

Influencing: the new advertising

Anika Bansal, AIS Vasundhara 6, XII C

Add To Cart, One Influencer At A Time

11:00 am: Xyz company launches a product
11:10 am: abc@instagram with 567k followers promotes the product
12:10 pm: 100k followers wishlist the same
 Relatable much? Gone are the days when advertisements in newspapers or television would promote newly launched products or services. For now, we have influencers for the same. From the launch date of a new product in the market to the discount codes available, we know it all. Courtesy: influencers. Walk with us as we take you through the trajectory of this new adman.

The birth of influencing as advertising

When it comes to ads, social media users are less likely to click if the company is unfamiliar. According to SmallBizGenius, over 615 million devices worldwide have adblockers installed as of 2019. This reduces the potential effectiveness of digital ads. However, 90% of people are more likely to trust a recommended brand, even if the recommendation is from strangers. In such a case, influencers are rather efficacious, as they tend to be excellent at delivering the type of authentic content users want to see. Word-of-mouth drives \$6 trillion in annual global spending and is responsible for 13% of all sales.

The rise of influencing as advertising

Recent data from Wunderman Thompson highlights that 73% of Gen Z from the USA are looking for brands that understand them, which companies achieve by engaging with influencers. Social media platforms are in-



Imaging: Sachi Pandey, AIS Vasundhara 6, X B

creasingly moving into the e-commerce space. Reaching an active global population of 4.2 billion, platforms like TikTok, Instagram and Facebook are transforming shopping habits, with 77% of millennials and Gen Z shopping on social platforms. Thus, influencer marketing is no longer a niche channel for building awareness, but rather a growing medium which drives sales. In 2021, approximately 3.7 billion USD were

forecast to be spent on influencer marketing in the USA alone. This is an increase of 33% from the previous year - making influencer marketing one of the most popular and effective forms of social media marketing. It grew further in 2022 with its worth standing at 15 billion USD. Besides, given that influencers deliver 11 times the ROI of traditional advertising, there is nothing really stopping it. Or is it?

The fall of influencing as advertising

As the world of commerce evolved over time, so did influencer marketing. However, the mindset of marketers remained the same: build brand awareness, generate new customers and make more money. When they saw influencer marketing working well, they ended up creating a bandwagon everyone wanted to jump on. Influencers noticed this and demanded more money, causing marketers to oblige for the user-generated content, which led to influencers inflating their audience through questionable and fraudulent means. Audiences discovered that some posts in their feed were ads disguised as content; marketers hopped from influencer to influencer for more impressive metrics. Influencers stopped trusting marketers. Marketers stopped trusting influencers. Audiences no longer trusted either of them and went right back to mistrusting and ignoring advertising in any form. It all came down like a house of cards. So much for authenticity and human connection. All, however, has not been lost. Should marketers and brands rethink their strategies and focus on authentic, organic methods than on quick results achieved by working with the influencers, they may still save themselves and their customers.

Werner Geyser stated influencer marketing is a hybrid of old and new marketing tools. It takes the idea of celebrity endorsement and places it into a modern-day content-driven marketing campaign. So, guess it all comes down to one last thing – whether you clicked on the product link your favourite influencer just shared? Again? 🤔

THE GT POLL

Do you think the Threads app launched by Meta will pose a potential threat to Musk's platform, Twitter?

a) Yes
 b) No
 c) Can't say

To vote, checkout our Instagram page @the_global_times

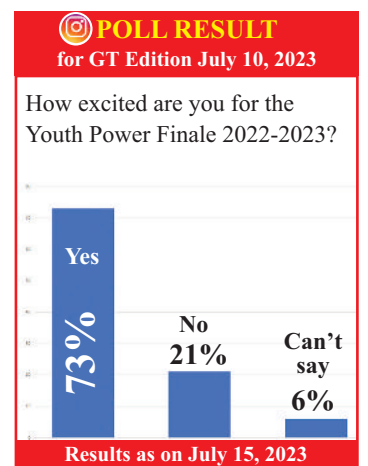
Coming next
 YP Grand Finale

What's inside

The wireless experience
 As a homage to bluetooth, GT brings you the tell-all A-Z of the iconic technology that has changed human life as we know and live it.
 ...more on page 4

Let's weave a tale
 Glance through the creative stories weaved by young and talented Amitians during story writing workshop organised by GT.
 ...more on page 6-7

Go green, breathe clean
 An insight into a host of opinions shared by experts on 'Save environment', the cause chosen by the YP team of AIS Gurugram 43 (2021-22).
 ...more on page 10



Around The WORLD

GT keeps the newswire ticking by bringing you news from around the globe



USA

Legal action against Threads

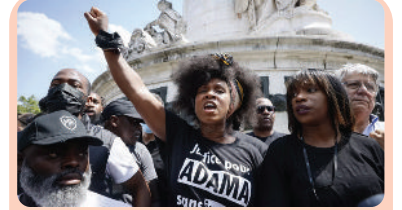
The social networking site Twitter has threatened legal action against Meta over their newly launched app, Threads. In a legal letter, Twitter has claimed that ex staff members have been scouted by Threads to create the app, a claim denied by Meta. With many pointing out the eerie similarities between the two and claiming Threads to be an alternative to Twitter, the new app has already managed to garner more than 70 million sign-ups, a feat that took Twitter four years to achieve.



IRAN

Women in stadiums

As per a statement by Mehdi Taj, head of Iran Football Federation, women, who had long been barred from attending football matches in the country, will now be allowed into the stadiums during the upcoming season of the game. Female spectators have been banned from sports stadiums since the Islamic revolution of 1979, with reasons being the 'masculine atmosphere' and the 'sight of semi-clad male athletes', but on some rare occasions, a number of them have been allowed into the stadiums as spectators.



FRANCE

Protest ban defied

Defying a ban on protests, hundreds of people showed up to march in central Paris to protest against police violence a week after riots were sparked by the killing of a teenager in the capital. Though the crowd had initially gathered at Place de la Republique, the police managed to disperse them towards Boulevard Magenta, arresting two people in the process. As per Interior Minister Darmanin, the ongoing protests in the country have seen more than 3000 people – mostly teenagers – being arrested, whereas 2500 buildings have been



CAMEROON

First malaria vaccine

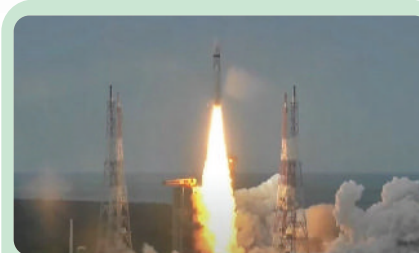
To combat a disease that kills half a million children annually, RTS,S/AS01, a vaccine for malaria, has been announced for 12 African countries. As per the global vaccine alliance Gavi, the initial 18m dose of the world's first malaria vaccine has been assigned to countries with the highest risks, like Cameroon, Benin, Burundi, etc. The dose is expected to arrive in the final quarter of the year, with 16 other nations eyeing it already.



SUDAN

Air strike kills 22

22 people have been killed and many have been injured due to an air strike that hit the city of Omdurman as a result of the conflict between the country's military and a paramilitary group called Rapid Support Forces. With over 3000 people dead and 6000 wounded already in the three-month long conflict, the air strike has been dubbed as the deadliest so far, leaving the nation "on the brink of a full-scale civil war" as per the United Nations.



