

THE GLOBAL TIMES

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Raunak Chopra
AIS Noida, XI F

From Diljit Dosanjh rocking the Coachella stage to Alia Bhatt and Priyanka Chopra serving glamorous looks at the MET gala, Indian artists are transcending geographical borders and popularising Indian culture across the globe. But let's flip the coin over for a second. Is this representation a genuine effort to promote diversity or just a strategic move to tap into the ever-growing Indian markets? India is currently the world's largest growing economy, having a massive consumer base of 473 m active consumers with an estimated six-fold increase in the per capita income. As per a report by Band \$ Company, India's luxury market is expected to grow by 200 billion USD by the year 2030. The World Bank ranked India 63rd in 2022, from 142 in 2014, for ease of doing business. Number of millionaires in India was estimated to double from 796,000 in 2021 to 1.6 million in 2026. No, these are not random facts. Put them together, and it basically boils down to - a thriving consumer market, rising consumer spending, and a robust economic landscape; contributing to making India a mecca for global brands. Couple this with collaborations with A-List celebrities who boast a mass following on social media, and it's a well-engineered win, as evidenced by calculated collaborations like, Gucci with Alia Bhatt, Bulgari with Priyanka Chopra et al. Association of household name celebrities with brands has shown to increase sales by 4%. Times magazine reported that Deepika Padukone's Instagram posts generated 25% of Louis Vuitton's 20.2 million USD in media impact value during the Cannes Film Festival in 2023. On the flip side, celebs too reap the benefits of tactical collaborations as they get to walk the red carpet of prestigious events as illustrated by Aishwarya Rai and



Graphic: Anvita Kotwal, AIS Noida, XII I

Market MANIPULATION

Consequences Of Calculated Collaborations

Alia Bhatt walking the ramp at the L'Oréal Paris Fashion Week as part of the sponsorship deal. Such deals allow celebs to be more visible, adding to their personal brand value and stay relevant for longer periods. So, it is always a two-way street. While it is gratifying to see the West appreciate cultural diversity, ultimately it's all part of an expansion scheme which capitalises on strategic partnerships and recognises long term growth opportunities. International companies are poised to establish a strong foothold and forge lasting connections with Indian consumers in the

dynamic Indian market. A great example of strategic expansion would be when Rihanna coincided the release of her brand Fenty on Nykaa with her performance at the wedding of the century. India's presence at the Cannes Film Festival has grown manifold in the last 30 years. Today, there could easily be 300 Indians on the French Riviera, including actors, directors, and even some journalists. There is even an India Pavilion; and this despite the fact that India's movie representation at the festival has been rather poor. Sure, filmmaker Payal Kapadia's 'All We Imagine As

Light' won the prestigious Grand Prix Festival at Cannes 2024. Preceding the big win, however, the spotlight shone brightly on the inapposite influencers, underscoring the priority paid to endorsements and social media traction.

India may be a smaller market as of now, but its robust growth rate of 33 percent as of 2022 positions it as the fastest growing Asian market and the second fastest in the world. In the luxury market segment, India secures the third spot, surpassing countries like Thailand and South Korea. Indian consumers have distinct preferences for product categories within the luxury segment, compared to their global peers. Indian consumers prioritise cosmetics and jewellery, using around 60 percent of their luxury spending on them.

The presence of Indian celebrities at high-profile events like the Met Gala is leveraged by brands aiming to tap into the Indian market. These brands strategically invite Indian celebrities to increase their visibility and appeal to Indian audiences.

These strategic appearances and partnerships are a part of a broader marketing strategy. By associating with popular Indian celebrities at globally recognised events, brands gain significant media coverage and social media buzz, which is instrumental in penetrating and expanding their reach in the Indian market. Thus, it barely comes as a surprise that Gucci signed up Alia Bhatt as its brand ambassador and turned out to be one of the top five performing brands at the MET gala, earning 20 m USD in revenue. Now, this is not to take away from our desi celebs and their hard work. Surely, they deserve all the praise for talent and hard work they put in both on the big screen and social media screen. But before you pull out the tricolor the next time you see an Indian face on an international platform, keep in mind that behind all the glitz and glamour, there are whispers of market manipulation.

Page editors: Kashvi Bajpai, XII B & Madhav Ahuja, XII I, AIS Noida

THE GT POLL

With the union government encouraging 20% blend of ethanol in petrol, do you think India's push for ethanol as fuel will reduce carbon emission and dependence on fossil fuels?

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

To vote, check out our Instagram page @the_global_times

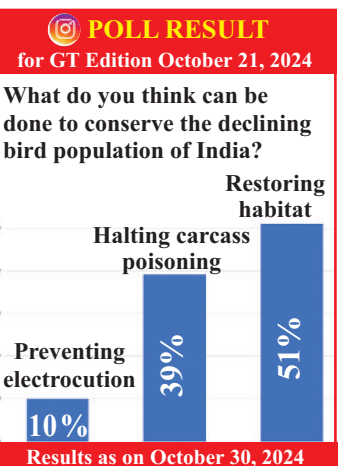


This special edition has been brought to you by Amity International School, Noida, as a part of the 'GT Making A Newspaper Contest'. Each page of this unique edition carries a special story handcrafted by the school's editorial team as a part of the competition. The inter-Amity newspaper making competition 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 **second edition** of 'GT Making A Newspaper Contest 2024-25'.

What's inside

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Coming next
Sangathan

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Diwali: Gone in a blink



Alvina Pravez, AIS Noida, X

There's a loud, familiar buzz on my intercom... "Aap ka samaan aaya hai." I reply on autopilot, "Ji, aane dijiye," greeting the arrival of yet another Blinkit delivery. Festivities around here seem to call for a lot of...snacks and essentials. The count? 5 packets of chips, 2 tubs of *rasgulla*, a jar of *mithai* syrup, and a box of diyas. Why, you ask? Don't question my Diwali prep!

