



PRESS RELEASE

AAI Reinforces Passenger-Centric Service Culture

New Delhi, October 6, 2026: Continuing the nationwide “Yatri Seva Abhiyan 2026”, the Airports Authority of India (AAI), under the aegis of the Ministry of Civil Aviation, undertook a focused initiative to strengthen service excellence and passenger-centric behaviour among frontline airport personnel. The initiative emphasised the importance of courtesy, empathy and clear communication in creating a positive and welcoming experience for air travellers.

As part of the initiative, shift-wise soft-skill refresher sessions were conducted for frontline staff, focusing on effective passenger interaction, courteous communication, empathy and professional conduct. The sessions aimed to reinforce the importance of understanding passenger needs and responding to queries and concerns with patience and sensitivity.

Special emphasis was placed on passenger-first behaviour, along with grooming and uniform standards for frontline personnel. The exercise sought to ensure that staff interacting directly with passengers maintain a professional appearance and consistently demonstrate a service-oriented approach throughout their interactions.

The initiative also incorporated short, focused micro-sessions on handling specific passenger-service situations, including assisting elderly passengers, addressing complaints, managing delays and overcoming language barriers. These practical discussions were aimed at equipping frontline staff with the confidence and communication skills required to respond effectively to diverse passenger needs and challenging situations.

Recognising exemplary service was another important aspect of the initiative. Airport teams were encouraged to identify and acknowledge personnel demonstrating outstanding passenger service, with recognition through initiatives such as “Best Sevak or Best Smile”. The initiative sought to encourage positive service behaviour and motivate employees to consistently go the extra mile in assisting passengers.

Through these efforts, AAI reaffirmed that quality passenger service extends beyond infrastructure and facilities and is equally shaped by human interaction. The initiative under ‘Yatri Seva Abhiyan 2026’ reinforces the campaign’s guiding principles of “Seva and Sankalp” and “Service with Smile”, encouraging airport personnel to serve passengers with professionalism, warmth and empathy.

The initiative reflects AAI's continued endeavour to foster a culture of service excellence, where every passenger interaction contributes towards making the overall airport experience more comfortable, courteous and passenger-friendly.

*Issued by Corporate Communications Directorate, AAI
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