



This special edition has been brought to you by Amity International School, Gurugram 46, as a part of the 'GT Making A Newspaper Contest'. Each page of this unique edition carries a special story handcrafted by the school's editorial team as a part of the competition. The inter-Amity newspaper making competition witnesses different branches of Amity schools across India churn out their own 'Contest Edition' which are pitted against one another at the end of the year, culminating with GT Awards. So, here's presenting the eighth edition of 'GT Making A Newspaper Contest 2020-21'.

AMITe poll

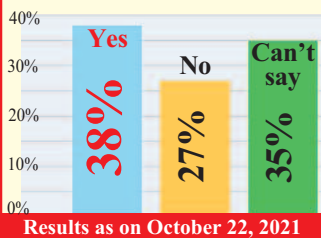
Do you think introducing bureaucrats as Cabinet ministers can lead to effective policy making and implementation in India?

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

To vote, log on to www.theglobaltimes.in

POLL RESULT for GT issue October 18, 2021

Do you think European Union's engagement in the Indo-Pacific will strengthen the military balance and contribute to regional security in multiple ways?



Coming Next
AIS Vas 1 Contest Edition

What a steal!

Window Shopping Through The Aisles Of The Faux Luxury Industry

Swati Jha, AIS Gur 46, XII A

It's the Diwali season, the season to make those loved ones feel special. And what says special more than a luxury good – think designer handbags, perfumes, watches; the options are aplenty. I ran a quick search on 'Buy Chanel No 5 Online India' and there were plenty websites selling this French perfume; the price varying between 4k to 8k. This was it. A luxury good at a decent price. The only problem – it was fake. There are countless naïve and hungry luxury consumers out there indulging in such purchases and consecutively indulging in the luxury counterfeit market. Still don't see the problem? These luxury fakes are costing original brands billions of dollars every year, and are sometimes even tampering with life.

Production and distribution

As per a report by the World Custom Organisation, "The trade in counterfeit products stand at 7% of the global trade." The top-five producers of fake luxury products are China followed by Turkey, Singapore, Thailand and India. Each year China-made products account for 63.2% of the total seizures of fake imported goods globally, while the second-ranked Turkey's share stands at 3.3% followed by Singapore, Thailand and India at 1.9%, 1.6%, and 1.2%, respectively. China is the main source of knock-off and pirated products sold around the world, while Saudi Arabia, Hong Kong, UAE, Yemen and Singapore are the distribution points.

Based on an assessment of the industrial capacity of 'countries of origin', China emerges as the main producer of 9 out of 10 most faked goods. India leads in the

field of counterfeit pharmaceuticals. Turkey is infamous for fake leather articles and food items, which are distributed by road throughout the EU. There are four major transit points for distribution of fake products in EU, namely Ukraine, Morocco, Albania and Egypt, while Panama is the most significant outlet for the entry of fake products in the USA.

Identifying potential segments

While fake products penetrate every in-

dustry (there is an infringement on trademarks of strawberry and bananas too – yes, that's pretty much a thing), footwear happens to be the most copied item.

In their latest report, the OECD and EUIPO have identified the most-commonly copied goods. Spread over ten categories, these products represent 63% of the total fake market - food, pharmaceuticals, perfumes and cosmetics, leather goods and bags, clothing and textiles, shoes, jewellery, electronic and electrical

goods, optical and photographic devices, and toys. Watches too account for a significant chunk of these literally 'steal' deals with 15-30% of internet searches on watches accounting for a quest for replicas. Now we have all looked for a 'cheap rolex' at some point, haven't we?

Marketing and promotion

The significance of effective marketing has not fallen on blind eyes in the world of counterfeits too, with most of them turning to online avenues. Internet with minimum security checks serves as a safe haven for buying and selling of these fakes. So, it comes as a little surprise that one third of fake luxury goods are sold online. The numbers stand at 87% through platforms such as AliExpress, Facebook, eBay, Amazon, Flipkart, etc. In 2008, products worth 135 billion USD were sold online.

Over the years, those in the business have adopted to newer means of marketing, with many tapping the power of social media and influencers. Today, social media sites serve as the primary platform, with a 171% growth being recorded for accounts promoting luxury items in a span of three years. Influencers are being roped in too. These influencers, mostly minors, are easy targets, with most being either unaware or simply turning a blind eye. One such instance was in 2018 when influencers Emma Cakecup and Oltean Vlad were revealed to be promoting websites that offered counterfeit products such as watches to a combined follower base of over 1 million consumers.