Blinkit, don't think it

While many are scrubbing floors and organising pooja, I'm running my Diwali prep through Blinkit like I'm getting ready for a game show. I need oil for diyas! I need more rangoli colors! Oh no, I'm out of tissue, and everyone knows Diwali without copious tissues is simply un-Indian. I keep my phone close and my shopping list closer. With every purchase, Blinkit transforms me into a new species of Indian sloths. Blink and you miss it?

Blinkit, and you order it.

Festive blues

Ordering from Blinkit during Diwali feels a bit like an extreme sport. First, I strategize my moves so my sweets are delivered within 10 minutes. But naturally, the app somehow knows the urgency of my situation. My sweets are always conveniently "Delivering in 18 minutes." And don't even get me started on the infamous "Out of Stock" drama.

Mission outsmart

But, dear reader, my Diwali fervour comes with a side of frugality. Blinkit may think it has me beat with delivery fees, but I have strategies of my own! Why pay 30 for delivery when I can gather the family together—surely someone else needs something, right? Only to forget what we actually need. So I'm back, scheming my next order and embracing the irony: just one more delivery fee to close the season. So here I am, my Diwali story ending in complete defeat with Blinkit's final delivery: an extra-large jar of ghee I didn't even need!



Kalakand

Aarush Saluja, AIS Gur 43, VIII A



Ingredients

Milk	1.5 L	Sugar	1 cup
Lemon.....	2	Cardamom	3

Procedure

- Boil 1 litre milk in a pan. Slowly, add lemon juice to it while stirring, until the milk curdles.
- Filter the chenna with the help of a cotton cloth and keep aside.
- Heat remaining 500 ml milk on medium flame till it thickens. Add sugar to taste and a pinch of cardamom to this.
- Now add chenna to this, while the milk is on low flame and let it soak the milk.
- Pour the mixture into a greased dish and let it set.
- Once set, cut into squares and your Diwali special Kalakand is ready.



Homemade aroma jars

Sriya Nagpal, AGS Gurugram, IV

Material required

Water	200 ml
Unflavoured gelatine	1 tbs
Salt	2 tbs
Essential oil -any scent	1 tsp
Food colouring	as per choice
Containers/jars	small

Method

- Boil water in a pan.
- Remove it from heat, and immediately add gelatine to it.
- Stir until dissolved.
- After the gelatine dissolves, add salt, essential oil, and food colouring.
- Pour this mixture into jars and let it set.
- Place jars around the house and enjoy a naturally fragrant home.

Rango wali Diwali @ Amity



AIS SAKET



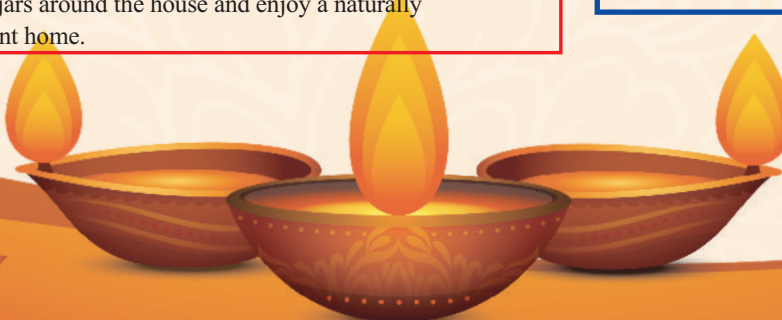
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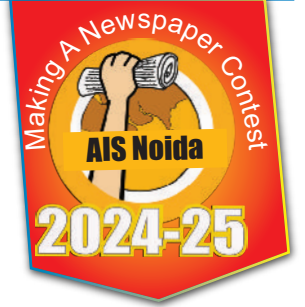
AIS VAS 6



HAPPY Diwali

Free, fair and fearless

A Conversation With India's Media Maestro, Rajat Sharma



Madhav Ahuja, XII I, Kashvi Bajpai
XII B & Yana Suresh, X A
AIS Noida

Padma Bhushan awardee and editor-in-chief of India TV, Rajat Sharma is a renowned television journalist who shot to fame with his one-of-its-kind talk show Aap Ki Adalat. Currently, he serves as Vice President, Strategic Affairs of The Indian Broadcasting Foundation. Sharma speaks with GT about his 'accidental' entry into journalism, his inspirational journey and much more.

The accidental journalist

Becoming a journalist was unplanned. While pursuing MCom and preparing to be a lecturer, I took part-time research work with journalist Janardan Thakur, which inspired me to join the media. Though my parents opposed it, I lacked formal journalism training. However, I persevered, wrote good stories, polished my skills, improved as a reporter and eventually found success.

The flight to fame

The idea for 'Aap Ki Adalat' emerged unexpectedly during a flight with Zee TV owner Subhash Chandra and actor Gulshan Grover. Chandra suggested I interview Grover, but I wanted a unique format. This led to the creation of a courtroom-like setup where celebrities are held accountable to the public. The show first aired on March 13, 1993, and became an instant hit. Two of the most chal-

Pics: Tanishka Mathur, AIS Noida, XII I



GT reporters with Rajat Sharma

lenging episodes featured Salman Khan and PM Narendra Modi, as their lives intrigued the public. The key to success has always been encouraging guests to open up, not for controversy, but for meaningful content.

Beyond headlines

Indian print and broadcast media uphold responsibility, with newsrooms equipped with fact-checking units. In contrast, social media often lack credibility. While media outlets must remain profitable, editorial integrity should never be sacrificed because it is the core of journalism. In fact, a journalist's duty is to inform and educate, as balanced, unbiased reporting is essential to earning public trust. During elections, the media plays a crucial role in shaping public opinion by providing insights, cementing its status as the fourth pillar of democracy.

