GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA

UNSTARRED QUESTION NO:97
ANSWERED ON:19.11.2009
GROWTH IN THE PASSENGER CARRIAGE
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Will the Minister of CIVIL AVIATION be pleased to state:

(a) the steps being taken by the National Aviation Company of India Limited to increase the growth in the passenger carriage for the year 2009-2010;

(b) whether the Government proposes to take adequate steps to rationalize the ticketing structure of the national carrier in comparison with the number of private carriers that are operating in the country; and

(c) if so, the details thereof?

Answer

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

(a): NACIL takes continuous measures to improve the carriage on its services. Some of the steps taken by the airline to increase the growth in passenger carriage are:-

(i) Induction of new aircraft in Air India fleet; (ii) Formation of Preferred Agents Club consisting of over 300 agents, who would be incentivised to increase their market share on AI and to increase their productivity; (iii) Efforts have been intensified to attract high yield traffic from Corporate Houses; (iv) Introduction of innovative schemes in the market to stimulate traffic in lean season;(v) Promotion of web sales to reduce Distribution costs; (vi) Air India has been designated as the official Carrier for the 2010 Commonwealth Games & Negotiations are underway with the relevant authorities to procure travel of the athletes, their families on Air India as well as to promote tourist travel on Air India during the event. (vii) Withdrawal/restructuring of services on loss making routes.

(b) and (c): Government does not regulate the day to day business of the National carrier. However, NACIL has increased fares in all classes on all domestic and westbound international sectors and is closely monitoring the activities of its competitors to keep pace with the market dynamics. Innovative Schemes are being introduced to stimulate traffic.