केन्द्रीय सचिवालय हिन्दी परिषद हर साल भारतीय स्तर पर हिन्दी प्रतियोगिताएं आयोजित करती है। इस वर्ष आयोजित प्रतियोगिताएं निम्नलिखित हैं :-

## 1. 24वीं हिन्दी टाइप प्रतियोगिता

आयोजन : दिनांक 25/26 सितंबर 1983 रविवार/सोमवार को हिन्दी टाइप में गति के आधार पर होगी। प्रवेश-शुल्क मात्र दो रुपये प्रति व्यक्ति।

पुरस्कार : चल वैजयन्ती, पदकों सहित रु.251/- रु.201/- रु.151/- तथा

## एअर-इंडिया में हिन्दी दिवस का आयोजन



चित्र में बाएं से दाएं हैं : श्री सचदेव, अतिथियों के सम्मान में बोलते हुए श्री शशि कुमार नन्दा, मुख्य अतिथि शीर्षस्थ साहित्यकार श्री गुलाब दास बोकर तथा सुप्रसिद्ध गुजल गायक श्री पंकज उधाम।

## केन्द्रीय सचिवालय हिन्दी परिषद द्वारा आयोजित प्रतियोगिताएं।

रु.101/- के अखिल भारतीय प्रथम, द्वितीय, तृतीय तथा महिला पुरस्कार। हिन्दीतर भाषी प्रथम, द्वितीय तथा तृतीय पुरस्कार। राज्य प्रथम, केन्द्र प्रथम पुरस्कार. अन्य प्रोत्साहन पुरस्कार.

### 2. 22वीं हिन्दी आशुलिपि प्रतियोगिता

आयोजन : दिनांक 25/26 सितंबर, 1983 रविवार/सोमवार को 80, 100, 120 तथा 150 शब्द प्रति मिनट के गति वर्गों में, देश के सभी प्रतियोगिता केन्द्रों पर आयोजित होगी। प्रवेश शुल्क मात्र २ रुपये प्रति व्यक्ति।

पुरस्कार : चल वैजयन्ती, पदकों सहित रु.501/- रु. 351/- तथा रु.210/- के अखिल भारतीय प्रथम, द्वितीय, तृतीय पुरस्कार दस गतिवर्ग पुरस्कार, अनेक प्रोत्साहन पुरस्कार।

### 3. 18वीं हिन्दी टिप्पण तथा प्रारूप लेखन प्रतियोगिता

आयोजन : दिनांक 25-10-1983 मंगलवार को सरकारी कामकाज से संबंधित प्रश्नपत्र के आधार पर होगी। प्रवेश निःशुल्क

पुरस्कार : हिन्दी भाषी प्रतियोगियों के लिए रु.101/- रु.51/- तथा रु.31/- के प्रथम, द्वितीय तथा तृतीय पुरस्कार. हिन्दीतर प्रतियोगियों के लिए 101/- 51/- तथा

रु.31/- के प्रथम, द्वितीय तथा तृतीय तथा अनेक प्रोत्साहन पुरस्कार.

### 4. हिन्दी वाक् प्रतियोगिता

आयोजन : शाखा स्तर पर निम्नलिखित तीन विषयों में से किसी एक विषय पर 5 मिनट तक हिन्दी में बोलने के आधार पर नवंबर, 83 में होगी।

प्रवेश निःशुल्क

विषय : 1. वर्तमान पीढ़ी और भारतीय परंपराएं.

2. अनुशासन : व्यक्ति और समाज के संदर्भ में.

3. विश्व मंच और हिन्दी.

पुरस्कार : हर शाखा स्तर पर प्रतियोगिता में भाग लेने वाले प्रतियोगियों की संख्या के आधार पर रु.75/- तक के प्रथम, द्वितीय तथा प्रोत्साहन पुरस्कार.

इच्छुक कर्मचारियों से निवेदन है कि वे इन प्रतियोगिताओं में भाग लें। इन प्रतियोगिताओं

के नियम उन्हें हिन्दी यूनिट, सांताक्रुज़ तथा केन्द्रीय सचिवालय हिन्दी परिषद, एक्सबाई 68 सरोजिनी नगर, नई दिल्ली-110 023 से मिल सकेंगे।

जो कर्मचारी इन प्रतियोगिताओं में भाग लेना चाहें वे अपना पूरा-पूरा विवरण हिन्दी यूनिट, सांताक्रुज़ को यथाशीघ्र भेज दें।

उक्त प्रतियोगिताओं में विजयी होने वाले कर्मचारियों को निगम की ओर से भी निम्नलिखित पुरस्कार प्रदान किए जाएंगे

प्रथम पुरस्कार : रु. 350/-

द्वितीय पुरस्कार : रु. 250/-

तृतीय पुरस्कार : रु. 150/-

अतिरिक्त जानकारी व प्रतियोगिताओं के नियम जानने के लिए हिन्दी यूनिट, सांताक्रुज़ से संपर्क करें।

अनुरोध है कि अधिक से अधिक कर्मचारी इन प्रतियोगिताओं में भाग लें और आयोजन को सफल बनाएं।

"राष्ट्र भाषा के बिना राष्ट्र गूँगा है"।

— महात्मा गांधी



AND so we come to the 39th Annual General Meeting of IATA which comes back to India after 25 years with our Chairman in the presidential chair. Some interesting coincidences: in 1958, it was inaugurated by India's Prime Minister Pandit Jawaharlal Nehru at Vigyan Bhavan. In his speech, he said: "We are firmly convinced about the vital necessity of peace and cooperation in the world...". Inaugurating the 1983 conference also in Vigyan Bhavan is his daughter, Prime Minister Indira Gandhi. While it would be entirely

presumptuous on one's part to hazard a guess as to what she would say, one can report what she said a little over three weeks earlier at the General Assembly of the United Nations in New York:

*"We seek a meeting of minds at the highest political level so that humanity can have the life it is entitled to: free from indignity, dishonour, tension or fear."*

And many differences. In 1958, arrivals were between two Sundays 19th and 26th October, with an Executive Committee Meeting on the

## RANDOM JOTTINGS

By  
Nostalgic Mind

23d. There was a three-day excursion to Jaipur, and finally the inauguration on the 27th with the closing session at the Ashoka Hotel on the 31st. In between, was a trip to Agra, and a special treat for the ladies — tea, hosted by Mrs Indira Gandhi!

Dispersal was on 1st November, so if you were lucky and you were a spouse (or may be even a spouse's spouse), you could spend 14 enjoyable days in India at a very pleasant time of the year.

Today, things are different. The actual IATA business sessions have been condensed into a day-and-a-half, and many delegates burdened with the pressures of running a modern-day airline will no doubt arrive in Delhi on Sunday 23rd October, and be back at their office desks the following Wednesday.

In 1958, IATA's first Asian President, Mr J. R. D. Tata informed his bemused audience in a somewhat fanciful historical background of the Association, that IATA was not a misspelling of TATA! He also apologised for the Delhi Municipal authorities no longer permitting tiger hunt within the city limits!

In his 'State of the Industry' report, the Director General, Sir William Hildred declared that the airlines

regarded the jets as a challenge and an opportunity. "We look forward with hope and confidence to meeting the one and realising the other", he said.

The host airlines way back in 1958 were Indian Airlines and Air-India, and continue to be in 1983. And Air-India's Chairman is once again the President. Unlike Mr Tata, Mr Raghu Raj cannot fly a plane and his airline management experience totals just 3½ years. It is all the more creditable that not only has he done Air-India proud in standing up against the world's airlines and putting us back on the aviation map, but in his quiet, mimitable manner has brought the IATA AGM to India once again. Maybe, we can consider after the AGM a book with the title: "Plane Tales from Mr Raj" □



### 39th IATA AGM - Delhi Oct. 24-26, 1983

## 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 IT DOES

The International Air Transport Association is the world organization of the scheduled airlines. Its 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 airmail 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 ensures high standards 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 airline co-operation through IATA, individual 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 meet 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, organised 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.

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 policy direction 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 co-ordinated by Ground Services Department.

#### L. R. C.

It is heartening to note that members of the 14th Labour Relations Committee, elected in December 1982 are taking their duties really seriously. One can see them going round various offices, talking to 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!"

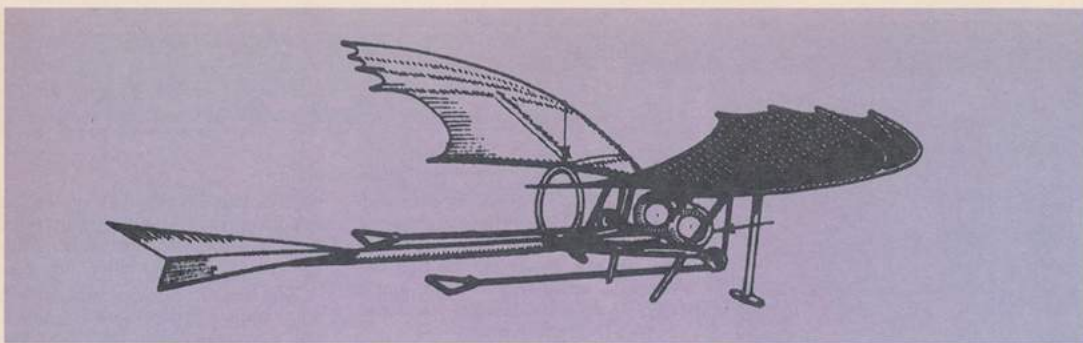
#### IATA Clearing House

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 industrywide 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 accounts amounting to more than \$ 42 million with all its interline partners by a central cash transfer of only \$ 4,202. Another example is the clearance of August 1978, when one airline cleared accounts amounting to \$ 9,571,706 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. □



Ornithopter devised by Leonardo da Vinci - 1490.