The press-ing future

I see a very promising future for Indian media, not only because the younger generation is showing a growing interest in the field, but also because today's kids are much more aware about their community and country. There are concerns that Artificial Intelligence could replace humans in media, but I don't think it's a possibility. No machine can ever replace the emotion, sensitivity and spontaneity of a human being.

Ink and impact

I have never seen journalism as a high-pressure job, simply because I enjoy what I do. Throughout my career, I have remained free, fair and fearless. The support I have received from the public constantly inspires me.

Message for Amitians

Amity is a great institution which I have seen flourish over the years. My suggestion for aspiring journalists is that they should enter this profession with a mission to contribute towards the country, not for financial gain or fame. [GT](#)

INTERVIEW



Rajat Sharma, editor-in-chief, IndiaTV

Book Review

A bag full of memories

Synopsis: The author, Rajesh M Iyer meticulously portrays a dreamer of dreams - Anant Pai, lovingly known as Uncle Pai by those who regarded him not just as a man behind 'Amar Chitra Katha' and 'Tinkle', but as the one who transformed the perception of children and parents alike about comics. The book highlights how Anant Pai is unmistakably one of the most influential yet overlooked achiever, who won the hearts of young, enthusiastic audience, manifesting through his creativity the significance of grasping Indian heritage and proudly proclaiming it as the need of the hour. The narrative is replete with how his dreams and as-

Book: Uncle Pai
Author: Rajesh M Iyer
Published in: June 15, 2021
Genre: Biography

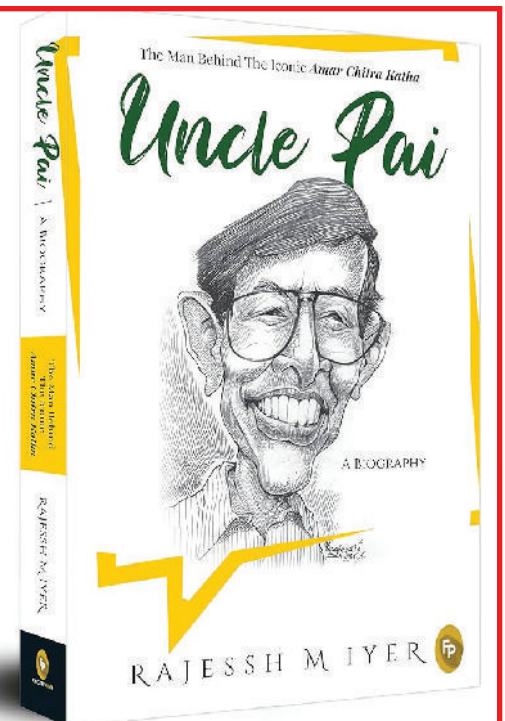
pirations broke and then again assembled over time, like a jigsaw puzzle to become what the world remembers him for.

Why is it worth reading: The flow of the book depicts Anant Pai as the uncrowned king of recreational yet informative art and how his storytelling influenced what today's generations are cherishing. Iyer has beautifully combined his creative vi-

sion with Uncle Pai through his exemplary writing prowess. The book consists of some photographs and illustrations which enhance the interest of the readers. It also gives the readers an insight into the challenges faced by Uncle Pai throughout his life. Overall, this book is a must read for those young minds who wish to ignite the desire of perseverance and determination. "A tree is only as strong as its roots. The more a child knows about her heritage, the stronger her sense of identity will be."

Rating: 5/5

Review by: Maira Shadab
AIS Vasundhara 6, X A





EscaFade

Caught in a situation so embarrassing that you are looking at the ground, hoping it will swallow you up whole?

GO INCOGNITO!

Refillable

Portable

Sleek

Eco-Friendly

With Timers



Ejects Nanobots which harness energy from the environment



Opens a new dimension to escape the matrix



Nanobots temporarily disrupt molecular bonds, and create a 'pocket dimension'



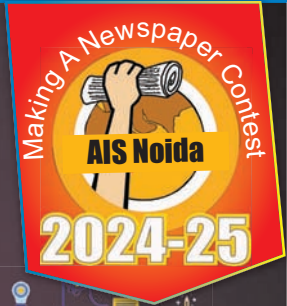
The Global Times' Certified



Teenagers' Choice

Text: Kashvi Bajpai, XII B | Illustration: Anvita Kotwal, XII I
Graphics: Manya Gupta, XI C; AIS Noida

DISCLAIMER: Real scientific principles.
Fictional ideas with a potential future.



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Page editors: Shrish Verma, XII I & Raunak Chopra, XI F, AIS Noida



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- Statistics
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**REGISTRATION
CLOSES ON
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For further details, kindly contact: Amity Career Counselling & Guidance Cell | Ph: 92058-88525

The legacy ledger

Signed, Sealed, And Delivered With Love.

Grisha Gautam
AIS Noida, X D

My first memory is the scratch of a quill against parchment, marking the arrival of a new life. I wasn't a book then, but a single sheet, cradled by hopeful hands. Over time, I grew, each document a chapter in the story of families bound not just by blood, but also by ink.

Wills, once crisp and official, became softened by the tears of those left behind. We weren't just about dusty attics and creaky mansions; settled amongst the legalese were whispers of love, longing, and the occasional eccentricity. For instance, take Luis Carlos de Noronha Cabral da Camara (Yes, his full name). This gentleman decided that his aristocratic estate was too good for nobility,

therefore stipulating that his property was to be inherited randomly by 70 people chosen with proficiency by his phone directory. Needless to say, the seventy chosen strangers were quite surprised.

