

**GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA**

UNSTARRED QUESTION NO:3133
ANSWERED ON:11.05.2006
MARKET CAMPAIGNING BY IA
Khair Shri Chandrakant Bhaurao

Will the Minister of CIVIL AVIATION be pleased to state:

- (a) whether Indian Airlines (IA) has launched aggressive marketing campaign to market itself with potential customers;
- (b) if so, whether the IA has started giving training to employees who can be used in the marketing and sales to face the competition; and
- (c) if so, the details thereof?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF CIVIL AVIATION (SHRI PRAFUL PATEL)

(a): Yes, Sir.

(b) and (c): Training is an ongoing process and the skills of the employees especially at the frontline are honed and fine tuned on a continuous basis to meet the challenges in the current highly competitive environment. The training is imparted to the employees with special emphasis on customer service excellence initiatives, International Air Transport Association (IATA) programmes, sales training and mandatory refreshers for frontline employees.