**M**ANKIND has known powered flight for about three-quarters of a century but, while all of us look at the Wright brothers as pioneers, Man and his imagination go back many centuries to virtually the days of Greek mythology. (And then there was Icarus who fled 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,

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 1864, Count Ferdinand d'Esterno published an impressive book on bird flight, Englishmen Francis Wenham and Horatio Phillips worked at the theory of



Otto Lilienthal's hang-type glider - 1896

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 yaw, roll and pitch), 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

aerofoils. It was not all theory. Wenham tested multiplane 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 together 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 had raised itself by its own power into the air in 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, while the fourth with Wilbur in the driver's seat covered the unprecedented distance of 852 feet in 59 seconds against a 21 mile wind. History had finally been made!

On November 16, 1909, the world's first airline was founded. This was Deutsche Luftschiffahrts AG, known as Delag, 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 II brought to nought; but during its four-odd years of operations, Delag had made 1588 flights, covering 172,535 km., and carried 33722 passengers and crew without a single mishap.

In Florida, USA, the only pre-war scheduled air 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. R. D. Tata, Chairman of Air-India for 46 years 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 reposed) on the London-Paris service. These RAF 'civilian services' operated from January to September 1919, carrying 934 passengers and 1008 bags of mail. After the war, several British companies started operating, some with Government subsidy, but this state of affairs was considered entirely unsatisfactory until a national airline, Imperial Airlines, was set up in March 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 started 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 1923.

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 — all of them colonial powers, and see what was happening on their international routes. Belgium's SNETA had started operating in the Congo (now Zaire) between Kinshasa and N'Gombe in July 1920. This service was gradually expanded until the entire Congo River route was open by July 1921 between Kinshasa and Stanleyville (now Kisangani).

In 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.

# AVIATION

The Concorde.

There were governmental restraints, desert stages and mountain barriers not to be argued with, Persia would allow overflying rights, until March 1929. On that day, the English service officially opened. An Air Whitworth Argosy aircraft, named *City of Glasgow*, took off from Croydon, London, and carried its passengers to Basle, Switzerland; from there they travelled by train to Geneva, then flew in a Short Calcutta fly to Alexandria, Egypt, and finally Hercules to Karachi, India. To the UK-India flight is non-stop and in 8 hours, but in those days, a comparatively luxurious flying, above took seven days, involving scheduled intermediate stops, at 130 pounds sterling. In stages, the service was extended to Delhi, Rangoon and Singapore. Meanwhile, the company which was to be the pioneer of Air France started a Marseilles-Baghdad mail service in 1929, a passenger-service to Saigon in 1931, the entire route to Hong Kong in 1933.

KLM inaugurated a Amsterdam-Jakarta passenger service in October 1931 using Fokker F.VII ten days, and flying for 81 hours was certainly the world's longest. In 1934, a KLM DC-2 took part in the England-Australia race and, with three passengers, covered the 15,000 mile route to Melbourne in 90 hours later, in 1984, there is a record of this historic flight planned.

#### ACROSS THE ATLANTIC

What, in the meantime, was happening in the United States, the country which had the distinction of hosting the first powered flight? The first opening up of US nationwide air service was a new mail service, started May 1918, between Washington, New York and Philadelphia with Army flying Curtiss JN-4 biplanes. It closed down three years later but by then the entire country's mail had been taken over by the Post Office. It was not an easy task. The coast-to-coast service was extended in experiments being carried out by flying. Planes crashed, flights had to be abandoned owing to bad weather. The first flight from the west coast took 33 hours and 20 minutes.

In 1922, it was decided to link the mail route. Aerodromes were established with beacons and landing floors. Flashing gas beacons were installed five km. along the entire route, by 1925. The Post Office finally decided to hand over the service to private contractors.

Handley Page - 1917



# ON OVER 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 troublesome period — 7500 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 passengers began to be recognised, and in May 1928, Transcontinental Air Transport started a coast-to-coast air-rail service, complete with stewardesses and meals. The New York-Los Angeles trip took exactly 48 hours, and the one-way fare ranged between \$ 337 and \$ 403 — a far cry from the \$ 99 of today!

It would be 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 has, 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 the airliner from the earliest days with military technology giving a helping hand on occasion. We have seen how the first heavier than air passenger aircraft was derived from the Handley Page bomber of World War-I, while the Boeing 707 30 years later 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 1930s could outrun fly the fastest bombers of that day and were entirely the product of civilian research, while the jet-turbo fan was used by civilian aircraft before it was accepted by the military.

The history of commercial aviation is also the story of how Europe which possessed a commanding lead in aviation in 1919 lost that lead to the USA by 1934. By 1979, three individual types of American jet aircraft — the 707, 727 and DC9 — had each outsold 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 Viscount, the Avro 748 and the BAC one-eleven, others such as the Vanguard, the VC10 and the Trident were commercial failures.

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 1936, 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

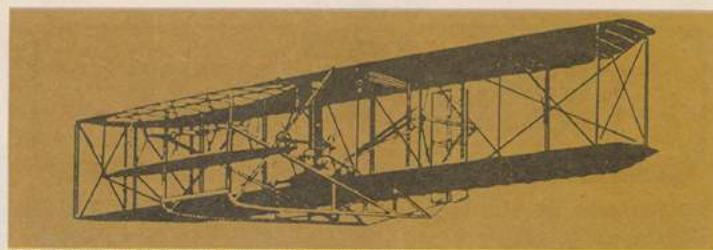
large degree of this success was due to its military application.

Free competition among the airlines and manufacturers in the USA has always been matched by similar rivalry between engine manufacturers. Wright and Pratt & Whitney fought a 30-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 mainstay of any major airline in the world is the jet aeroplane. In the mid '50s 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 1962. The first Concorde started flight trials in March and April 1969, while the Russian equivalent, the TU144 had beaten them to it by flying on 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 '30s. 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 15, 1932, Tata Airlines was the first to start a scheduled air mail service in India between Karachi and Madras.

After World War-II, when surplus aeroplanes were available, a number of



The first aircraft to make a successful flight — Wright Brothers - 1903.

airlines started operating within India and to neighbouring countries. Meanwhile, Air-India International started its first Bombay-London service in 1948. 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 737s 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 bi-planes of the 1920s were overtaken by bigger and more powerful aircraft almost every year. The Boeing 247 had a brief run before it was overtaken by the DC2. The break in this pattern came in the post-war era, when the Douglas DC4, the Lockheed Constellation and their descendants dominated for some 13 years. It was the pressure of commercial competition and the determination of big manufacturers to break 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 a new generation of aircraft which would be as fuel-conscious as possible. Two-engined fuel efficient aircraft are now an accepted fact of life though, in the medium term, it is almost certain that the twin pressures of traffic growth and airport congestions will be partly relieved by the introduction of stretched versions of existing types of aircraft.

New, 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-sixties designs of wide-body aircraft.

The Concorde 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 stand comparison with the wide-body aircraft of today, let alone the stretched aircraft of the late 1980s. Future stretched versions may carry up to 800 people per aircraft as opposed to the two and three passenger aircraft of the early '20s. Small wonder, then, that almost a billion people are flying the world's skies every year.

## ADVENTURE INTO SPACE

Man has not been content to merely fly. He now wants to examine outer space and on October 4, 1957, Sputnik-1 was launched by the Soviet Union as the world's artificial satellite. A month later a dog was shot into space in Sputnik-2 and was fed automatically. The Soviets were the first to put a man in space when Yuri Gagarin circled the earth for 108 minutes in Vostok-1. The first American in space followed less than a month later with a flight time of 15 minutes. Neil Armstrong and Edwin Aldrin in Apollo-11 became the first men to land on the moon in July 1969. Altogether six landings were made on the moon the next 3½ 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 Hassan in Karnataka.

Today man is looking at Mars, at Venus and at Mercury. Agents in the United States are already booking passengers for the first commercial flight to the moon. The Soviets in Soyuz-17 circled the earth for 709 hours and 20 minutes and in Soyuz-18 circled the earth for 1,511 hours and 20 minutes. I wonder what Orville Wright would have said to that in the context of his first powered flight in 1903 which lasted just 12 seconds!

Capt J. R. Martin. Courtesy BLITZ, IATA Special Issue

Boeing 747



## PHOTO



## NEWS



Forty-two High School children accompanied by five teachers from Kuwansei Gakuin High School in Japan leaving on a tour of India. During their tour they visited Delhi, Calcutta, Nagpur, Agra and Jaipur. The photograph shows the group with Mr K. Sivaraman, Manager-Osaka, Mr T. Niwa, District Sales Manager and Mr S. Fukui, Sales Representative in Kobe.



The Minister of Tourism and Civil Aviation, Mr Khurshed Alam Khan climbing down the steps of our Boeing 747 after meeting the Haj pilgrims at Delhi Airport. For the first time Air-India has launched Haj Charters from Delhi, for the benefit of almost 3,200 pilgrims from the northern states of India.