Debt, the unwelcome cousin, occasionally found its way into our pages. In 1826, a fresh ledger arrived, its pages marked with unpaid financial obligations. Young Martha had been left the lavish gardens and extravagant rooms of the revered Monticello estate, along with heavy debt in President Thomas Jefferson's will. The house had to be sold- despite the best efforts of Martha. I wish I could tell Martha her debt

Illustrator: Shafia Tanwir
AIS Noida, XI E



wasn't her fault. But alas, it turns out I am just a piece

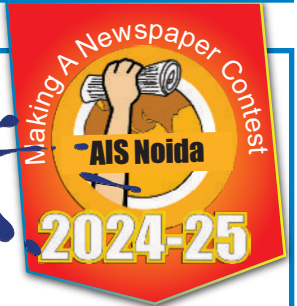
of paper. We weren't just silent ob-

servers of unconventional endings. Might I tell you tale of the richest dog in the world? The will of a certain Countess Karlotta Liebenstein, adorned with a rather impressive paw print, stipulated that her entire fortune was to be left with Gunther III, a rather unassuming German Shepherd. Fortunately for Gunther, the money was managed wisely and the canine lived a life of utmost luxury and left more than enough, for his heir aptly named Gunther IV. We were all shocked and amused. After all, who knew a dog could be so wealthy?

The world advanced, and

so did we; moving from spidery handwritings to our video versions. From the shortest will by Ebenzer Smith that began and ended with 'All to mother' to the longest one of English-woman Frederica Evelyn Stilwell Cook that was spread over 1066 pages and bound in four volumes; we welcomed all who ventured out in the uncharted territory of their untimely, or timely demise.

Today, we rest in a worn leather case, the once-crisp pages softened with time. But the stories we hold – of love and loss, grit and laughter, and frankly, some rather questionable culinary choices – remain vivid. We are more than just documents; we are the beating heart of a family, a legacy whispered through the generations, a family tree, enduring the power of bonds with ink.



The story of a champion

Movie Review

Synopsis: 'Chandu Champion' is a rousing sports drama that narrates an unbeatable life history. It features Kartik Aryan in the image of Murli Petkar, India's first Paralympics medal-winner in 50 m freestyle swimming. The portrayal of a Maharashtrian boy with a childhood dream to win a medal at the Olympics, inspired by J K Jadhav's victory at the 1952 Summer Olympics unfolds a hero in the making. The visuals of the movie evoke a 'never give-up' attitude. Pestered by village norms he joins the army, participates in the 1964 'Military Olympics' and wins a silver. His tryst with fate takes a terrible turn when the Pathankot army camp is attacked during the 1965 war by Pakistani troops. Left with multiple bullet wounds and stuck with a bullet in his spine, he is rendered a paraplegic for life. Gold medal or not, he trains hard-

Movie: Chandu Champion
Directed by: Kabir Khan
Released on: June 14, 2024
Starring: Kartik Aaryan
Vijay Raaz, Rajpal Yadav
Genre: Biopic, Docudrama

for the 1972 Summer Paralympics and qualifies. He moves through all the heat and wins the gold medal setting a new world record of inspiration. The movie ends on a quintessential humane note as he is welcomed back by the villagers with great fanfare.

Why is it worth watching: The movie fills us with the zeal through a sensitively crafted script. It motivates us to live life on our terms against adversities, training ourselves to become who we are. Each song of this movie is an apt portrayal of the nature of each



character. The film delves into the depths of 1950s, reconstructing the times of a golden independent India in a unique manner that makes it absolutely worth watching.

Iconic dialogue: "Mujhe aaj ladne ka

hai sir, har us Chandu ke liye jo champion banna chahta hai, har us Chandu ke liye jo champion ban sakta hain."

Rating: 5/5

Review by: Krishnansh Pandey
AIS Vasundhara 1, IX A

Nurturing linguistic skills



Dr Amita Chauhan
Chairperson

Learning a new language opens doors to a whole new world. Being multilingual not only makes children appreciate a completely new culture, it also improves their communication skills. At Amity, children can explore several foreign languages, with Japanese being a popular choice. The language was introduced at AIS Vas 6 in 2008, with a dedicated language room equipped with audio cassettes, books, flash cards, posters, games and traditional Japanese dresses. Children are taught by highly qualified faculty members who lead a comprehensive curriculum, focussing on listening, speaking, reading, writing, grammar, and vocabulary. Many students take the Japanese Language Proficiency Test, which is extremely useful for advanced studies and employment in Japan. This world-class infrastructure and collaborations with key institutions, like the Japan Foundation, helps bring Japanese culture into the classrooms through workshops on origami, manga, anime, ikebana and more. Students have constantly excelled in the language, and many have received CBSE Merit Certificate as well. Also, Richeek Roy and Ambika Singh secured a full scholarship to study at Ritsumeikan University in Kyoto and are now working with Toyota in Japan. Programmes like JEYENES, along with events like Japan Photo Contest and Nihongo Partners Programme, foster cross-cultural connections between the two countries. At Amity, learning Japanese goes beyond academics, it nurtures lifelong skills and global perspectives.

It's time to Say! Hip, Hip, Hurray!

Raj Chandra of AIS Vas 1 and Shriya Pasricha of AIS Gur 43, have won silver award in the senior category of 'The Queen's Commonwealth Essay Competition 2024', which is the world's oldest writing competition for schools. 🇮🇳

Hone and grow



Renu Singh
Director Principal

The Global Times, a distinguished forum lovingly cultivated by our esteemed Chairperson ma'am, transcends the confines of a mere collection of articles, stories, and reports. It stands as a dynamic platform for Amitians to express their innovative ideas, share their narratives, and engage with the broader school community. This unique opportunity allows students to delve into their interests, refine their skills, and collaborate creatively with

their peers. I take immense pride in the editorial team's steadfast dedication, and enthusiasm in producing a thought-provoking contest edition. Each year the contest edition brings forward refreshing perspectives, articles, and evocative designs. Be it the top story on 'Market manipulation', unravelling true intentions behind market trends; a creative fusion of science and fiction, portrayed on page 4, or the soul stirring prose, 'A twirling bond', about a tiny earring back holding together its world, every piece is journalism at its best. Dear students, embrace this extraordinary opportunity at Amity schools to showcase your potential, creativity, and diverse experiences. The Global Times serves as a springboard for future endeavours, empowering you to explore your prospects, and share your voices in a meaningful way. Let your passion shine through in every edition and maintain the exceptional standard of your work! 🇮🇳

An editor's ennui

Is The Box In The Room With Us?