INDIA

Chandrayaan-3 launched

Marking the country's third mission to the moon, the Indian Space Research Organisation successfully launched Chandrayaan-3 from the Satish Dhawan Space Centre in Sriharikota on July 14, 2023. The mission entails a journey of over a month to land on the lunar surface and explore it with a rover. If successful, the mission will make India the fourth nation to achieve this task - after USA, former Soviet Union, and China - and the first one to land on lunar south pole.



SOUTH KOREA

Protest against Japan

Hundreds of people gathered outside the Foreign Ministry in Seoul to protest against Japan's plans to release treated wastewater from Fukushima nuclear power plant into the Pacific Ocean. The protests came a day after the SK government formally greenlit Japan's plans, saying that it would meet international safety standards. However, many protesters state that such claims are untrue and the act is a crime in itself.

News Flash

► **South Africa:** At least 16 dead due to a gas leak on the outskirts of Johannesburg ► **Spain:** Over 300 migrants travelling from Senegal to Spain went missing at sea near Spanish Canary Islands ► **Pakistan:** Deadly monsoon rain claims 76 lives

Nerves of steel

Maj Gen Nalin Bhatia Shares Life Lessons From Battlefield

The responsibility of protecting an entire nation is a task for the bravehearted, one who has a heart of gold and the courage of steel. And nobody stands better to the testament than Major General Nalin Kumar Bhatia, a retired officer of the Indian army, a defence analyst, and an author. Presiding over as a guest speaker at AIMUN 2022 organised by AERC, he gave an insight into the life lessons one can learn from the battlefield in an all exclusive interaction with GT reporters.

Be passionate: I have always been passionate about serving the nation, even when I was a young student, so, in my final year of college, I decided to take the Combined Defence Services exam, and thankfully, in June 1981, I was commissioned as a second lieutenant.

Be courageous: Every human being is born equal, but being a soldier takes extreme courage. Once an individual decides to join the armed forces, they have to go through rigorous training that prepares them to take up challenges beyond the capabilities of an ordinary individual. And this training continues for as long as they remain a part of the army.

Be disciplined: I consider being disciplined and having the ability to maintain a positive outlook during adverse situations as my biggest strengths.

Be ready to face challenges: The Indian



Major General Nalin Kumar Bhatia

army's strategy is to ensure the defence of the national territory over land, sea, and air. This role, now, has also expanded to take on the domestic challenges of fighting terrorism in some parts of the country. Along with that, the army has taken up the challenge to ensure inviolability of our land borders, island territories, offshore assets, and maritime trade routes, and to protect the country against asymmetric threats emerging through cyber and conventional spaces.

Be patriotic: I believe Indians are patriotic and they have always come out in large numbers to show solidarity with the government and the armed forces during periods of turmoil. The rise of social media, and even television, has

INTERVIEW

brought all volatile situations of conflict into our living rooms, and this has helped in developing the feeling of patriotism in people. As a nation, we are progressing a lot, and even the international community is recognising our contribution in all spheres of life. So, we need to take pride in our heritage and continue to follow what has been taught to us by our forefathers.

Be optimistic: Army personnel have to make numerous sacrifices for their country, the biggest one being the oath of laying down their lives should there be a need. But most of the people do not even understand the hardships soldiers go through while serving in remote and isolated places alone without the support of their families and friends. Not to mention the pain of losing your colleagues and friends in combat. Seeing all this throughout my career, the biggest lesson I have learnt as an army officer is definitely to live for the day, for you never know what lies ahead in the future or where life will take you.

Be a visionary: The younger generation is always the backbone of every nation; they have new ideas and dreams. So I want the youth of India to chase their dreams through a sense of discipline, dedication, and devotion. [GT](#)

Words Verse

Thank you, teacher

Gursimran Kaur

AIS VYC Lucknow, XII B

You are such a pleasant sight
My forever bright guiding light
You have made me so perfect
Your lessons I will not forget

Holding my hand throughout
Protecting me like a true scout
When I'm in need, you're there
You teach me all the means fair

Smiling at all my silly mistakes
Reminding me to take breaks
Wiping my tears like a mother



Counselling me when I suffer

Your knowledge is a vast sea
And your faith never fails me
I love all your moral lessons
Thank god for your presence. [GT](#)

Fun with numbers

Dhairya Gupta, AIS Gurugram 43, IX

- The ancient Sumerians' metrology system, dating back to 3000 BC, is actually the first example of recorded mathematics.
- If you multiply 111,111,111 by 111,111,111, the answer is 12,345,678,987,654,321.
- Descartes was the first one to designate unknowns in mathematics with the first and the final three letters of the alphabet (a, b, c, and x, y, z), shaping algebra as we know it today.
- The Riemann Hypothesis, one of the greatest hypothesis in mathematics, still remains unsolvable even after 164 years.
- If you multiply any number by nine and add all the digits, the result will always be 9.
- Zero remains the only number that cannot be represented using Roman numerals.



FACT FILE

Book Review

Soul of India

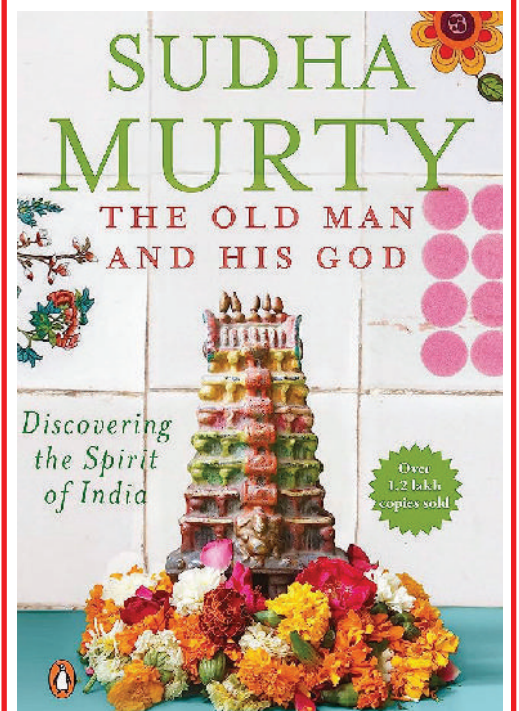
Book: The Old Man And His God

Author: Sudha Murty

Published on: January 1, 2006

Genre: Non-fiction

Synopsis: The Old Man And His God is a collection of 25 short stories based on the real lives of people Sudha Murty met during her career as an author and a social worker. The collection, as a whole, is captivating and thought-provoking, offering readers true stories that provide a deep insight into the heart and soul of India. An interesting and soulful read, the book is a collection of the varied facets of human nature and aims to showcase the souls of the real people of India. Through her enlightening encounters with various individuals from different walks of life, the author trains after bringing to light the struggles,



joys, and enduring faith that shapes the existence of the protagonists.

Why is it worth reading: The book is full of real-life lessons that are bound to take the reader on a rollercoaster ride of emotions. With every story, it reminds the reader that no problem is unsolvable, and that we should always aim to look at the brighter side of things and be thankful for the privilege we have. Weaving together the tales of human triumph, resilience, and compassion, the book showcases the immense diversity and cultural richness of India. Not to mention that it serves as a window into the complex fabrics of the Indian society. At the end of the day, the book is a must read, especially if you are into stories that leave you with some food for thought.

Iconic quote: "A cuckoo should never dance, and a peacock should not try to sing!"