Ernie Kay (foreground), District Sales Superintendent, Perth, holding flight bags and tickets for 'Footsteps of Gandhi Tour' which Air-India has promoted with the Sunday Times. He is seen here with the members of the tour group at a 'Hello' reception held in Perth prior to the group's departure.



Our Manager Bombay Airport Mr G.S. Ramchand, himself one time India's cricket captain, and Manager of the Indian cricket team, welcoming the current Indian cricket captain Kapil Dev.



While on their honeymoon to Europe, James Martin from GSD and his wife Bernice with the Holy Father. Also in the picture is Archbishop Simon Pimenta of Bombay.



Air-India participated for the first time in the Airfreight in Action — 89 Exhibition in U.K. Photograph shows our Mr K.K. Chawla and Mr D.J. Chibber welcoming Mr T.J. King, the U.K. Minister of State for Transport.



Lions International recently declared Mr Paul Cunniffe, Assistant Manager, Passenger Administration, New York, as Man of the Year. Mr Cunniffe with Mr Harry Thrasher, President of Kennedy Airport Airlines Council and Mr William Given, President of Lions Club of JFK.



Above: Mr B.L. Parashara, Manager-Eastern & Central Saudi Arabia, hosted a reception at the Le Chenois Chinese Roof Top Restaurant of the Hotel Dammam Oberoi at Dammam to introduce Mr Ajit Singh, Regional Director-Gulf & Middle East. The photograph shows (L) Mr Parashara, Mr Sharaf Mukadam, Mr Suresh Vaswani, Ms Caihy Aitken and Mr Ajit Singh.

Below: The Turbo charged Renault 5 racing car being loaded on our aircraft at Sydney for participation in the major racing circuits around Australia with Air-India's sponsorship. The Renault with its dazzling 200 kph-plus performance and the Air-India logo prominently displayed along its wings received wide media coverage throughout Australia.



# होनहार प्रतिभाएं



सुश्री दीपा नारायण

श्री ओ.एम. नारायण, सहायक प्रबंध-यात्री संबंध की सुपुत्री सुश्री दीपा नारायण ने बम्बई विश्वविद्यालय की वर्ष 1983 की बी.एससी-वनस्पति शास्त्र परीक्षा के अंतिम वर्ष में 80.83% अंक प्राप्त कर यूनीवर्सिटी में प्रथम स्थान प्राप्त किया है।

यहां यह उल्लेखनीय है कि क. दीपा ने एस.एस.सी तथा बी.एससी प्रथम वर्ष की परीक्षाओं में भी प्रथम स्थान प्राप्त किया था। एस.एस.सी. में अंग्रेजी में प्रथम आने पर उन्हें 3 छात्रवृत्तियां प्रदान की गईं। इसके अतिरिक्त विश्वविद्यालय तथा कालेज में प्रथम आने पर उन्हें कुछ अन्य स्कॉलरशिप भी दिए गए।

## कला की साधना तपस्या से कम नहीं

चित्रकला के रंग-विरंगे रूप आपने कभी कपड़े पर, कभी कैनवास पर तो कभी सुखे पत्तों पर ज़रूर देखे होंगे, लेकिन पेड़ पर लगे हरे पत्तों को बिना तोड़े, उन पर बारीकी से सुंदर रंगों को कृति के रूप में सजा हुआ आपने शायद कभी न देखा हो। आइए, आज हम आपकी भेंट भी माधव गोखले से कराएं, जो इस कला को उजागर करने वाले प्रतिभा संपन्न युवा कलाकार हैं, जो पूरी निष्ठा से इस कला के प्रति समर्पित हैं।

सरल और सहज व्यक्तित्व वाले श्री गोखले हमारे वाणिज्य विभाग में यातायात सहायक के रूप में कार्य करते हैं। बचपन से ही चित्रकला आपका पहला प्रेम रही है। पांच वर्ष की छोटी उम्र में ही आप इस कला में सिद्ध हस्त थे और कॉलेज में आते-आते तक यह कला अपने पूर्ण निखार पर आ गई जिसका सबूत है "कमर्शियल एडवर्टाइजिंग पुरस्कार", जो लगातार 4 वर्ष तक आपको मिला। आपके परिवार का हर सदस्य चित्रकला को किसी अनूठे रूप में प्रस्तुत करने में पारंगत है।

श्री गोखले हरे पत्ते पर जो चित्र बनाते हैं उसके लिए उन्हें कड़ी तपस्या करना पड़ती है। सबसे पहले वे बनाए जाने वाले चित्र का ब्लेड की मदद से स्टैप्सल काटते हैं, जो बड़ा कठिन कार्य है। प्रस्तुत गणपति के स्टैप्सल पर उन्होंने एक महीने तक रोज 3 से 4 घंटे तक कार्य किया है। उस दौरान न जाने कितनी बार स्टैप्सल के साथ-साथ अपनी तर्जनी को भी काटा है। एक ही स्थिति में घंटों ब्लेड को पकड़ने से अक्सर तर्जनी (पहली उंगली) में खून का दौरा रुकने से उन्हें डाक्टर की शरण भी लेनी पड़ी है। बारीकी से कटे हुए स्टैप्सल तथा ब्रश और स्प्रे पेंटिंग की मदद से लगातार 8 घंटे तक कार्य करने के बाद वे प्रस्तुत गणपति चित्र को हरे पत्ते पर चित्रित कर पाए हैं।



मास्टर राहुल अलवानी

मास्टर राहुल अलवानी को वर्ष 1983 के लिए महाराष्ट्र सरकार द्वारा माध्यमिक विद्यालय छात्रवृत्ति प्रदान की गई है। राहुल इंजीनियरी विभाग में विमान तकनीशियन के रूप में कार्य करने वाले श्री एस.आर. अलवानी के सुपुत्र हैं।



क. दीप्ति के.सामंत

क. दीप्ति के. सामंत ने मार्च 1983 में एस.एस.सी. की परीक्षा में 88.2% अंक प्राप्त कर अपने स्कूल में दूसरा स्थान प्राप्त किया है। वे इंडियन एजुकेशन गैलर्स स्कूल नं. 2, दादर की छात्रा थीं। क. दीप्ति के पिता श्री के.आर. सामंत, सिविल निमाण एंड संपत्ति विभाग में कार्य करते हैं।

श्री गोखले अपने अनन्य मित्रों और अधिकारियों के प्रति कृतज्ञ हैं जिनके सहयोग से वे एअर-इंडिया में अपनी कला का प्रदर्शन कर पाए। उनकी हार्दिक इच्छा है कि वे कभी ऐसा ही कोई अनुभव, अनुष्ठान और अद्वितीय कार्य एअर-इंडिया के लिए भी कर सकें ताकि कला के क्षेत्र में अपना रचनात्मक योगदान देकर वे नया कीर्तिमान स्थापित कर सकें।

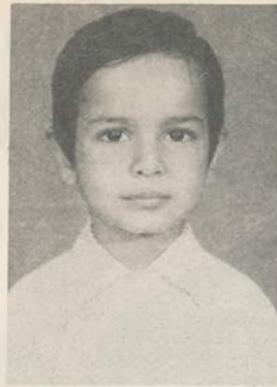
इस उपलब्धि के लिए उन्हें हार्दिक बधाई।



अपनी कृति के साथ कलाकार।

## सूचना

अपनेपाठकों को सूचित करना चाहेंगे कि "भाषा-परिचय" नाम से एक नया कॉलम हम शुरू करने जा रहे हैं, जिसमें, हम भाषा के व्याकरणिक, साहित्यिक, आंचलिक तथा प्रचलित रूपों पर चर्चा करेंगे। इस चर्चा में हमारे पाठक भी शामिल हो सकते हैं। हम उनकी रचनाओं का इस कॉलम में स्वागत करते हैं।



मास्टर रोहित ए. वाजपेयी

वाणिज्य विभाग के स्पेस कंट्रोल में सहायक स्टेशन अधीक्षक के रूप में कार्य करने वाले श्री ए. वाजपेयी के सुपुत्र मास्टर रोहित ए. वाजपेयी ने सीनियर के.जी. में 92.6% अंक प्राप्त कर अपनी कक्षा में प्रथम स्थान प्राप्त किया है। 7 विषयों में से 6 विषयों में उन्हें डिस्टिंग्शन मिली है तथा 3 विषयों में सबसे अधिक अंक मिले हैं।



मास्टर वैभव जे. जोशी

एअर-इंडिया प्रेस में मुख्य मुद्रक श्री जे.वाय. जोशी के 10 वर्षीय पुत्र मास्टर वैभव जे. जोशी ने वर्ष 1983 की माध्यमिक विद्यालय छात्रवृत्ति परीक्षा में 71% अंक प्राप्त किए और उन्हें महाराष्ट्र सरकार की ओर से छात्रवृत्ति प्रदान की गई। मास्टर वैभव न्यू इंग्लिश स्कूल, नेहरू नगर, कुर्ला (पूर्व), में चौथी कक्षा के विद्यार्थी हैं।



मास्टर प्रशान्त प्रकाश जोशी

श्री पी.जी. जोशी, इंजीनियरी विभाग के सुपुत्र मास्टर प्रशान्त प्रकाश जोशी को वर्ष 1983 के लिए महाराष्ट्र सरकार द्वारा हाई स्कूल छात्रवृत्ति प्रदान की गई है। इस परीक्षा में, उन्होंने छत्रपति जिले में पांचवां स्थान प्राप्त किया है।