Grisha Gautam
AIS Noida, X D

Being an editor of a renowned magazine, I have always taken pride in being able to churn out content under tight deadlines. For some reason, for the past few months, I've found myself in an argument with creativity. My ideas that once ran the paper are now constantly rejected by my manager with the same, soul-crushing feedback, "Think outside the box." This phrase alone has become the villain in my story.

Caged in the confines of the invisible box, my concepts ranged from basic to... basic. I proposed articles on evergreen topics, but my manager's face stayed glued to the patient smile and the dreaded words, "Think outside the box." Frustrated, I struggled to understand where exactly was the box, and what was beyond it? Was it a figment of my imagination? Was the office ghost trying out some new material to haunt me? I was jailed. Jailed be-

hind bars of unoriginality, and nothing could have been worse.

With the weight of expectation burdening me, I decided I was going to break free from this conventionality one way or another. I channeled all my energy into coming up with innovative ideas, ranging from the psychology of digital nomadism, all the way to the underground world of beekeeping. Yet, my ideas still fell short of the mark, and the words remained unchanged. With a doleful, heavy heart, and a heavier mind, I thought, "Am I truly capable of thinking outside the box?"

My desk looked less like wood and more like the Everest of disappointment, filled with rejection letters. For some time, I experienced some kind of mental paralysis, accompanied by writer's block. I stared at the imaginary box in front of me. "What must I do to get loose from your claws?" I wondered aloud. The

blank page that once defined me with unprecedented ideas was now glaring at me, a constant reminder of my inadequacy.

Numerous artistic blockages finally led to an epiphany. What if it wasn't running out of and away from the box that mattered, but the way you perceived it? What if

the box was not the limitation, but something I could experiment with, and ultimately innovate? It was time to look at the box differently. Instead of struggling against it, you have to paint it with the colours of your ideas. It was now clear that thinking outside the box was not about rejecting all conventions, but about reshaping them.

Now, as I sit in my office, surrounded by drafts and notes, I no longer fear the box. In fact, it is a friend who is always present. I realise now, the box is in the room with us, but it is up to us to decide how we choose to use it.

APERSPECTIVE



Pic: Arjun Jaitly, AIS Noida, XII E
Model: Dhruv Jawla, AIS Noida, V D

The fruit of labour

*Hope takes flight on hushed breeze
Words are seeds that grow with ease
With every letter, a world anew
New writers, the stage awaits you.*

AIS Noida expresses its profound gratitude to the esteemed Chairperson ma'am for creating The Global Times, which elevates the creativity of young journalists to new heights. Thanks to the amazing, guidance and keen attention to detail of the GT team, the students have succeeded in creating an engaging and creative edition.

Curating the contest edition has been akin to a farmer nurturing a seed in a vast field. Each day, with unswerving dedication, the budding journo wrote, edited, and polished their work, often without immediate result. Yet, like that seed sprouting in due time, their labour has culminated in a vibrant edition that is sure to strike a chord with its readers. The aspiring journalists have poured their heart and soul into this



Priti Khullar
GT Coordinator

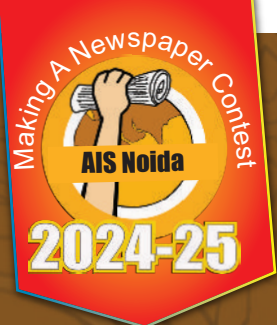
contest edition. Through intense planning, revising, and refining of the drafts, they have left no stone unturned to produce the best edition possible. I have enjoyed the brainstorming sessions with them, witnessed their disappointment after rejections, and felt a deep sense of pride

as they gathered their shattered ideas and transformed them into something pristinely unique and beautiful. Each member has contributed to raise the bar of excellence in creating this informative and engaging edition. I wish them all the best on their journey ahead!

Graphic: Gayatri Dhingra, XI C & Aanya Gupta, XII D, AIS Noida

Relics, Ruins & Revelations

Once known as 'Sone ki Chidiya', India has a history engraved in gold and wreathed in gemstones. *Madhav Ahuja, AIS Noida, XII I*, unearths the finest treasures that rest within the trunks of Indian history.




Star of the South

Origin: Deftly fabricated by EH Dresden in 1880, the necklace was an epitome of Maratha splendour, birthed to ensconce the noble neck of Maharani Sita Devi of Baroda, the tales of its resplendence travelling lands and centuries.

Chronicle: Composed of precious stones delved from the soil of Brazil, the design accents three luxuriant tiers of the magnificent Star of the South diamond, adorned with an elliptical piece of Dresden diamond at its heart.

Legacy: Ensuing the atrophy of the Maratha reign, the necklace was relocated to Bombay, where it enchanted the hearts of Cartier, who soon took it to yet another land.

Worth: INR 3,33,23,880

Zulfiqar - Aurangzeb's Sword

Origin: Crafted by the swordsmiths of the Mughal Empire in 1680 as a single-edged shamshir, it is lauded as the finest example of craftsmanship in watered steel.

Chronicle: It is inscribed with animal and floral designs, and Arabic verses in Naskh script that read the name of Prophet Muhammad. Its dignity is beheld within the ivory and gemstones that it possesses for its quillons and hilt, and the exotic designs- all in gold.