Rating: 4/5

Review by: Shruti Tiwari, AIS Jagdishpur, XI

The wireless experience

From waking up in the morning with the ring of the alarm to dancing on our favourite songs using loudspeakers, from heating up food in the microwave to learning the ins and outs of a concept from internet gurus, technology is an evitable part of our everyday life, making our journey easier at every single step. As a homage to this silent savior, GT brings you the tell-all A-Z of iconic pieces of technology that have changed human life as we know and live it.

Mihika Panghal
AIS Noida, IX

The tech: AirPods

The inventor: Apple Inc.

How was it invented? With Apple's decision of eliminating the headphone jack from iPhone 7, AirPods were developed to provide the users a wireless, seamless, and integrated audio experience within the Apple ecosystem, offering convenience as well as portability. Wanting to differentiate the AirPods



Illustration: Mihika Panghal, AIS Noida, IX

from other Bluetooth devices, Apple planned on integrating the H1 chip in it, which improved its audio quality, wireless range, and pairing time.

When did we get to know it first?

Though the idea for wireless headphones by Apple was first proposed in 2011, it was actually on September 7, 2016, that the first official announcement for AirPods was made. Introduced

during the unveiling event for iPhone 7 and 7 Plus, AirPods were revealed as a new wireless audio accessory – aimed to replace the traditional wired earphones – designed specifically for Apple products. Released for sale on December 13, 2016, the introduction of AirPods resulted in the removal of the standard 3.5mm headphone jack from Apple devices and later to the removal of standard wired earphones from iPhone set.

Why do we use it? AirPods have made wireless audio more accessible and convenient to the users. Providing hands-free control, easy access to Siri, spatial audio, automatic device switching,

and long-lasting battery life. AirPods offer quick and easy pairing with iPhones, iPads, Macbooks, and other Apple products. Apple also updates the AirPods firmware regularly by adding new features and improving their functionality to ensure that their cus-



Fun fact: AirPods were originally named Pods, but when the engineers discovered that the name AirPods had a higher search engine ranking, the product's name was changed.

tomers can access the best product available in the market – the latest version of AirPods Pro (second gen) come integrated with the H2 chip which can cancel up to twice as much noise as compared to their previous models.

How has it helped our lives?

The introduction of AirPods has freed users from the constraints of tangled wired headphones. The incorporation of the latest upgrade has enabled AirPods to be one of the best in the market, inspiring other companies to introduce their own Bluetooth earphones. The hands-free control via Siri offer users a seamless experience. Due to its noise cancellation feature and one of its kind sound system, AirPods see an exponential sale in every quarter. They are a culture icon now, a common sight in public, and an integral part of our daily routine, enhancing our audio experiences. 🇺🇸

The vernacular problem

Binary Language VS Human Language And The Problem In Between Them

Tannya Pasricha
AIS Gurugram 43, Alumna

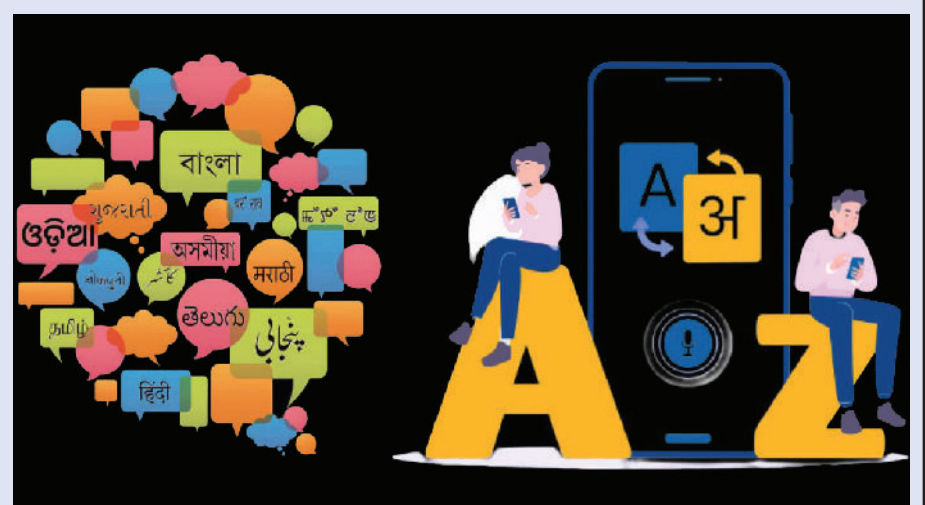
Human language is magnificent, to say the least. Used for communication between people, it often evolves depending on the culture, region, and context. It is dynamic, changing with time as the users of it – us humans – also keep evolving. However, the real trouble of it all comes into the picture when this language and its metamorphic nature fails to walk along with technology.

Despite the power of computers to achieve massive milestones we could only dream of, the reality of them struggling with understanding our simple language seems rather anticlimactic. “Why can't we programme a computer to understand the natural human language?” we ask. Well, the answers are many. Some claim that it is because the human language is a playground of ambiguity, full of expressions that are

beyond the understanding of AI. Computers may excel in straightforward tasks but surely fall behind when it comes to understanding a simple sarcastic comment. Not to mention how the culture and language delivery itself blows its RAM away.

We have all seen how Siri and Alexa often fail to grasp the command given to them. It isn't because the command is incorrect, but rather because their programming is limited. An apt example is computers failing to understand the two different spellings of the same word. Is it 'colour' or 'color'? Humans will argue that the correct answer depends on the context (British or American English in this case), but for a machine that can't understand the concept of context, the 'correct' answer isn't often correct.

Language is a free-flowing, ever-evolving, and contextual concept by humans. Expecting computers to fully understand it is reaching for the stars. While we have the privilege of taking other factors, like emo-



tions, body language, etc., into account whilst decoding a sentence, the technology has not evolved enough for computers to do so just yet. It does not mean that all our hope is lost. With hit and trials, we have reached a point where AI can comprehend

our language to some extent. And various other advancements in the market are ready to take the process a step further, so all we have to do is be patient as a teacher and hope that our student will soon be speaking our tongue fluently.

Nurturing dreamers



Dr Amita Chauhan
Chairperson

As students step out of school and face the real world, they need a guiding hand to help them make informed choices about their future. Amity's Career Counselling and Guidance Cell (ACCGC) serves as that mentor, giving children the much-needed direction to choose a career path that helps them achieve their best potential.

Right from helping students understand their strengths through aptitude tests to offering them a closer look at their dream col-

leges with campus visits, workshops and 'Alumni Connect', ACCGC offers students 360 degree career guidance. Its signature program 'Study Abroad' has helped many young aspirants fulfill their dream of studying abroad in countries like the USA, UK, Europe and Asia. Students are also helped through interactive sessions, educational excursions, career counseling, etc. Since its inception a decade ago, ACCGC has expanded its outreach by conducting prestigious standardised exams like AP, SAT and PSAT. Amity, in fact, is the biggest centre for AP exams in India and is authorised training partner with the College Board for AP courses. My hope for all Amitians thus is that they can reach every destination they have ever dreamt of.

Time to Say Hip Hip Hurray!

Four Amitians showcased their innovative streak at the National Technology Week. Two projects - 'SO-APT' (Solar Operated - Agricultural Vehicle with Portable Tools) by Suhani Chauhan (XI), AIS PV, and 'Menstrumate' by Anupriya Nayak, Prisha Dubey, and Vanalika Konwar (XII), AIS Saket - have featured amongst 40 projects selected from nation-wide entries. [G I](#)

Moonstruck



Vira Sharma
Managing Editor

When India's third lunar exploration mission - Chandrayaan-3 - took off for the moon, it brought back a deluge of memories for me. In my childhood, the word 'moon' was always linked with lullabies like 'chanda mama door ke' or 'mera chanda hai tu'. Rather than being a celestial body whose mysteries had to be explored and understood, moon was more like a comforting family member whose charming tales brought unending joy. I remember spending hours gazing at the moon's luminosity and its hide-and-seek with the clouds. Some of us even believed that its dark spots were that of an old lady's face who lived there and spun clouds of cotton.