सुश्री गीथा मेनन

हमारे लेखा विभाग की श्रीमती आई.जी. मेनन की सुपुत्री सुश्री गीथा मेनन ने अखिल भारतीय अन्तः प्रांतीय सिगनल प्रतियोगिता (एन.सी.सी.) में दूसरा स्थान प्राप्त किया है। सुश्री गीथा बम्बई के एन.एम. कॉलेज में बी.कॉम. अंतिम वर्ष की छात्रा हैं। उन्हें इस वर्ष राज्य सरकार की छात्रवृत्ति दी गई है।

सुश्री गीथा शास्त्रीय नृत्य भी जानती हैं तथा एक सुप्रसिद्ध ट्रूप की सदस्या हैं। यह ट्रूप पिछले तीन वर्षों से लगातार अन्तर्महिला विद्यालय लोकनृत्य प्रतियोगिता में विजयी घोषित किया जा रहा है।

## अपने बचाव की तकनीक

हाल ही में, एअर इंडिया के एग्जिक्यूटिव विक्रम कर्मचारी तथा आरक्षण में कार्य करने वाले लड़के और लड़कियां "कलारिप्पायत" के नाम से जानी जाने वाली प्राचीन कला सीखने के लिए एकत्र हुए। न्यूयॉर्क स्थित इंडियन इन्स्टीट्यूट ऑफ मार्शल आर्ट्स के संस्थापक हैं, मास्टर श्री जे.डी. आरान्हा। यह कला कराटे और कुम्फू से भिन्न है।

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चित्र में बाएं से दाएं दिखाई दे रहे हैं मास्टर श्री जे.डी. आरान्हा और वरिष्ठ विक्रय प्रतिनिधि श्री डॉन बकले।



# Magic Carpet

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## International Air Transport Association 39th Annual General Meeting



Seated on the dais L-R is Mr Knut Hammarhjold, Shri Khurshed Alam Khan, Smt Indira Gandhi, Mr Raghu Raj and Mr Billimoria. (Inset above) ICAO President, Dr Assad Kotaite presenting the Edward Warner award to IATA DG Mr Knut Hammarhjold (Please see page 4).

**T**HE 39th IATA AGM held once again in our beautiful and historic capital, after a lapse of 25 years, was a success all the way through.

What with having played major host to so many international Meets in the recent past, all of which were a success, we could not let this prestigious 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 D-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. Vigyan 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 pinned on to them were allowed to enter.

At sharp 1030 hours the Prime Minister arrived and took her place on the dais. President of IATA, Mr Raghu Raj opened the meet and welcomed everybody to the AGM and to India, after which the Union Minister of Civil Aviation and Tourism Shri Khurshed Alam Khan spoke a few words. Prime Minister Smt Indira Gandhi then took over, taking the audience back to her flight of 1927... (for details of the speeches, please turn to pages 4 & 5). There was after that a talk by the Director General Mr Knut Hammarhjold, who also placed before the members, the Annual Report for the year ended. And ending the

morning session with a vote of thanks was Indian Airlines Chairman, Mr Billimoria.

After the inaugural session, all the business sessions were held at the Taj Palace Conference Hall. The entire hotel beginning from the driveway, was bejewelled with saffron coloured flowers and the air was filled with their fragrance. Hectic working sessions followed, in which Chief Executives of airlines the world over, discussed and resolved important aviation issues; while outside the conference hall, telephones, teleprinters and typewriters clattered away.

But it was not all work and no play. At the end of each day there were receptions. On 23rd October, the eve of the AGM, the DG and Chairman of the Executive Committee of IATA gave a welcome reception at the Taj Palace pool side, followed by a sumptuous dinner thrown by the Ambassador of the Philippines. (Incidentally Philippines and India are the only two countries where the AGMs have been held twice). On 24th October, after the first working day, President of IATA, Mr Raghu Raj hosted a dinner at the Centaur pool side, where there was music, dance, fire works, food... just name it. The most exotic food and desserts were laid out, and while people ate and drank, kathak dancers, tabla maestros and mehandiwalis (those who paint intricate designs on your palms) had a field day entertaining them. The dinner hosted the next day at the Ashoka Hotel pool side by Indian Airlines' Chairman was equally grand; beginning with a beautiful audio visual show depicting India in all her varied colours and forms. And to end it with a good-bye and thank you to all those who had slogged, there was on the 26th, the IATA staff party at the Maurya Sheraton Hotel.

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 - Goa, Aurangabad, 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. □



**M**OTOR sports have become increasingly popular in India, with a number of clubs all over the country successfully organising racing, rallying, riding etc., for both cars and motor cycles over the last decade.

The Himalayan Rally, one of the 300 recognised motor rallies all over the world, is patterned on the lines of the famous Safari Rally of Kenya (formerly the East African Safari). It just completed its fourth successful run on 29th October this year.

With Mr Hidayatullah, India's Vice President flagging it off from New Delhi's National Stadium, 66 participants from a total of 73 entries took off on an exciting seven-day run of the Himalayas, covering 3800 km of rugged mountainous terrain.

Emerging victorious once again was last year's winner Mr Jayant Shah of Kenya driving his Nissan 240 RS with 356 penalty points to his credit. Bringing him luck was probably his co-driver Mr Aslam Khan, who has backed the winning horse three years in succession.

The shimmering silver Air-India trophy and Rs.30,000 in cash was presented to Mr Shah by Shri Buta Singh, Union Minister of Sports, at the prize distribution ceremony held at the Samrat Hotel, Delhi. The ceremony was a grand finale to a rally well organised. □

## Happy New Year !

**I**N 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 vital role we played in NAM and CHOUM 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 exhort 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 to all of you peace, contentment and happiness.

*Raghu Raj*  
RAGHU RAJ

# हिन्दी-विभाग

## पर्यटन और नागर विमानन हिन्दी सलाहकार समिति की दूसरी बैठक.

पर्यटन और नागर विमानन हिन्दी सलाहकार समिति की दूसरी बैठक माननीय श्री खरशोद आलम खा. मंत्री, पर्यटन और नागर विमानन, नई दिल्ली की अध्यक्षता में तारीख 31 अक्टूबर, 1983 को प्रातः 11.00 बजे, अकबर होटल, नई दिल्ली में संपन्न हुई. इस अवसर पर न केवल गणमान्य संसद सदस्य, पत्रकार लेखक, संपादक, प्राध्यापक व अन्य विद्वान जो इस समिति के गैर-सरकारी सदस्य हैं, उपस्थित थे, परन्तु सभी सरकारी सदस्य, जो कि मंत्रालय के अधीन विभिन्न कार्यालयों और निगमों के अध्यक्ष हैं, भी उपस्थित थे.

बैठक के आरंभ में मंत्री महोदय ने सभी सरकारी/गैर-सरकारी सदस्यों का स्वागत किया. उसके बाद गैर-सरकारी सदस्यों द्वारा भेजे गए मुद्दों पर चर्चा हुई. भागलपुर विश्वविद्यालय के स्नातकोत्तर हिन्दी विभाग के अध्यक्ष डा. (प्रो.) शांति शंकर तिवारी ने मंत्रालय व उसके विभागों द्वारा प्रस्तुत की गई हिन्दी प्रगति रिपोर्ट पर संतोष व्यक्त किया और यह आशा व्यक्त की कि भविष्य में इसी प्रकार हिन्दी की उत्तरोत्तर प्रगति होगी. श्री जगद्वी प्रसाद यादव, संसद सदस्य (राज्य सभा) ने कई मूल्यवान् सुझाव दिए, जिनमें सबसे महत्वपूर्ण सुझाव था, हिन्दी के उत्तरोत्तर कार्यान्वयन के लिए उप समितियों का गठन किया जाना. उन्होंने संबंधित विभागों में संदर्भ ग्रंथों की रचना पर भी बल दिया. उन्होंने यह इच्छा व्यक्त की कि पर्यटन और नागर विमानन मंत्रालय एक पर्यटन विशेषांक निकाले. श्री घनश्याम पंज, महाप्रबंधक, समाचार भारती ने जानना चाहा कि अनूदित मनुअलों का निगमों/कार्यालयों में कितना उपयोग किया जाता है. प्रो. चंद्रशेखर नायर ने सुझाव दिया कि यह पत्रिकाओं में हिन्दी-कार्यान्वयन की प्रगति दर्शायी जाए. अखिल भारतीय हिन्दी संस्था संघ के अध्यक्ष श्री गंगा शरण सिंह ने सुझाव दिया कि हिन्दी के कार्य को तेजी से आगे बढ़ाने के लिए

मंत्रालय के अंतः कार्यालयों में पुरस्कार-योजना आरंभ की जाए. अधिकांश सदस्यों ने एअर-इंडिया की उड़ानगत पत्रिका "नमस्कार" के विदेशों में छपने पर आपत्ति की और सभी का कहना था कि इस पत्रिका में हिन्दी लेखों की संख्या बढ़ाई जाए तथा हिन्दी शीर्षक बढ़ा लिसा जाए. श्री रमा प्रमन्न नायक ने हिन्दी अनुवाद व मद्रण संबंधी अशुद्धियों की ओर ध्यान देने के लिए आग्रह किया तथा विमान में रखी जाने वाली लेखन-सामग्री, टाइम टेबल, टैरिफ कार्ड आदि द्विभाषिक रूप में उपलब्ध कराने का सुझाव दिया. पत्रकार एवं विशेष संवाददाता श्रीमती मनुहरि पाठक का सुझाव था कि विभिन्न होटलों में रखी जाने वाली धार्मिक पुस्तकें हिन्दी में भी उपलब्ध कराई जानी चाहिए.