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Illustration: Amish Mamani, AIS Gur 46, X G

Mapping education for all

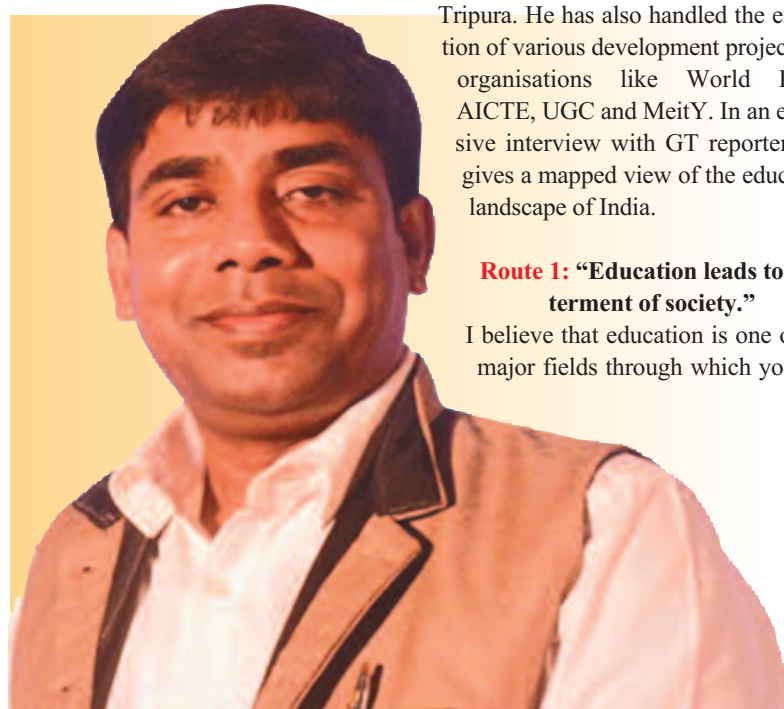
Dr Biswajit Saha On The Importance Of Education In India And More!



Mansi Kumari

AIS Gurugram 46, XI H

A crackerjack in the field of education, Dr Biswajit Saha, director (Training & Skill Education), CBSE, New Delhi, is the man behind skill curriculum design, development of



Dr Biswajit Saha, Director, CBSE

student resource books, training manuals and monitoring of various Teachers Training Programmes by CBSE Centres of Excellence. Prior to joining CBSE in 2011, Dr Saha was a faculty member & HoD (CSE) at Government Engineering College, Agartala, and served as OSD (Technical Education), Government of Tripura. He has also handled the execution of various development projects for organisations like World Bank, AICTE, UGC and MeitY. In an exclusive interview with GT reporters, he gives a mapped view of the education landscape of India.

Route 1: "Education leads to betterment of society."

I believe that education is one of the major fields through which you can

INTERVIEW

connect to more and more people. Of course, one won't be wrong if they say there are several other professions which connect with people as well. But for me, education has always been a value inculcating factor that leads to betterment of society. Also, my grandmother was a school teacher and my mother is a retired headmistress of a govt school, so I have a family background in teaching and an inclination towards the field of education.

Route 2: "Experience and interaction: key to understand education."

I have previously worked in an engineering college, as well as in a university. Therefore, I have been able to closely observe the interest and abilities of students entering college for almost ten years. Based on that understanding, I decided to join CBSE to develop my knowledge further. When I initially joined, there wasn't much clarity on some things. However, with several interactions with students, teachers and principals, I was able to formulate decisions that benefited the most. Interacting with stakeholders is always key to a sound path ahead.



GT reporters in conversation with Dr Biswajit Saha

Route 3: "Research, cognitive and experiential learning plays a vital role."

The Indian education system is robust and comprehensive, yet our educational institutions don't make it to world rankings. One of the reasons is lack of research. Secondly, if you look into 1948 document of UNESCO about its educational recommendations, you'll see that elementary education is necessary for an individual. However, I believe elementary education should be from Class I-XII and not Class I-VIII. Also, I believe that experience-based cognitive learning leads to deep and comprehensive understanding. Several Indian education institutions have been implementing these for more than 50 years but momentum is necessary for it to cause a lasting effect.

Route 4: "Language is seen as a barrier in higher education."

India is a diverse country and we're proud of it. However, this diversity brings along with itself a major problem of language. For instance, before communicating my opinion, I think in Bengali in my mind because it is my mother tongue, and then translate it into English to convey it to you. There are many people who experience the same. Most countries have homogeneous populations so they could decide on any one language being the national language but in a country like India, we cannot do that. So, for global recognition issues, English is the best preferred language and that's where the multilingual problem arises.

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