

**GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA**

UNSTARRED QUESTION NO:2202
ANSWERED ON:09.03.2011
ADDITIONAL FACILITIES FOR AIR PASSENGERS
Mithlesh Shri

Will the Minister of CIVIL AVIATION be pleased to state:

- (a) whether the Air India management propose to introduce additional facilities for the air passengers travelling in domestic and international sectors so as to compete with other international carriers;
- (b) if so, the details thereof; and
- (c) the steps taken/proposed to be taken by the Air India management to obtain necessary feed back from passengers before embarking on any programme?

Answer

MINISTER OF OVERSEAS INDIAN AFFAIRS & MINISTER OF CIVIL AVIATION (SHRI VAYALAR RAVI)

(a) and (b): Air India has initiated various steps to compete with other international airlines which includes (i) State-of-the-art software solution which enable the members to enjoy multiple benefits including enhanced web servicing and call centre servicing. (ii) Joining Star Alliance to provide enhanced opportunities and connectivity to its passengers. (iii) More non-airline partners of various Programmes to offer increased mileage earning opportunities. (iv) Launching of 'Air Bazaar' facilities on certain Domestic sector flights. (v) Upgradation of Menus on international sectors.

(c): Air India routinely takes feedback from its field sales and marketing officials besides suggestions from various business associations, Chamber of Commerce, important flyers etc. All these inputs contribute to finalising plans for schedule implementation.