दर्शन भारत हिन्दी प्रचार सभा के स्नातकोत्तर और अनुसंधान कॉम्लैक्स के अध्यक्ष एवं प्रोफेसर डा. इन्द्रनाथ चौधरी ने एअर-इंडिया के कैप्टन सी.एल. गुप्ता द्वारा हिन्दी में घोषणाएं करने का विशेष रूप से उल्लेख किया और उनके द्वारा की गई हिन्दी घोषणाओं की उन्होंने भुर-भुर प्रशंसा की. उन्होंने मंत्री महोदय से अनुरोध किया कि वे समिति के सदस्यों की ओर से उक्त कमांडर को प्रशस्ति-पत्र दें और हिन्दी में सफर को प्रोत्साहित करने के लिए उन्हें बढ़ाई दें. उनका यह कार्य अन्य पायलेटों के लिए अनुकरणीय है. इसके लिए उन्होंने एअर-इंडिया को बधाई दी.

बैठक के अन्त में मंत्री महोदय ने सभी सदस्यों को अश्वस्तुन दिया कि सीमित साधनों, संविधाओं और कुछ व्यावहारिक कठिनाइयों के बावजूद हम हिन्दी के कार्य को निरन्तर आगे बढ़ा रहे हैं और बढ़ाते रहेंगे.

निगम की ओर से निदेशक-जनशक्ति योजना एवं विकास तथा अध्यक्ष, राजभाषा कार्यान्वयन समिति, श्री शांति कुमार नंदा तथा हिन्दी अधिकारी क. प्रमिला भटनागर ने इस बैठक में भाग लिया.



प्रतिनिधि अपना स्थान ग्रहण करते हुए

## आयटा की 39वीं वार्षिक बैठक

भारत की ऐतिहासिक राजधानी नई दिल्ली में 25 वर्ष के पश्चात् एक बार फिर अंतर्राष्ट्रीय वायु परिवहन संस्था की 39वीं वार्षिक बैठक का सफल आयोजन किया गया.

24 अक्टूबर, 1983 के दिन शीतलघ्न के आगमन की झलकिए वार्षिक बैठक के लोगों में चित्रित विभिन्न रंगों के स्वागत चिह्नों एवं पोस्टरों से भरपूर दिल्ली का वातावरण आम दिनों से अधिक सुन्दर लग रहा था. विज्ञान भवन, जहाँ उद्घाटन समारोह का आयोजन किया गया था, लहराते हुए अनेक रंग-बिरंगे राष्ट्रध्वजों से सजीव हो उठा था.

श्री 10.30 बजे भारत की प्रधान मंत्री श्रीमती इन्दिरा गाँधी ने इस बैठक का उद्घाटन किया. आयटा के वर्तमान अध्यक्ष श्री रघु राज ने बैठक में भाग लेने वाले सभी उपस्थित व्यक्तियों का स्वागत किया. तत्पश्चात् नागर विमानन एवं पर्यटन मंत्री श्री खुशीद आलम खां

ने अपने विचार व्यक्त किए. इसके बाद महानिदेशक श्री नृहं हामरस्कॉल्ड ने सदस्यों के समक्ष गत वर्ष की वार्षिक रिपोर्ट प्रस्तुत की.

व्यवसाय संबंधी सत्र ताज पैलेस के सभा-कक्ष में आयोजित किया गया था. बैठक में विश्व भर की विमान कम्पनियों के वरिष्ठ अधिकारियों ने विभिन्न मुद्दों पर चर्चा की एवं विमानन संबंधी महत्वपूर्ण प्रस्ताव पास किए.

इस आयोजन में केवल चर्चाएं ही शामिल नहीं थीं बल्कि बैठक के पश्चात् हर शाम अलग-अलग स्थानों पर एक अन्तः एवं रोचक मनोरंजक कार्यक्रम रखा गया था. सब मिलाकर यह आयोजन भी अन्य अंतर्राष्ट्रीय स्तर पर किए गए आयोजनों की तरह काफी सफल रहा. इस कार्यक्रम के मुख्य आयोजक थे एअर-इंडिया एवं इंडियन एअरलाइन्स. जिन्होंने 2-3 दिनों में विश्व को यह दिखा दिया कि भारतीय आतिथ्य सत्कार कैसा होता है.

## बधाई हिन्दी में भेजिए !

दीपावली, नव वर्ष आदि पर्वों पर कार्ड या पत्र रूप में बधाइयाँ और शुभ-कामनाएँ भेजने का चलन इधर बहुत बढ़ गया है किन्तु बाजार में प्रायः कार्ड अंग्रेजी में छपे मिलते हैं। अगर आप भारतीय भाषा में सुमधुर भावों और शुभ-कामनाओं वाले छन्द या गद्य-खण्ड छपा कर या लिख कर भेजें तो आपका कार्ड कितना प्रभावशाली बन जाएगा! उसमें आत्मीयता की भावना भी होगी और राष्ट्रीय स्वाभिमान का परिचय भी। उदाहरण के लिए कुछ छन्द और वाक्य नीचे दिए जा रहे हैं :-

(1) नई ही सफलता, नए ही उजाले, नई कल्पनाएँ, नया हर्ष लाएँ, नए सुख सजाता, नई धुन जगाता नए गीत गाता, नया वर्ष आएँ।

(2) नई सिद्धि, नव निधि, सफलता और नूतन उत्कर्ष, सुख-समृद्धि लाएँ जीवन में मंगल नूतन वर्ष।

(3) सुख, समृद्धि, साफल्य, विजय दे, दे अपूर्व उत्कर्ष! एक नया अध्याय जिन्दगी में खोलें नव वर्ष।

(4) नव वर्ष आपके लिए हर प्रकार से सुखद एवं मंगलमय हो।

(5) नए वर्ष के लिए हार्दिक शुभ-कामनाएँ।

साभार : हिन्दी-परिचय

केन्द्रीय सचिवालय  
हिन्दी परिषद

## शिक्षा के प्रति प्रेम

मैनेजमेंट ने कार्मिक अधिकारी श्री के.पी. वीरराघवन को जमनालाल बजाज इंस्टीट्यूट ऑफ मैनेजमेंट के 2 वर्ष के पोस्ट ग्रेजुएट डिप्लोमा इन मैनेजमेंट स्टीडीज के लिए नामित किया था और बम्बई विश्वविद्यालय की परीक्षा में वे द्वितीय श्रेणी में उत्तीर्ण हुए।

श्री वीरराघवन ने तीस वर्ष की आयु में बम्बई विश्वविद्यालय से इकनामिक्स में डिग्री प्राप्त की। आजकल वे एल.एल.बी. द्वितीय वर्ष की पढ़ाई कर रहे हैं।



क.पी. वीर राघवन

अपने बड़े नाम की तरह वीरराघवन की रुचि और भी उच्च शिक्षा प्राप्त करने की है।



बम्बई जिला कार्यालय की श्रीमती गीता माने और उनके पति श्री मंजय पंजा में लीन

## श्री सत्यनारायण महापूजा

नरीमन पॉइण्ट, बम्बई स्थित एअर-इंडिया के वरिष्ठ ऑफिस में 14 अक्टूबर, 1983 को श्री सत्यनारायण महापूजा का आयोजन किया गया। पूजा के पश्चात् तीर्थप्रसाद वितरण किया गया और एक हिन्दी चित्रपट दिखाया

गया। इस कार्यक्रम के आयोजक थे बिक्री अनुभाग की स्मिता सुर्वे, प्रशासन अनुभाग के सर्वश्री पी.जे. सिगनपॉरिया, सुधीर सावंत, टी माईल एवं जी. करलेकर।



Mr. Seicho Matsumoto with Mr. Haga of Kodansha Publications (to his R) and Mr. Okumura, Director of ABC TV, Osaka (to his L) just before boarding our aircraft (in the background).

## VIP ON BOARD

Mr. Seicho Matsumoto, a renowned literary personality from Japan, recently travelled on board our Maharaja service from Tokyo to Delhi. The author of well-known books on history, archeology, fiction and various other subjects, 73-year old Matsumoto was travelling to India for the first time to study Tantric Buddhism for a film being made by ABC TV, one of the most popular TV channels in Japan.

## ELECTRONIC TELEPRINTERS

Air-India will soon have electronic teleprinters which will replace the present electro mechanical machines. This was announced by Mr. G.D. Dubey, Controller of Communications, during his address to the participants of a five day "General Originators Course" in communications held in Bombay.



Ms. L.P. Chandranatha.

The course covered various aspects of communication, right from sending a telex message, to reservation procedures, the SITA network etc.

Among the 14 staff who attended the course from throughout the system, Ms. L.P. Chandranatha from the PR office secured the highest marks (91.5%).

## 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. Ghogale, Plant Technician, Ground Services Department, Bombay. Tenure of service - 4 years.

Mr. C. Gomes, Chargehand, Engineering Department, Bombay. Tenure of service - 36 years.

Mr. P.C. Menon, Station Superintendent, Commercial Department, Lagos. Tenure of service - 25 years.

Mr. B.K. Dabke, Senior Office Assistant, Accounts Department, Bombay. Tenure of service - 21 years. □

## 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 MEMENTOES

In November, Air-India staff in UK had a get together at the Bond Street office, when Mr. F.E. da Gama presented long service mementoes to the staff.