This innocence ended soon enough, especially when we were introduced to science and we learnt the real stuff - that the moon causes tides, that it reflects the sun's light, and that several birds follow the lunar cycle for navigation. Even with all this scientific explanation, I still believe that moon is one of the most fascinating creations in the universe. It has for eons enticed poets and writers to pen down beautiful verses. From 'Silver' by Walter de la Mare (Slowly, silently, now the moon walks the night in her silver shoon...) to Ramdhari Singh Dinkar's 'Chaand and Kavi', it has inspired diverse literature seeped in beauty, enigma, and love. Chandrayaan 3 has been launched with the purpose of exploring the moon's unmapped South Pole, and we definitely need such missions to understand the moon more. And yet, there is no doubt that this cosmic marvel will continue to be a part of fairy tales and innocent childhoods now and forever. [G I](#)

Do we control nature?

The Anthropocentric Urge To Have Dominion Over It All

Illustration: Jiya Arora, AIS Gurugram 43, X B

Arnav Goel, AIS Gur 43, XII

The suggestion that human beings are dominating the planet does not sound ludicrous anymore. Just look around and you will require no effort to realise the all-pervasive impact the humankind has on nature. Whether it was China's call to organise the 'perfect' winter Olympics through fake snow or our attempts at tapping genetic mutations to produce plants that serve humankind better with little demands, we humans have gone the extra mile to ensure that everything on this planet is all about us. Such is the control of humans over nature that many have often termed it as the dawn of Anthropocene or the Age of Humanity. But looks like nature too has some tricks up its sleeve.

Floods, droughts, hurricanes etc., are all nothing but a reminder of how human's control over nature is limited. While the world talks of the loss of Amazon and the damage mankind has made to the same, the farmers in the area have a different story to narrate. Many of them have often pointed to the demands that the environment has often placed on them. Whether it is the flooding of their cacao fields or damage caused to their pineapple produce due to a virus, they have often been found struggling to 'tame' nature.

Many would argue the lack of access to agrochemicals or modern-day scientific methods employed in the agriculture sector as the reason for the aforementioned. However, even with these tools at their disposal, the farmers in the Amazonian area and many other parts of the world are unable to contend with these threats. From their vantage point, humans are



nowhere even close to taming nature. Sure, we can employ tech to find a solution to these problems, but let's not forget that we got here in the first place owing to our excessive dependence on it. And if the past has taught us anything, it is that solving problems using science, the very field that gave way to those problems to begin with, may not be the best move.

Today, the relationship between humanity and its environs stands at a crucial juncture, but to say that humans have been able to 'control' na-

ture would be rather a far-fetched statement to believe in. Sure, our technological forces are driving environmental change in a major way, but there are other forces as well that are constantly thwarting our recent attempts to wrestle control over environment. COVID-19 is perhaps the biggest reminder of human overestimation of its might. It's, thus, about time humans stop trying to dominate a planet that is way beyond their control, for it may just be that our lives depend on it. [G I](#)

Yashwardhan Madnawat
AIS Vasundhara 6, XII A

Never has been a span of time
When humans haven't fought
When sheer existence of peace
Has not been simply left to rot

Never has passed a single year
When wars haven't been fought
Even after clearly knowing the
Destruction they have wrought

Wars see the old ones talking
And the young ones all dying

To war and beyond

Poem

When dirty politics takes over
And all our morals cross the Styx

When several innocents get killed
And billions of people are crying
That is exactly the point of time
"Leaders" manage to get their clout

Wars might start on the battlefield
But their ending, try to understand

Will certainly be on the graveyard
One soused in echoes of true pain

We all talk of idealism and peace
Some of you might try to justify it
Some of you might try to rectify it
Ironically, all we do is glorify it

We burn the world with our hands
With hateful words and chants
Through our own anger and rants
Towards chaos, the world slants.

Let's weave a tale

Story – one word that holds the power to tell us extraordinary tales, introduces us to astonishing characters, makes us travel to bewildering settings, and takes our breath away with thrilling climaxes. Yet the art of creating one is not so easy. To guide young Amitians on this fine skill, The Global Times organised a Story Writing Workshop as a part of the annual GT Making A Newspaper Summer Workshop, where more than 100 students from Amity schools across India learnt the amazing craft of story writing. So, here's presenting the best of tiny fables weaved by young Shakespeares based on the prompts shared with them during the workshop.

The power of love

Jayas Kumar, AGS Noida, LS2

Kookie loved her brother Jimmy very much, but knowing that Jimmy was soon to leave for college did not make her happy. She wanted her older brother to live with them forever, so when she saw a magic shop, she asked the magician to make her brother stay. The next day, when Kookie woke up, she found that her wish had come true, but in the most twisted way. Her brother Jimmy was now trapped in the photo frame Kookie kept on her nightstand...

"Someone remove me from the picture!" cried Jimmy. Feeling bad for what she had done, Kookie wailed, "I need to do something!" Determined, she ran to the magician's shop. "I was wrong. I want my brother to go to college and live his life. Please reverse your spell!" cried Kookie, but the magician refused. When Kookie insisted again and again, the magician, with an evil laughter, revealed his true form – he was a demon! The demon pounced on Kookie, but she was resolute to save her brother. She defended herself with all her might and fought the demon until she killed him, all with the power of her love for her



brother. Kookie ran back home, and seeing her brother out of the photo, she hugged him and apologised. With happy tears, Kookie now waved Jimmy off to college.



The crying fairies

Agrata Dhiman

AIS Gurugram 46, VII H

It was a new beginning for Zayn as he moved into a new house in a quaint little town. He decided to decorate his new garden with fairy figures his mother had gifted him. However, as he was sleeping that night, he heard voices coming from the garden. When he checked the source, he was surprised to see that it was the fairies talking, crying for Zayn's help because...

their queen, Rachel, had just given birth to a baby girl. The entire fairy kingdom was happy with the news except for the evil wizard Alakasar who once used to be the royal advisor, but had now overthrown the queen's rule

and locked her and her baby in a dungeon. "The dungeon can only be opened when its riddle is answered," answered one of the fairies. Curious, Zayn asked about the riddle. "What is a thing that walks on four feet when it is a child, on two when it is an adult, and on three when it is aged?" Zayn pondered upon it a little, and after a few minutes, clicked his finger. "Aha! I've got it. It is a human!" he exclaimed. "A human baby crawls, walks on two legs as an adult, and uses a walking stick as an elderly." The answer pleased the fairies. Thanking Zayn, they returned to their kingdom where they freed their queen and fought Alakasar. He was ultimately defeated, and things went back to their happy self in the kingdom.

Time travel

Srishti Pawale, AIS Gwalior, VI

After years of trying to find the secret to time travel, Dr Tae is ready to give up. That is until he sleeps one day and wakes up in 1994. He is not sure how he cracked the code, but he realises that he does not know how to come back to 2023. However, he soon meets a woman who tells him that she has been waiting for him for years...