Legacy: Rusting inside a closet in Aligarh Muslim University, it was fetched by Delhi and has laid behind its glasses since.

Worth: INR 50,33,957

Diamond Sarpech

Origin: It was orchestrated with distinction by the artisans of Lahore to swathe the turbans of Maharaja Duleep Singh, who ruled over the empire from 1843 to 1849.

Chronicle: Three majestic plumes crafted entirely from shimmering diamonds rest at the centre of its brilliant constitution, further enhanced by a dazzling emerald at the centre and laced pearls on either side.

Legacy: Ensuing the demise of its master, the Sarpech has remained in mystique. Several have strived but withered to penetrate its secrecy.

Worth: INR 1,83,33,15,000

Patiala Ruby Choker

Origin: Commissioned by Maharaja Bhupinder Singh of Patiala, it was crafted in rubies, pearls and diamonds by Cartier Paris in 1931, to grace the elegance of his wife.

Chronicles: Woven in a European design aesthetic, this piece weighs a total of 356.6 carats, with 292 crimson ruby beads, 132 natural pearls, six cabochon rubies and 60 diamonds, tied together.

Legacy: After its disappearance in 1948, the choker resurfaced in 1998 as a bracelet, with parts of its body astray. It was restored by Cartier, and to date remains under the possession of the designer.

Worth: INR 8,12,19,157

Sarpech Khurd Zamarrud Wa Kanval Almas

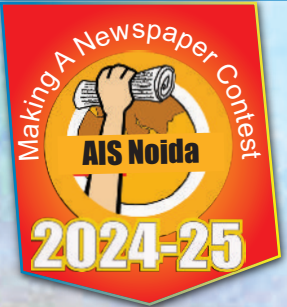
Origin: Exquisitely contrived by Indian and European artisans in the 19th century, it was called to entrench Columbian grandeur upon the turbans of Asaf Jah, the Nizam of Hyderabad.

Chronicle: A work of Emerald elegance blended with rich gold, it showcases both Indian and European design sensibilities. At the heart of this masterpiece lies a dense table-cut Emerald stone lodged amidst uncut diamonds.

Legacy: Resting within the vaults of a bank, it rarely parades its splendour in the museums and exhibitions.

Worth: INR 20,00,000

Stairs and ketchup ice-cream



Tulip Tewari

AIS Noida, XI E

The first lesson I learned about the world was at the age of five. Playing in the courtyard of my house, I lost my favourite doll. I was inconsolable, sobbing for hours, when my mother gently wiped my cheek and stuffed my face with a *vada pav*. I learned the epistemology of loss - getting over sorrow was a prerequisite condition. An inquisitive child as I was called, all I wanted was to build a rocket of my own and live on Mars with my goldfish, for the rest of my life.

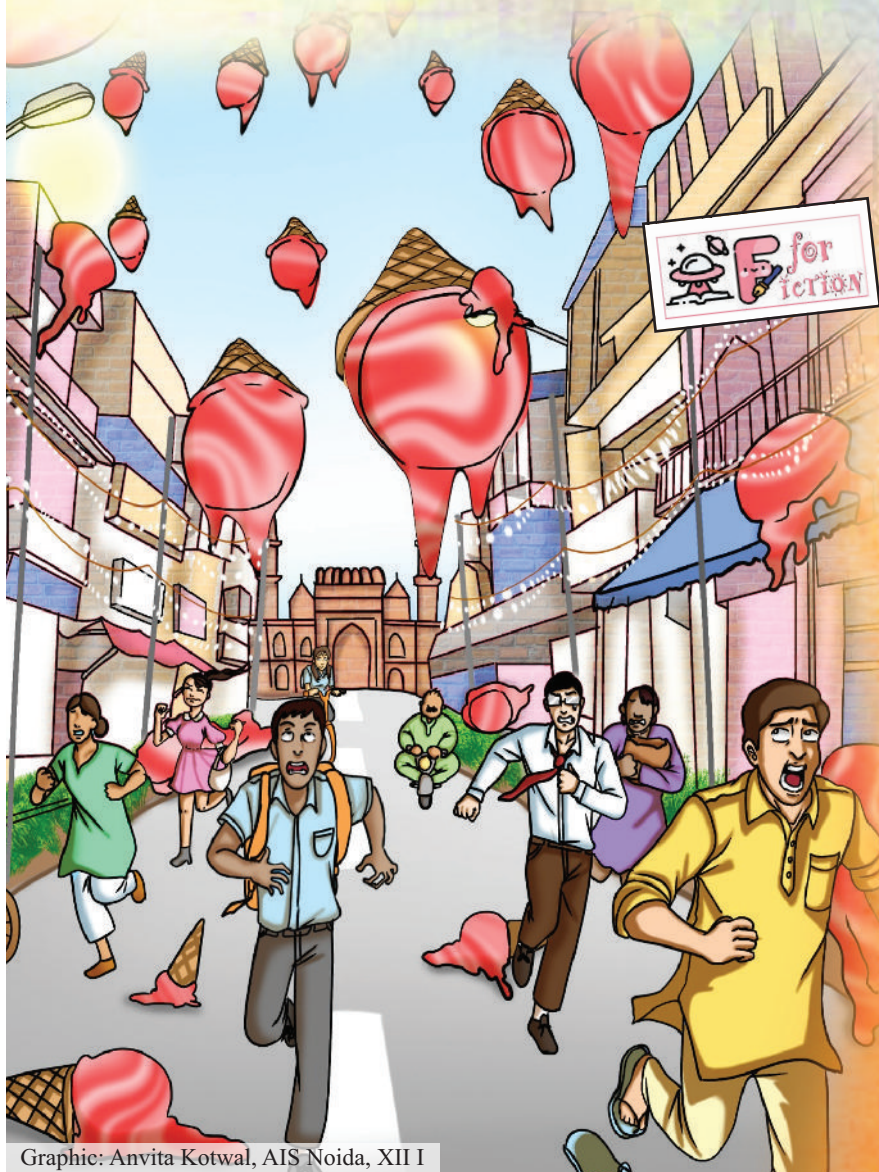
Living in the dusky town of Bangalore, my life had always been as stagnant as the traffic on Bangalore roads. Right after graduation came a whirlwind of thoughts called "following one's passion," so I flew seven wonders away to Old Delhi. I was determined to make food blogging my forever job. And what better way to start than the street stalls of Chandni Chowk, with