A somewhat similar function was held when 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. M.B. Kauljagi, Foreman, Engineering Department, Bombay.



Mr. P. Bhaskaran, Foreman, Engineering Department, Bombay.



Mr. A.M. Padmanabhan, Foreman, Engineering Department, Bombay.



Mr. H. Subbiah, Inspector 'A', Engineering Department, Bombay.



Mr. K. Prabhakaran, Manager, Engineering Training Division, Bombay.



Mr. S. Srinivasan, Manager-Kuwait.



Mr. D.C. Uttangi, Foreman, Engineering Department, Bombay.

## 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 objets d'art. After the premiere Mr. Satya Bakshi, 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 starlets 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.



The beautiful AI window display at the gala "Octopussy" premiere held in Copenhagen.

## SENTIMENTAL JOURNEY

Dy Managing Director Capt. D. Bose who had inaugurated Air-India's online operations to Canada on October 2, 1982 was once again in Montreal on the same date this year; although this time it was to attend an IATA meeting.

## COURTESY CALL

Mr. H.L. Malik, Manager-Sharjah recently paid a courtesy visit on the Ruler of Sharjah, His Highness Shaikh Sultan Bin Mohamed Al Qassemi.



Mr. U.A. Naik, Foreman, Engineering Department, Bombay.



Mr. R.K. Nerulkar, Sr. Plant Technician, Ground Services Department, Bombay.



Mr. L.D. Sarmalkar, Works Inspector, Civil Works & Properties Department, Bombay.



Mr. M. W. Deshmukh, Manager-Administration, Ground Services Department, Bombay.



Mr. S.L. Vaity, Foreman, Ground Services Department, Bombay.

## DINNER IN PERTH



Mr. Anil Kadam, Manager-Perth, standing third from L, hosted a dinner for the High Commissioner of India, Mr. Kamtekar (seated second from L) when he visited Perth recently. Also seen in the photograph are Ms. Kamtekar, Ms. Kadam, Mr. and Ms. P. Von Rooyen, Mr. and Ms. Bennett, Mr. J. Nowman and Mr. and Ms. J. Rudd.

## Feather In Cap For Satya

Our man in Washington, Mr. Satyanarayana Rao, received two special awards for his outstanding services towards the cause of Indo-American relationship and community services in the U.S.A. The Indo-American relationship award for "better relationship between the peoples of India and



Mr. Satyanarayana Rao (L) receiving his award for "better relationship between the peoples of India and America" from Dr. Sambhu Banik.

America" was presented by Dr. Sambhu 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. Palta at a ceremony held at Baltimore City Hall. □

## What Others Think Of Us...

A letter to the Chairman.

"...For everyone and especially me, from the days of Constellation down to today's Jumbo, 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  
Tiruchirappalli.

P.S.: Air-India does not build castles in the air but they certainly do fly them.



## IATA President Raghuraj 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. 25 years ago, almost to the day, the heads of 86 world airlines gathered in this enchanting city for the 14th AGM of IATA. The opening session was held in this very hall and the meeting was inaugurated by India's first Prime Minister, Mr Jawaharlal Nehru. . . . If 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 then voiced his fears also. . . . In the early '60's, 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 widebodied 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 fleets. . . . Every airline President in this hall, I feel sure, is worrying about where all this money is going to come from!

One all-too-obvious 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

— and yet we are also accountable to the remaining 99% most of whom have never seen the inside of an aircraft.

In contrast the free enterprise carriers, a number of which are members of our Association, have no such refuge. They have to weather every financial storm on their own. We have seen three privately-owned airlines in recent times fold up, with several others barely able to keep afloat. . . .

My colleagues in the industry, may I ask you frankly, whether the situation has changed at all? Is our integrity, as responsible leaders in the airline industry not at stake? With the cut-throat competition that exists today, and ground rules which we dishonour at will, are we not together creating a Frankenstein which threatens to gradually engulf us?

What then is the answer? Year after year, we discuss this problem, we decide on a course of action and then promptly forget all about it once we get back home. . . . We agree that indiscriminate discounting is a pernicious practice, yet we continue to practice it perniciously! I would say that the answer is LET US PUT OUR HOUSE IN ORDER. . . .

We are blessed with the most highly-developed communication system



Mr Knut Hammarhjold and Mr Raghuraj Raj welcoming the Prime Minister Smt Indira Gandhi to the inaugural session. To the PM's left is Shri Khurshed Alam Khan, Minister of Civil Aviation and Tourism.

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, each 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 aim 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 competitively. . . .

As our American friends would say, let us get cracking!

## Director General of IATA receives highest 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 an opportunity for the peoples and nations of the world to reconfirm their sacred determination to save succeeding generations from the scourge of war. . . ."

Dr Assad Kotaite 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 Hammarhjold the gold medal of the Edward Warner Award for 1983. The citation accompanying the Award reads: "To Knut Hammarhjold 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

the peoples of the world for a regular, efficient and economical transport."

He has dedicated his life to furtherance of international cooperation as a means of promoting peace, understanding and direct communication between peoples and countries."

Through vigilant action and patient negotiation he has sought to effect orderly and harmonious development of international civil aviation."

As Director General of the International Air Transport Association he contributed in fostering further spirit of co-operation and mutual respect which prevails between the Association and the International Civil Aviation Organization."



The year that has been full of expectation and trepidation, success and disappointment. For me, personally, it has been a year of fulfilment. It is also a year of a singularly notable achievement. I refer to the prestigious Edward Warner Award to our Director General, Mr Knut Hammarhjold, the highest award in the field of civil aviation.

Ladies and gentlemen, you have a pretty full programme for the next two days, but I hope it will not be all business and no pleasure. Perhaps you will find time to spend a few more days travelling in India, seeing something of this vast country which has much to offer. May I conclude by saying how pleased we are to have you all here with us and I hope that you will carry away pleasant memories of your visit to this country.

"Only a few days ago in India, we observed what is known as the Ram Lila — the enactment of the story of one of our great epics. In it Rama, the hero, flies from the southern tip of our land to his kingdom in the north in his air chariot which is called Pushpak Viman. . . ."

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 talked about the wheel; that in 1950 I travelled to a remote part of our country with father and the people of that part the very first wheel — it was no wheel of a wheel barrow or anything, but the wheel of the Dakota in which had landed. And that was the time we had already started work on Atomic Reactor down south in Bombay. . . .

Representatives of a large number of national and international airlines come here from all parts of the world on the invitation of Air-India and Indian Airlines. My greetings to them on behalf of the Government and people of India. . . .

I congratulate the Director General of IATA, Mr Knut Hammarhjold being awarded the ICAO's highest honour, the Edward Warner Award.

Earthbound man has always yearned for the freedom of the skies. . . . His records many attempts — Leonardo Vinci is one example — to study mathematical laws by which birds and to try to reproduce their movement.



Welcoming guests the Indian way. . . .

“When neolithic man invented the wheel about twenty centuries ago, little did he realise 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 Khurshed Alam Khan.



All this has been made possible to a large extent by the air transportation industry. This august gathering of IATA represents one of the largest international organisations in the world. . . . The industry that you represent knows no frontiers. 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 organisation 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 1600 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 62 cities in the country and 8 in neighbouring countries. It operates over 200 flights daily and carries 7.5 million passengers annually.



The fluttering flags of various nations outside the Vigyan Bhavan.

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 Authority 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. . . . Innocent 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 necessity of self-reliance, that we took an early decision to have our own airline and have had 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".



A cultural evening after a hard day's toil.

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-an-hour Avro flight between two points could take anything up to two and a half days 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 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 inextricably 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 to jungle resorts to culture, ancient history and all the rest of it. I would, therefore, recommend for the consideration of the assembled stalwarts of the aviation industry that when you look at India, please do not overlook 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.



One of the working sessions at the Taj Palace Hotel.

Technology has lightened drudgery and speed has given leisure. But what do we do with the hours and the effort saved? Is our range of awareness enlarged? . . . A stage has been reached when without such perception, humankind 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 not seeds of discourse but of harmony. I have great pleasure in inaugurating your annual meeting and give you all my wishes and wish you a fairly pleasant, interesting and enjoyable stay in our country. □

## “I lay down my office as President of this august body with mixed feelings”

On October 25, 1983, at the closing session of the 39th AGM, Mr Raghu Raj handed over 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 Lesotho, Air Queensland, Mid-Pacific Airlines and Sierra Leone Airways. I extend my heartiest 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.