"I am your mother," she says. "What?" he wants to question, but before he could, he blinks and finds himself back in 2023. "I need to go back," Tae says to himself and rushes to work on his time machine. As he works on it, he falls asleep, finding himself back in 1994. "Son," says the woman, "I tried to



fix the time machine, but I couldn't. It malfunctioned so I am stuck here. Only you can save me by fixing the machine." Hearing this, Dr Tae wakes up with a start in 2023 and gets to work. He works on the time machine for weeks until it is fixed. The next day, when he wakes up with the aroma of pancakes, he knows his mother is back.

Tooth fairy school

Bhavika Gosain, AIS Noida, VI F

Joon was very excited to sleep to-night. Why? Well, he had just lost his first tooth, and he was sure the tooth fairy would visit him now. He kept the broken tooth under his pillow and went to sleep, but when he woke up, he found himself right in front of the Tooth Fairy School where the tooth fairy told him that he...

had to pass a test to get admission. The fairy took Joon to the canteen where he was to choose – French fries and coke or sandwiches and salad. After a minute, Joon chose sandwiches. "Don't you want fries and coke?" asked the fairy. "No. They are bad for my health," Joon answered earnestly. "You have made the right choice," the tooth fairy smiled, "most kids choose junk food, but not you. You have passed. Now you will go back to your world when you wake up, but



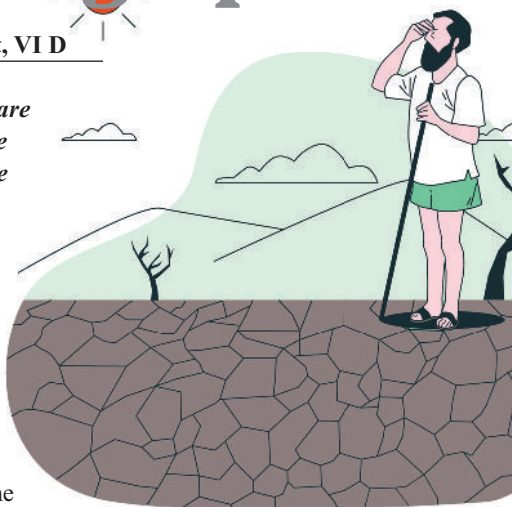
every time you sleep, you'll come to our world and enjoy." Joon thanked the tooth fairy and got ready to go back to sleep. "I am so excited!" When Joon woke up, he was back in his room. Wondering if it was all a dream, he checked under his pillow, and there he found his brand-new ID card for the Tooth Fairy School.

Breaking apart

Tarini Seth, AIS Saket, VI D

Some things in life are usually set in stone. For the residents of Boraville, one such thing was the friendship between Jimillie and Swatae. They were best friends, inseparable since birth. But little did they know that everything was going to change today...

a famine hit their village. The aftermath of global warming had hit them the hardest; the incessant rains had ravaged their standing crop. The ripe millet that glowed golden in the morning sun had now turned brown and sodden. This was followed by bouts of sweltering sun throwing hot rays where humans and animals alike prayed for a drop of water. The food was eaten away by mold, crickets, and rats alike. No one at Boraville knew how to face such a situation. Bigger families had decided to move to other villages, leaving behind



their friends and their belongings. Not being able to stand such conditions any longer, Jimillie's family also decided the same; they planned to go to the city of Nairobi where they had distant cousins. Hearing the news, Jimillie resisted, but in the end, she had no choice. For the first time in their life, Jimillie and Swatae were forced apart. As Jimillie was leaving for her new life, she promised Swatae that she would come back, but in her heart, Swatae knew that it was a lie.

Robotic apocalypse



Samarth Dhiman
AIS Vasundhara 1, VII B

It was a relaxing day for Andrea as she strolled in the field; she had come to her aunt's home in the countryside. As the cool breeze caressed her cheek, she noticed a silver locket lying on the road. Inspecting the locket and finding it pretty, she put it on, but as soon as she did that, she was transported to another world, the world of...

robots. The robots walked the street, and to hide from them, Andrea ran into an alley and continued until a hand snatched her. "Did the robots follow

you?" the man who pulled her asked. Terrified, Andrea shook her head. "We have been waiting for you, Andrea. It all started when Elon Musk created the first human robot. An accident happened and soon the robots started killing everyone. You are now our only hope. You need to go into their head office, find their hard drive, and destroy it." Determined, Andrea planned to infiltrate the headquarters. Facing various challenges, she got into the main office where she inserted the hard drive in the main computer and disabled all the robots in the world. The humans were saved, all thanks to Andrea.

Finding perfection

Storywala

Baani Sahota

AIS Gurugram 46, Alumna

“Are you listening?” The leader of our group screamed and slammed the files on the desk. “I’m trying to have a serious conversation!” “And I am subtly trying to avoid it,” I thought to myself. “You see I’ve got more issues here!” I wanted to tell her. I had been stuck on the same sentence for hours, unable to move forward. How did my mind go blank for four hours? I wanted to scream in anger.

Okay, I admit that I spent far too much time sitting at the desk with two cups of espresso, trying to come up with the ‘perfect plot’ for the story. And yes, I am also aware that this is not my sole job, but honestly, I blame the ‘head’ for that, if you know what I mean. Her lazy, perfectionist self is becoming impossible to please now. About 50 of us have spent the last two days searching Tumblr and Pinterest for prompts and storylines, but the lady thinks everything is too corny. She desires a

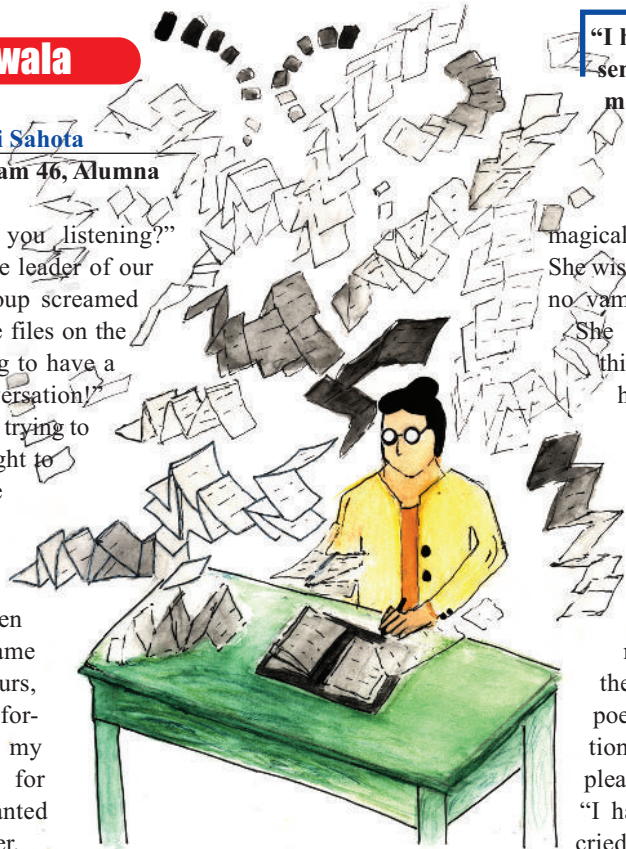


Illustration: Ilori Gupta, AIS Gur 46, XII B

“I had been stuck on the same sentence for hours, unable to move forward. How did my mind go blank for four hours?”

magical tale with just enough magic. She wishes for fictional creatures, but no vampires, witches, or zombies. She wants none of the exciting things. You know, the usual: the hero ends up in a strange land, the dragon exhales fire from its nostrils, the prince rescues the princess, etc. I have even gone through my entire library of memories, trying to tweak the existing tales by mixing and matching them, combining the theme of one childhood poem with the character inspiration from another. Nothing pleased the lady at the top.