Living in the dusky town of Bangalore, my life had always been as stagnant as the traffic on Bangalore roads.

its bustling streets and aromatic food stalls. I still vividly remember my first visit there as a child. The narrow lanes seemed like a maze of endless possibilities, and how the scent of freshly fried *samosas* mingled with the sweetness of *jalebis* created an intoxicating aroma that lingered for hours. My close friend Summer had been living there, and I decided to move in with her. In the first week, I had started trying out every single food joint. From eating Nutella momos to Maggi pakoras — whatever peculiar dish existed, I had very well tasted it. As I walked through the familiar lanes of Chandni Chowk again, this time armed with a camera and a notepad, I couldn't help but feel a wave of nostalgia within. Each corner seemed to hold a vivid memory - the spot where I first tasted *paratha* at the leg-

endary Parathe Wali Gali, or the small shop where my father had bought me my first toy. Chandni Chowk was not just a place; it was a repository of memories.

I came across a sign: "Ketchup ice cream." The curious cat in me awakened. I had to do my job and be the saviour of the Gen Z trends. The sign pointed towards stairs leading to a door. I dragged Summer along with me and turned the doorknob, and as soon as the door pushed open, Summer let out a scream. A flood of ketchup ice cream hit us, and we fell into a never-ending abyss of ketchup ice-cream. Palpitating from intense fear, I lost consciousness, until my eyes jerked back open from shock, and I found myself back in my bed in Bangalore. My eyes stuffy and nose throbbing with the scent of *vada pav*, my mother caressed my hair and said, "I'll get you a new doll, I promise."



Graphic: Anvita Kotwal, AIS Noida, XII I

Arushi Soni, XII B & Twisha Prasad, XII I, AIS Noida

In the ball, with the melodious music
We twirl together like each other's muses
Every step she takes in her flourishing gown
Her jewellery, magnificent, from head to down

Her earrings dance with fervent passion
Waltzing and rumba-ing without distraction
I behold this prepossessing spectacle
Holding it together, no struggle and obstacle

I am an earring back, the often-ignored jewel
To be this happy, you must think I'm a fool
But aren't we all holding onto each other?
Every soul connected; it is the rule of nature

While the spotlight gleams on her jewels so bright
I silently shine in the shadows, holding tight
For what is beauty without the unseen embrace
The subtle touch that keeps elegance in place?

In the melody of her style, I am the chord
The quiet strength behind the scenes, never adored
Though unnoticed, I find contentment in my role
As her earring's back, completing the whole

So, as she twirls in the ballroom's glow
I am her companion, flowing steady and low
For in the union of beauty and function, I find my grace
A humble earring's back, in this exquisite embrace.



Pic: Reeva Sachdev, AIS Noida, XI E
Model: Ishaani Chaudhary, AIS Noida, XI B

Read Play and Win 69

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 Name the author's friend in the short story on page 8.

Q.2 What is the tagline of article on page 6?

Q.3 Rajat Sharma currently serves as the _____.

Q.4 How much is India's luxury market expected to grow by 2030 as per article on page 1?

Q.5 What is the price of the Patiala Ruby Choker mentioned on page 7?

Q.6 What is the headline of the article on page 9?

Q.7 What is the genre of movie 'Chandu Champion'?

Q.8 Who is the author of the page 12 article 'Forgotten, not forgiven'?

Q.9 The page 10 ground reporting is on which folk-rock band?

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

Results of Read Play & Win-68: **Manavi Chandra**, AIS VKC Lko, XI A; **Hansika Sharma**, AIS Mayur Vihar, VIII A; **Anwsha**, AIS Saket, VIII C

Lettuce deceive you

A Sugar-Free Story Of Healthwashing

Anvi A Mohanty, XI C & Bhavana Iyer, XI E
AIS Noida

The news: “Centre to formulate norms to deal with ‘healthwashing’. The move comes amidst an increasing number of companies making misleading nutritional claims on their product packages. While the intent is to safeguard consumer’s interest and public health at large, the move has brought to light a new term – ‘healthwashing’. Here’s all that you need to know.”

The basics: What exactly is health washing?

Put simply, healthwashing is nothing but a marketing ploy used by companies to make their products appear healthier than they usually are. Now, this could entail varied techniques such as suppressing the negatives about the product, or glossing over the little good the product has to make it appear like a health endowment. Recently, celebrity nutritionist Rujuta Diwekar took to her social media handle describing healthwashing as “Much like brainwashed or whitewashed, it’s the act of villainising or romanticising nutrients that the food industry indulges in to keep the profits churning.”

The delusions: What they say vs. what they mean?

Fun fact: Several sugar-free snack bars contain more sugar than a bar of Kit Kat, hiding behind several ‘Frankenstein ingredients’ that you cannot make head or tail of. And that my friend, is just the beginning of healthwashing.