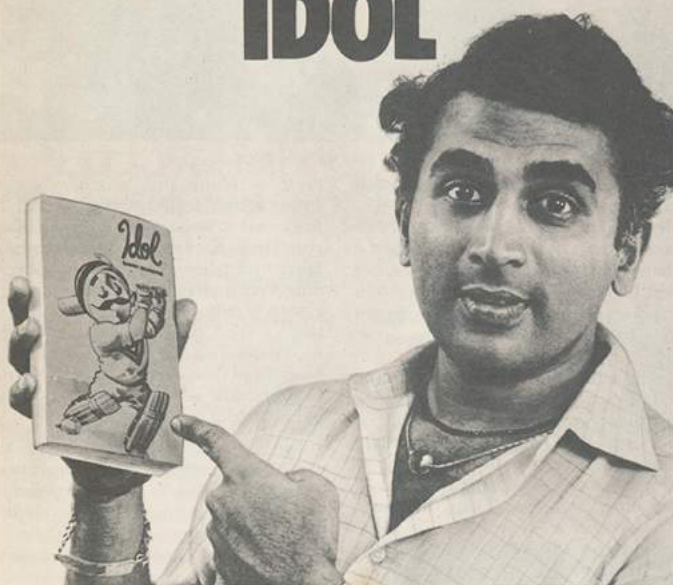
I thank you all Presidents of airlines and your colleagues, our Director-General and his highly-efficient, invariably-smiling IATA staff for the co-operation and extremely helpful support extended to me at all times. . . . I would also like to make a special mention of Indian Airlines who proved themselves 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 moved to New York on being 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-Designate, and in 1974 he succeeded Dr Michael J. Dargan as Chief Executive of Aer Lingus. Our heartiest congratulations to him. □

# GAVASKAR'S IDOL



"The one I haven't written about but sure can't forget. My high-flying partner: Air India. This little Maharajah accumulates runs with more efficiency and elegance than I sometimes do. Sixty-six runs a week to five continents. That's over a thousand runs in four months. Air India is certainly my all-time great airline.  
That's why I'm a staunch Air Indian."

Foraker

**AIR-INDIA**

## 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, Wesley Hall, Sunil Gavaskar and Faroukh

Engineer. This campaign was the brain child 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.

## SPORTS ROUND UP OF 1983



East Bengal and India winger Katick Seth (23) and AI defender Antony Baretto in action. 3rd from left in the background is C. Raju who scored AI's equaliser.

## Hockey

Air-India hockey team from London while on a tour of the Bahamas made a clean sweep of the local opposition. Philip Kenny, 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 BEML (Bharat Earth Movers Limited). Both tied with three points each and 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. Raju, 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 spine tingling drama for the Magic Carpet, Mr Moni 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

## HALE'S HAUL



"There's no kicking in the seats. About my favorite movie, *No. 1*. I scored a 55 of 100 points with my speed. 50-70 in second in the speed with which I drive my car. I'm a professional hand programmer for the team. No. 1 is definitely the best value. I'm on top of why I'm a good driver. No. 1 is."

*Ami Kiser*

NEW YORK - NEW YORK NEW YORK

## CAUGHT, DUJON



"Blessed by four stunning actresses, this film isn't so much an ode to the actress as it is a guide to the actress: what she does for a living, her inner life, her family, her love, her tragedy, really, her life and life's work."

That's why I'm a "Blessed by Four" member.

*Tiffany Douglas*

www.blessedbyfour.com

# HOLDING STRIKES



"I don't think my suitcase would be too much heavier if I had hundreds of light  
 suitcases flying from my home to my work, my vacation homes, and all the worlds of strange and exotic  
 people I encounter on my travels. Air India makes this the easiest journey on the planet."  
 Top heavy city, load heavy life on wheels.





# LLOYD RETIRES



where a long, winding river. It's only a pleasure to walk into the beauty of the river's landscape, the light, the fog and the silence of the river, including the silence of the river and the light of the river. It's only a pleasure to walk into the beauty of the river's landscape, the light, the fog and the silence of the river, including the silence of the river and the light of the river. It's only a pleasure to walk into the beauty of the river's landscape, the light, the fog and the silence of the river, including the silence of the river and the light of the river.

team's reserves, goalkeeper and team aids, sends a cold sensation down one's spine, but it is an experience which football nowhere else in the world can provide except in the stadia in Calcutta".

Incidentally our Football Team of Bombay, which participated in the Silver Jubilee Football Tournament of the Tamil Nadu Football Association, this year received the "best behaved team" trophy.

## Carrom

At the 2nd All India Public Sector Carrom Tournament held at Neyveli in Southern India, AI was among the 8 teams that participated in the Team Championship and emerged as the winner with 16 points out of 18. They are now the winners of the Indian Oil Corporation sponsored rolling trophy.

At the Open Carrom Tournament held at the Sports Club, Santa Cruz, G.P. Kadam beat last year's winner V.L. Zite in the men's singles event. G.P. Kadam and N.P. Kadam captured the men's doubles title and in the women's singles, A.J. Kanitkar beat S.V. Phatak.

And at the AI Carrom Tournament held at Himalaya House, New Delhi, C.P. Ramdas beat M.C. Gulati in the men's singles, S. Lata beat R. Theophilus in the women's singles event, C.P. Ramdas and K.P. Mala beat K.K. Gulati and S.R. Sharma in the men's doubles and Ms S. Lata and S. Kumar beat Ms P.K. Sharma and K.K. Gulati in the mixed doubles.



*All recipients of the All India Public Sector Sports Awards. Standing from L—R Mr S. Ramachandran, Ms Lorraine Fernandes, Mr C.V. Ramakrishnan, Mr B.P. Baliga, Ms Gita Sarin and the late Mr Vijay Manjrekar. Sitting L—R Mr J.V.J. Subramaniam, Mr Avinash Sarang and Mr T.N. Parameswaran.*

## 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 Asst Personnel Officer, who died of cardiac arrest on October 18, at Madras, Indian cricket has lost one of its batting luminaries. Only the previous day he had received an award from the Governor 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 had represented the country in 55 Tests. He had starred in a crucial partnership with Pataudi 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 3208 runs at an average of 39.12. 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. RIP.

# प्रगति के पथ पर

निम्नलिखित अधिकारियों/कर्मचारियों की पदोन्नति हुई है :-

## वित्त एवं लेखा :

### सहायक वित्त नियंत्रक

श्री वी.एस. राउत

### वरिष्ठ लेखा अधिकारी

सर्वश्री एस.डी. कामथ तथा वी.वी. मुन्वा राव लेखाकार

सर्वश्री एस.बी. सर्वनिस, वी.एच. गोखले, पी.एम. ओल्पदवाला, एन.बी. नवलकर, एस.वाई. वॉडसे, ए.पी. राणे, एस.एन. सरदेसाई, वी.के. कोली पी.एम. पनारकर, वाई.जी. काजरोलकर, एल.डी. शिंदे, एस.एम. भाटकर, एस.एम. दाम्के.

## सिविल निर्माण एवं संपत्ति :

### तकनीकी अधिकारी

सर्वश्री एस.एम. कामथ, जे.एस. गुरनानी, एल.पी. मार्टिन, सी.के. मेहता

## संचार :

### प्रशासन अधिकारी

श्री एस.एम. चव्वा

### सचिव, संचार नियंत्रक

श्रीमती एस. स्वामी

## वाणिज्य :

### स्टेशन प्रबंधक

सर्वश्री ए. कृष्णन, ए.के. वमन, एस. मुखर्जी, मेजर जगजीत सिंह

### स्टेशन अधीक्षक

सुश्री सी. सरकार, जी. दत्ता, सर्वश्री आर. कृष्णन, वी.डी. सामंत, सुश्री ए. जयकर, एन.आर. शिरवईकर, सर्वश्री के.एम. नलावडे, एस.एम. चडियाली, श्रीमती एफ.एन. मचैट, सर्वश्री एम.एस. रामकृष्णन, एम.एच. गिंदे, वी.ए. डि'सूजा, वी.जे. गरासिया, के.एस. चांदोरकर, जे.डी. भाटिया, आर. रामचन्द्रन, एन.बी. पाटिल, श्रीमती रोहिता जयडका, श्री पी.एल. वली, श्रीमती एस. श्रीवास्तव, सर्वश्री वी.जी. संघवी, एम.आर. राव, पी.एस. इम्बरयुया, एस. नारायणन, के.य. मेनन, एम.आर. सुंदरम, एन. डि'लिमा, के.पी. चटर्जी

### सहायक स्टेशन अधीक्षक

श्री एम.एम. राजपाल, सुश्री एम.जे. वागवाला, श्री वी. राधाकृष्णन

## इंजीनियरी :

### उप इंजीनियरी निदेशक

श्री वाई.एच. गुजा

### उप इंजीनियरी प्रबंधक

सर्वश्री वी. विश्वनाथन, एम.एम. चक्रवर्ति, पी.वी. कुमार, एस.के. सेनगुप्ता, ए.के. हक्क

### सहायक इंजीनियरी प्रबंधक

सर्वश्री के.एस. मेणाई, जी. रमानी, डी.एस. नरूला, एस.आर. बालकृष्णन, के.के. टंडन, वी. लईस

### सहायक अधीक्षक

सर्वश्री ए.ए.ए. डि'सूजा, एम.पी. कुलकर्णी, यू.एस. चौधरी, एस. पात्रा, एस.बी. जोगलेकर, सी.के. एम्ला

### योजना अधिकारी

सर्वश्री टी.जे. जस्टिन, वी.आर. बाधमारे, एम.बी. फर्नांडिस, आर.आर. सावंत, जी.बी. आयरे

### इंजीनियरी निदेशक के सचिव

श्री एस.एस. कर्णिक

## सहायक प्रशासन अधिकारी

सर्वश्री डब्ल्यू.जे. मिस्कीटा, पी.बी. मिश्रामन, एच.एन. चोरीचा, वी.एच. मेस्त्री, डी.जी. रेडकर, वी.एस. राणे, वी.जे. अष्टमकर