“I have no idea what to do!” I cried as I slammed my head against the desk in the hopes that my brain would start to function, or that I would get seriously hurt and escape from having to complete this impossible task.

The leader glared at me, and, in an admonishing tone, she said, “Do you wish to be fired, young woman?” At that thought, my eyes glistened. I jerked to my feet, grabbed my diary, and began scribbling.

In order to honour the fallen heroes, I had to transmit the message to the ‘head’ that there is no ‘perfect plot’, for there is no perfect definition or standard to ‘perfect’. I cautiously sent her the draft; I should have also mentioned how annoying I find her obsession. Outside, the lady yawned and muttered to herself, “It looks perfect!” as she mailed the final draft to the editor.

Read Play and Win 26

Reading your favourite GT can fetch you a prize too. Complete all the boxes below. Click a picture and send it to editor@theglobaltimes.in or submit your responses by visiting The Global Times website (<http://theglobaltimes.in/readplaywin/>). Three lucky winners will win a prize every week!



Q.1 _____ is the only number that cannot be represented using Roman numerals.	Q.2 Mention the iconic tech piece featured in ‘A-Z of tech’ series on page 4.	Q.3 How many short stories are published on Page 6-7?
Q.4 Who is the author of the book ‘The Old Man and His God’?	Q.5 On which page can you find the article ‘Do we control nature?’	Q.6 What is the theme of the poem on page 9?
Q.7 Which school organised panel discussion on the cause ‘Save Environment’?	Q.8 Which country has announced first malaria vaccine?	Q.9 Name the two projects presented during National Technological Week.

Name:..... Class:..... School:.....

Results of Read Play & Win-25: **Nivid Khurana**, AIS Saket, VIII B; **Aradhya Sharma**, AIS Gur 43, VIII D; **Prakrit Malhotra**, AIS Vas 6, VI B



Aditi Singh

Chocolate cake

Aditi Singh, AIS Gurugram 43, XII S

Ingredients

- Powdered sugar1 cup
- Refined oil3 tbsp
- Refined flour1 cup
- Vanilla essence1 tbsp
- Cocoa powder.....3 tbsp
- Lemon juice1 tbsp
- Baking powder½ tsp
- Parchment paper.....1
- Baking soda¼ tsp
- Toothpick1
- Milk1 cup

Procedure

- In a bowl sieve refined flour, cocoa powder, baking powder, baking soda, and powdered sugar. Combine the dry ingredients well.
- In another bowl, add milk, refined oil, and vanilla essence. Mix them well.
- Add the above wet ingredients into the dry ingredients bowl and fold them well. Make sure no lumps are formed.
- Now, add lemon juice to the mix. Whisk it well for a minute, and let it rest for five minutes.
- In the meantime, take a microwave-safe container and lay a parchment paper. Grease it with oil as well.
- Next, pour the prepared batter into the container. Tap the container on a flat surface to ensure that the batter spreads evenly.
- Place the container in microwave and bake it at 180 degree Celsius for 30-35 minutes.
- To check if the cake is done or not, place a toothpick in the centre. If it comes out clean, the cake is ready. If not, bake it again for a few more minutes.
- Once done, take it out and let it cool completely. Demould the cake and place it upside down on a dish.
- You can enjoy the delicious cake with a scoop of your favourite ice cream.

WORDS VERSE

Living like a pencil

Diya Arora, AIS Saket, XII E

I scribble those words once again
Trickles of tears fall on the bed
I shut my diary with a bang
And some words left unsaid

I stare at my red 4B pencil
Through which I wrote a quote
The slender tube coloured red
A core of graphite as the lead

An eraser attached at the back
Which then seizes my attention

The pencils now that we mention
All have an eraser, blue or black

Intrigued, I try to erase the quote
Dusting the rubbings off the diary
Words can still be seen faintly
I erased but they don’t go entirely

Those words leave an impression
A mistake it was, now a lesson
“Life is a mistake,” it had said
But it’s my life, I’ll move ahead

I have a core made of graphite



I come with an eraser attached
But leave an impression behind
Like a new lesson for my life.

A bittersweet bond

Short story



Samiksha Dubey
AIS Noida, Alumna

In the Gupta household, the morning always began with an **irate** statement from Sakshi, “Why are you so annoying, Tanya?” On listening this, Tanya would often come to her defence mode and reply, “You are the annoying one, not me. I promised to tidy the room afterwards, so just let me be!” Looking at the condition of the room, Sakshi was fuming and wanted to say much more, but her mother intervened and the battle of words came to an end. However, two hours later, when Sakshi didn’t see Tanya at the job like she had promised, she couldn’t control herself. Once again, she

The father, tired of listening to their verbal fights, entered the room and scolded the duo for their unkind behaviour towards each other.

poked Tanya with her words, “When are you going to clean this room? I unable to find enough space to keep my school bag on the study table.” Fuming with anger Tanya pushed away Sakshi and remarked, “Go away.” And that just began another verbal battle along with physical altercation. The father, tired of listening to their verbal fights, entered the room and scolded the duo for their unkind behaviour towards each other. Moreover, to make them re-

alise each others worth, in a firm voice he announced, “Pack your bags, Sakshi. You’re going to spend summer vacations at grandma’s house.” Sakshi quickly packed her bags, poking her tongue out at Tanya on her way out, and drove off to her grandma’s house with her father. Initially, she enjoyed the peace around her and why not, she had been wanting a break from Tanya from a long time. As the days passed by, she felt that everything was too perfect and quiet around her. She missed the fun she had with Tanya.

With such thoughts, Sakshi passed the weeks until it was time to go back home. She was happy to see Tanya again, but she wondered if Tanya was also feeling the same. “What if she didn’t miss me?” she thought. But such worries were thrown out of the window as soon as Sakshi stepped into the house and Tanya ran into her arms. Hugging her, Tanya cried, “I missed you.” With a warm smile, Sakshi replied, “I missed you, too, my sister. I don’t mind sharing a messy room with you.”

So what did you learn today?

A new word: Irate
Meaning: Furious

Shivansh Anand, AIS Vas 6, VI

Q. What do you call an eagle who can’t catch its prey?
A. Talont-less!

Q. What to call a ghost’s parents?
A. Her transparents!

PAINTING CORNER

Shirin Kaur Kohli, AIS Saket, VIII



Poem

Mes amis

Swasti Jain, AIS Vas 1, X

We all are meeting finally
And we will smile heartily
We’ll lounge one-on-one
Night has only just begun

We always have to meet
As we don’t like to tweet
The night will come alive
When we meet and thrive

And we are all here now
My life is a lovely bough
Oh, how I miss my friends



On whom my life depends

I love them all very much
They’re my teachers such
Mes amis, my best friends
Our friendship has no end.

It’s Me



KNOW ME

My name: Anaya Varma
My Class: KG
My school: AIS VKC Lucknow
My birthday: December 4

MY FAVOURITES

Teacher: Preeti ma’am
Subject: Mathematics
Friend: My elder brother
Game: Paw Patrol
Cartoon: Hunny Bunny
Mall: Lulu Mall
Book: Drawing books

MY DREAMS AND GOALS

Hobby: Playing hide and seek
I like: Playing and eating
I dislike: Staying alone
My role model: My grandma
I want to become: A doctor
I want to feature in GT because:
I want to be famous.



