

Air India to weigh cabin crew to present better image

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Dhaka: As Air India prepares itself for Tata's takeover, it is in efforts to reinvent itself as a result of the new investment. Part of this reinvention includes ensuring the cabin crew working for the airline are representing a good image.

Hence, as well as checking for correct uniform, 'grooming associates' of the airline will be checking the BMI of the cabin crew.

An order issued by Air India's Executive Director Vasudha Chandna said, "Cabin Crew who are well dressed and well-groomed according to uniform standards and regulations present a positive and professional image of the airline. It is therefore emphasised that all cabin crew adhere to uniform regulations."

However, the new move has ruffled some feathers as the All India Cabin Crew Association responded in a letter to the management saying, "The time for reporting (for flights) is meant for documentation and flight safety revision briefing and review. This stressful BMI check during a reporting is bound to disturb crew mental preparation, giving rise to flight safety issues."

The AICCA pointed out, cabin crew are primarily flight safety professionals, trained in first

aid, so their BMI is largely irrelevant to them being able to do their job.

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