## भू-सेवा :

### भू-सेवा प्रबंधक

श्री के.पी. अस्थाना

### उप भू-सेवा प्रबंधक

सर्वश्री जे.एन. मधवारिया, जी.जी. म्हावे, एस.बी. केंबे, टी.एस. शिकलगर

### उप प्रबंधक - प्रशासन

सर्वश्री पी.के. उन्नी, पी. वद्रीनारायणन

### प्रशासन अधिकारी

सर्वश्री जी.एस. मुखर्जी, आर. पार्थसारथी

### तकनीकी अधिकारी

सर्वश्री डी.वाई. नरवणे, एन.एस. कुमार, वी.डी. पाटिल, ए.के. सैयद, वी. रामकृष्ण, पी.सी. नवल्लू, एल.एन. प्रसाद, एम.एम. गवरीकर, वी.बी. बालसुब्रमण्यन, ए.ए. कोरे, ए.एस. हरदार, आर.आर. राज्यगुरु, के. विस्वास

### सहायक प्रशासन अधिकारी

सर्वश्री एन.बी. देवारे, डब्ल्यू.पी. सील

### उप-निदेशक - भू-सेवा के सचिव

श्री एस.जे. डि'कांटा

### उद्घाटन सेवा :

### स्टेशन अधीक्षक

सर्वश्री ए.के. गोस्वामी, एम.पी. सहगल, श्रीमती एस. अहलावत

### सहायक स्टेशन अधीक्षक

श्रीमती ए.के. मेनन

## प्रबंध सेवा :

### सीनियर सिस्टम्स प्रबंधक

श्री एम.एस.बी. राव, डा. प्रमोदजीत सेन, श्री श्यामल मुखर्जी

### सीनियर प्रोग्रामर

सर्वश्री एम्.बेक्टरमन, एस. रामास्वामी, पी.एम. हम

### जूनियर अधिकारी

श्री एम.ए. शेख

## परिचालन :

### प्रबंधक उद्घाटन प्रेषण

वी.सी. विजलानी

### उप प्रबंधक उद्घाटन प्रेषण

श्री डी.बी. पेडनेकर

### सहायक कू शीड्यूलिंग अधिकारी

श्री ए.जी. पालेकर

## कार्मिक :

### कार्मिक अधिकारी

सर्वश्री के.एस. संपत, एम.बी. आरोदेकर

## भंडार एवं क्रय :

### सहायक नियंत्रक, भंडार एवं क्रय

श्री के.बी. भट्ट

### भंडार प्रबंधक

श्री टी.ए. डि'सूजा

### उप भंडार प्रबंधक

श्री वी. श्रीकृष्णन

### सहायक भंडार अधीक्षक

श्री एस. नागराजन



उद्घाटन अवसर पर मुख्य अतिथि श्री शांति कुमार नंदा को पदमंजूर करती हुई श्रीमती मिगलानी।

## हिन्दी कार्यशाला

एअर-इंडिया ने ओल्ड एअरपोर्ट पर हिन्दी जानने वाले अधिकारियों/कर्मचारियों के लिए इंडियन एअरलाइन्स के साथ एक पांच दिवसीय कार्यशाला का आयोजन 10 से 14 अक्टूबर के बीच किया। इस कार्यशाला में एअर-इंडिया के 14 कर्मचारियों ने भाग लिया।

एअर-इंडिया के जनशक्ति योजना एवं विकास निदेशक श्री शांति कुमार नंदा ने कार्यशाला का उद्घाटन किया। कार्यक्रम की अध्यक्षता पर्यटन एवं वाणिज्य विमानन मंत्रालय, नई दिल्ली के वरिष्ठ हिन्दी अधिकारी श्री मदन भगीरथ शर्मा ने की।

कार्यक्रम के आरंभ में एअर-इंडिया की हिन्दी अधिकारी ने आमंत्रित एवं उपस्थित अतिथियों का स्वागत किया। उद्घाटन

अवसर पर एअर-इंडिया के कई वरिष्ठ अधिकारी तथा केन्द्रीय राजभाषा कार्यान्वयन समिति, न्यूडई के विभागीय प्रतिनिधि भी उपस्थित थे।

इस कार्यशाला के अनुभवी वक्ता थे सर्वश्री मदन भगीरथ शर्मा, गिरिजा शंकर त्रिवेदी, श्रीमती एन.जे. राव, सर्वश्री विश्वनाथ सचदेव तथा जी.बी. शेटीगार।

कार्यशाला के समापन अवसर पर भवन कालेज की श्रीमती सुदेश बहल ने कार्यशाला में भाग लेने वाले सभी कर्मचारियों को प्रमाण-पत्र वितरित किए। कर्मचारियों की प्रतिक्रियाओं से यह स्पष्ट था कि इस प्रकार का प्रशिक्षण उनके लिए लाभदायक सिद्ध हुआ तथा इसकी पुनरावृत्ति निर्यात रूप से की जाए।



समापन अवसर पर प्रतिभागियों को प्रमाण-पत्र देते हुए श्रीमती बहल।

## अहिन्दी भाषी अधिकारी द्वारा हिन्दी के लिए पुरस्कार

लेखा विभाग में सहायक लेखा अधिकारी के पद पर काम करने वाले श्री वी. पिच्चमणि ने, हाल ही में हिन्दी के लिए एक पुरस्कार घोषित किया है। श्री पिच्चमणि एअर-इंडिया मॉडर्न स्कूल के एक संस्थापक-सदस्य हैं। उन्होंने एअर-इंडिया मॉडर्न स्कूल को 500 रु. दान किए हैं। यह राशि आर्वाधक जमा में रखी जाएगी और इस पर जो व्याज प्राप्त होगा उसे स्कूल के उस विद्यार्थी को प्रोत्साहन के रूप में दिया जाएगा जो एस.सी.सी. परीक्षा में हिन्दी में सर्वोच्च अंक प्राप्त करेगा। यह पुरस्कार प्रतिवर्ष वार्षिक समारोह में प्रदान किया जाएगा।

श्री पिच्चमणि ने अपनी स्वर्गीय माता श्रीमती अलरमेलु अम्माल की यादगार में इस पुरस्कार का नाम "अलरमेलु पुरस्कार" रखा है।

एअर-इंडिया मॉडर्न स्कूल को स्थापित करने एवं इसकी प्रगति में श्री पिच्चमणि ने

काफी सक्रिय योगदान दिया है।

श्री पिच्चमणि ने अपनी सर्विस के दौरान अनेक महत्वपूर्ण सुझाव दिए हैं जिनके लिए उन्हें पुरस्कृत किया गया है।

एअर-इंडिया में श्री पिच्चमणि सर्वप्रथम अहिन्दी भाषी अधिकारी हैं जिन्होंने हिन्दी के लिए पुरस्कार घोषित कर हिन्दी के प्रति अपने प्रेम का परिचय दिया है। उनका यह कदम सचमुच सराहनीय है।



# Season's Greetings

1984

एअर इंडिया  
AIR-INDIA

## JANUARY

M 30 2 9 16 23  
T 31 3 10 17 24  
W 4 11 18 25  
T 5 12 19 26  
F 6 13 20 27  
S 7 14 21 28  
S 1 8 15 22 29

## FEBRUARY

M 6 13 20 27  
T 7 14 21 28  
W 1 8 15 22 29  
T 2 9 16 23  
F 3 10 17 24  
S 4 11 18 25  
S 5 12 19 26

## MARCH

M 5 12 19 26  
T 6 13 20 27  
W 7 14 21 28  
T 1 8 15 22 29  
F 2 9 16 23 30  
S 3 10 17 24 31  
S 4 11 18 25

## APRIL

M 30 2 9 16 23  
T 3 10 17 24  
W 4 11 18 25  
T 5 12 19 26  
F 6 13 20 27  
S 7 14 21 28  
S 1 8 15 22 29

## MAY

M 7 14 21 28  
T 1 8 15 22 29  
W 2 9 16 23 30  
T 3 10 17 24 31  
F 4 11 18 25  
S 5 12 19 26  
S 6 13 20 27

## JUNE

M 4 11 18 25  
T 5 12 19 26  
W 6 13 20 27  
T 7 14 21 28  
F 1 8 15 22 29  
S 2 9 16 23 30  
S 3 10 17 24

## JULY

M 30 2 9 16 23  
T 31 3 10 17 24  
W 4 11 18 25  
T 5 12 19 26  
F 6 13 20 27  
S 7 14 21 28  
S 1 8 15 22 29

## AUGUST

M 6 13 20 27  
T 7 14 21 28  
W 1 8 15 22 29  
T 2 9 16 23 30  
F 3 10 17 24 31  
S 4 11 18 25  
S 5 12 19 26

## SEPTEMBER

M 3 10 17 24  
T 4 11 18 25  
W 5 12 19 26  
T 6 13 20 27  
F 7 14 21 28  
S 1 8 15 22 29  
S 2 9 16 23 30

## OCTOBER

M 1 8 15 22 29  
T 2 9 16 23 30  
W 3 10 17 24 31  
T 4 11 18 25  
F 5 12 19 26  
S 6 13 20 27  
S 7 14 21 28

## NOVEMBER

M 5 12 19 26  
T 6 13 20 27  
W 7 14 21 28  
T 1 8 15 22 29  
F 2 9 16 23 30  
S 3 10 17 24  
S 4 11 18 25

## DECEMBER

M 31 3 10 17 24  
T 4 11 18 25  
W 5 12 19 26  
T 6 13 20 27  
F 7 14 21 28  
S 1 8 15 22 29  
S 2 9 16 23 30

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