Q. What to call bear without ear?
A. B!

Q. Why did banana visit the doc?
A. Because it wasn’t peeling well.

Q. How does a train eat?
A. Chew chew!

Q. What to call a tiny mother?
A. A minimum!

Go green, breathe clean

One With Nature, We Stand To Save Earth From Turning Into A Barren Wasteland

Youth Power is an annual social leadership programme organised by The Global Times, where different teams from Amity schools engage in varied social causes in several stages. One of them is 'Panel Discussion' where experts from different walks of life discuss several aspects of the chosen social cause. Here's presenting **Part II** of this exclusive series, based on the panel discussions organised by YP teams in 2021-22, and a host of opinions as experts debate on 'Save Environment', the cause chosen by YP team of AIS Gurugram 43.



Towards a cleaner world

Panellist: Nina Gupta

Social worker & environmentalist

"To minimise pollution and reduce its harmful impact, we need to plant more trees. One can also construct Miyawaki forests where trees are planted extremely close to each other. For they help lower temperatures in concrete heat islands, reduce pollution, attract local birds and insects, and create carbon sinks. We must also learn how to recycle and use less plas-



tics, and try to produce as little garbage as possible and use wet waste as manure."

Use social media sensibly

Panellist: Anita Saraogi

Environmentalist

"Social media is now omnipresent, but one must learn how to use it. If used sensibly, it can help take any idea to the masses in the shortest time possible and help make significant changes in the society. More social media posts aiming at nurturing and protecting our environment are the need of the hour. So, youth today,



being fully aware of the advantages and drawbacks of social media, must make use of it, but as consciously as possible."



Part II

Expert Speak

Move on from fossil fuels

Panellist: Dr Munish Jindal

Founder & CEO, HoverRobotix, and founding president, MENTORx Global

"E-mobility was introduced in India in 2015, and our vision behind this innovation was to move away from carbon-dioxide emitting fossil fuels and create a more sustainable and holistic world. In our nation, however, people end up opting the easier way out and so, even with all the advancements in term of tech, we still lag



behind nations like the USA or Japan. This needs to be rectified at the earliest."

Prevent all wastage

Panellist: Dr Gaurav Goyal

Chairman, Gopal's 56

"The biggest challenge in the food industry is to manage food waste. To attain this, we recommend peeling vegetables as thinly as possible. Another way is to utilise all the raw ingredients and not leave anything to rot. We do so by procuring small quantities of raw material and not overstocking. For those few days when we do have leftovers, we make use



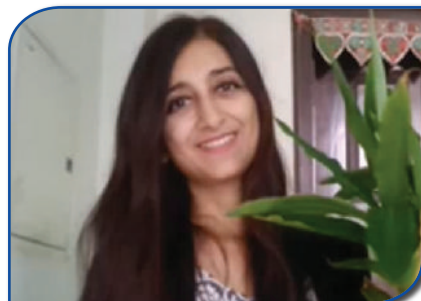
of the NGOs we are tied up with. They use the items in the best way possible."

Youth can do wonders

Panellist: Bhavisha Buddhadeo

Founder, Rootskills

"Each and every society looks up to its youth to bring about a change, for younger people are better acquainted with happenings around the world. Our education system is also evolving and changing at a rapid pace, and educational institutions are instilling in our children the necessary vision to preserve nature. Social media as such would act as an excellent tool in their



hands if used with caution and a certain amount of digital discipline."

Be environment conscious

Panellist: Jassie Wilkhoo

Youth eco-ambassador, Tree Plantation Drive & co-founder, Roots2Fame

"When we speak of a green movement, it doesn't only mean planting trees; it refers to any activity that pushes us to make more economical decisions. I am running a digital marketing firm, and I can see more and more brands becoming conscious about their products of late. This only goes on to show that the world



today does not want development to come at the cost of our environment."

From school to start up

Amity's Techpreneurs With Their Novel Inventions



Team Saket with Chairperson



Chairperson with Suhani Chauhan

ACSF

Two projects by Amitians got featured amongst the 40 projects selected from across the nation to be presented during National Technological Week held from May 11-14, 2023, at Pragati Maidan, New Delhi. The selected projects, nurtured under the aegis of Amity's Children Science Foundation, were SO-APT (Solar operated agricul-

tural vehicle with portable tools) by Suhani Chauhan, a student of Class XI from AIS PV, and Menstrumate by Anupriya Nayak, Prisha Dubey and Vanalika Konwar from Class XII of AIS Saket. More than 200 students from various Amity schools also visited the week-long exhibition based on the theme 'School to Startup - Igniting young minds to innovate'.

The event inaugurated by PM Narendra Modi, organised by Tech-

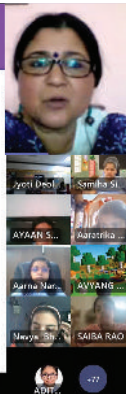
nology Development Board and Atal Innovation Mission (AIM) NITI Aayog along with other key scientific research establishments, saw the participation of more than 5000 school students, 800 exhibitors, 200+ student exhibitors, and 100+ startups from various sectors, all showcasing their innovations. It also comprised technical sessions by different ministries for the students to aid their journey of becoming techpreneurs. [GT](#)

GT Summer Workshop'23

DOES YOUR REVIEW PASS THIS TEST?

- ✓ Is not too short
- ✓ Includes relevant details
- ✓ Has correct grammar
- ✓ Follows a structure
- ✓ Has a personal opinion

- ✓ Is written in present tense and active voice
- ✓ Does not reveal the whole story/suspense/mystery



The Newspaper Making Workshop in progress

The Global Times

Nurturing new-age journalists was the 4th edition of 'Newspaper Making Workshop' organised from May 22-26, 2023, for the students of Class VI-VII. The programme, held under the visionary leadership of Dr (Mrs) Amita Chauhan, Chairperson, Amity Group of Schools and RBEF, was conducted virtually by The Global Times. As part of it, the editorial and designing experts of the GT team empowered more than 500 students from Amity Group of Schools (pan India) with com-

munication skills and journalistic abilities through five interactive workshops held over the span of five days. Their journey to be a journalist commenced with 'Be a Reporter' session, in which they learnt the nuances of creating an impactful news report, with catchy headline, verified facts, and correct chronology. Next to follow was 'Be an interviewer' session, wherein they were taught how to conduct an interview successfully. They learnt to be aware of and well researched about the personalities to be interviewed and how to phrase meaningful questions. Having gained an introductory in-

sight into news reports and interviews, they were then endowed with newspaper designing skills in 'Be a designer' session. The young journos here learnt the technical aspects of newspaper designing like space, measurement, fonts, types of printing, etc., along with creative aspects like drawing illustrations and capturing pics through mobile camera. In the 'Be a reviewer' session that was held a day after, they learnt to be critical of literary artworks and write reviews that would help readers decide upon a book, a movie, or an artwork. This paved way for the final session dubbed 'Be a story writer' that taught them how to script a powerful story and be creative. Every session listed above was followed by a Q&A session, during which the little journos cleared their doubts. These also made use of real life examples of popular interviews, stories, reviews and designing elements to make the workshops fun and engaging for all. The annual summer workshop as such not only kindled the innate creativity of the young minds, but also opened new vistas of careers in journalism for them. [GT](#)



Young diplomats at the MUN conference

Nurturing diplomats

AIS Vasundhara 1

More than 180 students took part in the Model United Nations conference held for Classes VI-XII on April 29, 2023, with the aim of educating them about operational procedures of the UN and developing their understanding of geo-politics. The agenda for General Assembly was 'Tackling impact of climate change and promoting sustainable development'. For All India Political

Parties Meet, it was 'India's foreign policy and geopolitical tensions' and 'The future of multi-party system in India, and for the United Nations Human Rights Committee, the agenda was 'Human rights violation in Syria'. The young delegates presented their well-researched points during discussions in all the committees. Awards in categories like Best Delegate, High Commendation, Verbal Mention, and Special Mention were also presented to young diplomats.



Students of the outgoing batch at the citation ceremony

Showers of blessing

AGS Noida

'A reservoir', the citation ceremony for the outgoing Cambridge International 'A' level Class, was held on May 23, 2023, in the seminar hall of the school. The ceremony was graced virtually by Dr (Mrs) Amita Chauhan, Chairperson, Amity Group of Schools and RBEF. It began with lamp lighting and shloka recitation, followed by a captivating dance performance by the students of middle wing on the theme 'Vasudhaiv Kutumbakam'. Post which, citations were read out for the students, and a video montage of some of the memorable moments of Class XII stu-

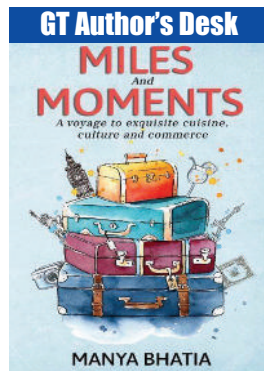
dents during their school life was showcased. This was followed by an emotional gratitude speech by the head boy. The Class XII students also shared their learning experiences with all, recalling the funny incidents that happened during their school days. They were then given a sash, a certificate, and a token of love with showers of blessing, making the moment emotional. In her address, the Chairperson encouraged students to pursue their interests along with their studies and to never stop learning. She also urged them to adopt the mantra of BHAAG in life. School principal Jayshree Kad also congratulated the students for their excellent performance. [GT](#)

Young, yet so wise

A Budding Wordsmith's Journey Into Writing

Anupriya Nayak
AIS Saket, XI

Young authors have proven very often that there's indeed no limitation of age when it comes to writing a bestseller. **Manya Bhatia**, AIS Saket, Alumnus, has recently written 'Miles and Moments,' we bring to you her amazing journey.



Manya Bhatia

What inspired you to write?

When I was six, my dad bought me a diary for Christmas, and I have been writing ever since. As a family, we travel to various places every summer. In 2020, the pandemic brought everything to a standstill, and I missed traveling. I decided to bring the multiple facets of my past journeys alive through this book.

How did you think of this idea?

After visiting over 26 nations, I realised that each one has its own culture, food, and history. I did research on these places and linked the information to my first-hand experiences. I was able to write the first draft within 12

months with my father's assistance who became my first editor. I established a schedule for myself and wrote for an hour before going to bed. It took me longer than expected as I frequently wrote and rewrote each portion.

Did you face any challenges?

Putting together a book that is approximately 65,000 words long is a challenge in itself. However, the biggest challenge was to arrange my thoughts coherently. I was never shy of reading a few chapters to friends and family to receive constructive feedback.

Tell us more about your book

The reader will not only learn

about the culture of these places, but also their cuisine. The words 'Miles' and 'Moments' have always struck a chord with me. The book is an assimilation of those miles, which represents my journey, and the moments, which will present my experience. I have tried to share my perspective on each city, how it came to be, and where it is headed.

What are your future plans?

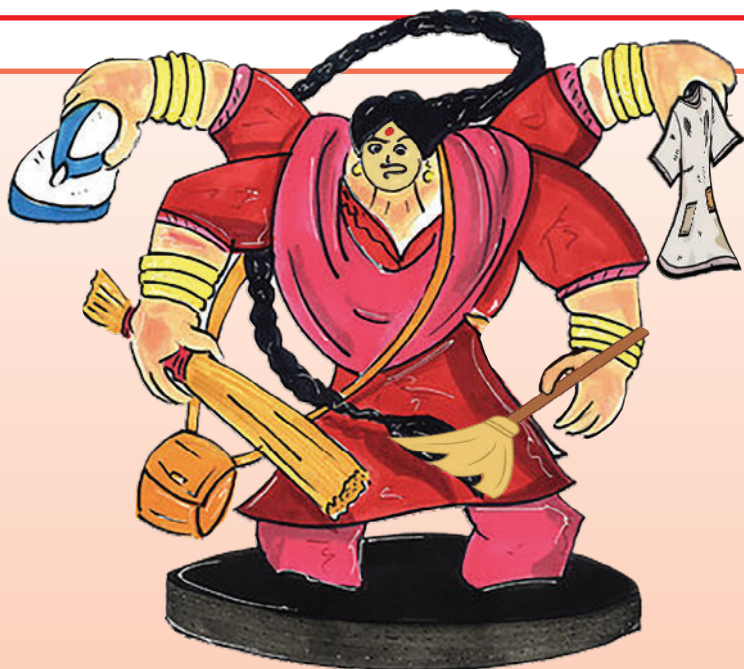
I would love to write about our country and its diversity one day. I also aspire to work in the field of marketing. Hopefully, I will be able to encourage brands to communicate their propositions through compelling stories.

GT Travels to Uttarakhand



Rishabh Kumar Jain, AIS Vasundhara 6, IV A, poses with his copy of *The Global Times* in front of **Badrinath Temple**, Uttarakhand. The 8th century temple, established by **Adi Guru Shankracharya** is a pilgrimage dedicated to **Lord Vishnu** and is part of the 'Char Dham' pilgrimage.

Got some clicks with GT while on the go? Get them featured! Send them to us at gtravels@theglobaltimes.in



Shivika Gupta, X A &
Priyamvada Rao, X B
AIS Mayur Vihar

Adjustable accessories

The Incredible Powers Of Our Lovely Mothers

it. So you sit and make a note of all her versatile tools, wondering if they will ever come in handy one fine day.

The ultimate weapon: Or mummy ki chappal as we call it. It may seem to be just a footwear, but do not be fooled. More than for its walking purpose, it is used as a disciplinary device, one that has us shaking in our seats. One glance of it and we are ready to perform whatever tasks she wants, no matter how much we hate it.

The bag of bags: If your mother doesn't have a plastic bag full of other plastic bags, is she even an

Asian mother? The bag, hanging behind the door, unseen and unheard, is always awaiting the recreation of Oprah's famous meme by our mothers. "You get a plastic bag; you get a plastic bag; everyone gets a plastic bag."

The sewing cookies: Even though it is handy for our mothers, this makeshift *silai ka dabba* is the bane of our existence. Imagine being hungry and spotting a box of Danish cookies. Your mouth waters as you make your way to open it, only to meet the reason of your trust issues inside it. You will now forever be scared of every single cookie box. You're welcome!

The handy mop: Just bought a new t-shirt? Cool. Your mother can't wait for you to wear this t-shirt multiple times so that it gets weary and becomes an inside piece of clothing. In fact, she keeps an close eye to spot a small hole and announce it to be utilised as the best *pocha* your floors have ever seen. No, don't even try to tell her to spare your t-shirt just because you love it.

As you note the terror of her multipurposing, you pledge to yourself that you will never be like this as an adult. Your mother laughs at you, knowing it very well that the cycle is unbreakable.

The saying, "mother knows the best!" exists for a reason, especially when the

question arises of making best out of waste or multi-purposing every single thing. However, as a child of this DIY queen, there might be times when you want to say: "Kya yaar mummy, chill!", but we all know that you cannot actually say