It was only very recently that Indian Council of Medical Research (ICMR) made a series of striking revelations, such as ‘no-cholesterol’ and ‘heart friendly’ are being used to cloud the usage of plant-based oil, which might not have cholesterol but are 100% fat. Products claiming to have real fruit may have only 10% actual fruit pulp apart from added sugar and additives. Similarly, cereals may magnify their ‘low sugar’ content, while completely pushing under the rug ingredients like high fructose corn syrup and maltodextrin, which have adverse side effects. Roasted makhana packets tout their protein and calcium content but don’t tell you that they are ‘roasted’ in oil. Multigrain fad is another glaring example of healthwashing, which basically means nothing more than one type of grain in the ingredient list. In other words, a cracker made with three different highly-refined, fiberless grains is technically a multigrain cracker. ‘Multigrain’ has nothing to do with health, though these labels certainly suggest otherwise.

The non-profit Nutrition Advocacy in Public Interest (NAPI), which campaigns against ultra processed foods, recently raised concerns about McDonald’s India’s new multi-millet burger, citing that adding a mere handful of millets to highly processed foods is not going to make it healthier. A statement issued by NAPI stated, “The overall nutritional

Centre to soon formulate norms to deal with ‘healthwashing’

New Delhi: Centre will soon formulate guidelines to deal with ‘healthwashing’, amidst growing trend of companies making misleading health claims on product packages, such as those containing multi-grains, natural extracts, and are sugar-free or low fat. In several cases, such products cost more as people are ready to pay for healthy benefits.

Consumer affairs secretary Rishi Khare said the best way to deal with the issue has come to the department’s notice, and it will start working on formulating norms to bring on the market products that are not misleading. Some of the norms include need to make honest declaration upfront about the ingredients so that people do not take undue advantage.

She said guidelines for prohibiting ‘healthwashing’ and misleading advertisements by coaching centres will be released soon. The department is also carrying out a campaign of prohibition of surrogate advertisements. “Healthwashing” refers to companies or entities making misleading claims about their products, services, or experiences, while “surrogate ads” are marketing techniques that indirectly promote brands and products, such as tobacco and alcohol, which are banned from advertising.

As per law regarding misleading advertisements, companies can attract a penalty of up to Rs 50 lakh and a maximum of three years in jail.

The department is also working to stop selling banned and unsafe hand sanitizers and urging them to sign a “safety pledge” to stop production and selling of such items through their portals.



quality of the product is determined by its complete ingredient profile and the extent of processing, which is nowhere reflected in the promotional information.”

The curtains: Why is this a problem?

If public health is a concern, then healthwashing sure is a problem. And if you look at the numbers, then it is a much bigger problem than one can imagine. Nearly 62% of all the drinks available in the market are ‘dangerously’ high in sugar, and only 6% meet the guidance on ‘free sugar’. Breakfast cereals are the biggest example of healthwashing, with nearly 70% of them making some health claim; when they come loaded with copious amounts of sugar. Most consumers fall prey to these health washed claims, buying products that they perceive as ‘organic’, ‘natural’, ‘sugar-free’, ‘trans fat free’ and more, not knowing that they are jeopardising their health and wasting atrociously high amounts of money. In fact, 26% Americans admit to buying healthy foods just because they are trendy or cool. Further, it puts a bomb on the consumer’s pocket with many shelling out for the rather steeply priced ‘healthy’ products. 25% Americans reported to splurge on what they consider was ‘organic’ produce. In addition, healthwashing has also fuelled various food myths. For instance, 21% respondents of a survey stated that they believed soy milk or almond milk to be healthier than dairy milk.

The moolah: Why companies do this?

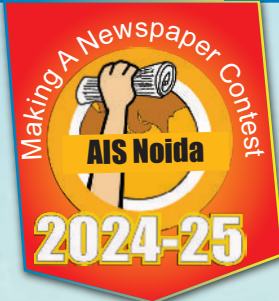
According to Avendus Capital, India’s health food market, which is growing at the world’s fastest rate of 20%, is expected to reach 30 billion USD by 2026. Global health and

wellness snack are expected to top 98 billion USD by 2025, with a compound annual growth rate of 5.4% predicted. The stakes involved are high, and capitalising on them is every company’s gain. While the health food sector was always on a boom, COVID-19 has acted as an important catalyst, spurring demand for healthy snacks. Brands are creating ‘health halos’ – an imaginary façade to tap in on this and lure customers.

The solution: What the customer needs to do?

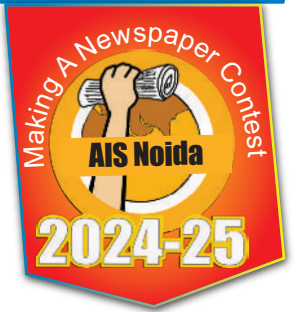
Until the governments crack down on misleading food labels, the ball lies in the customer’s court. The consumers need to be educated to make well-informed decisions. One’s best bet could be to curtail the usage of anything that comes out of a box/bag. Stick to whole foods as fruits, vegetables, whole grain, seeds, nuts etc. Opting for foods that are particular to your climate and region is always a great way to opt for healthy food.

But that is not to say that the governments are not doing their bit. For instance, Singapore already uses easy to decipher labels like Nutri Grade mark of A, B, C, and D to inform consumers about the degrees of sugar and saturated fat content. Regulatory restrictions on unhealthy products are tightening all across Europe. The UK is spearheading new HFSS rules that impose media and promotional restrictions on ‘unhealthy’ products. On the private front, firms like Thinking Forks, a Bengaluru-based F&B consultant, has devised a Goodness Meter to help ‘honest brands’ showcase their goodness. In this accreditation process, brands submit their documents online to allow a panel of experienced food experts to vet and score various products.



Sustainable beats

Where Every Musical Note And Every Beat Fuels A Greener Tomorrow



Anarghya Panwar, XII I & Ishaani Chaudhary, XI B
AIS Noida

Folk-rock band Swarathma, which began its musical journey in 2002 in Mysore, has ushered in a new dawn in sustainable music by launching India's first-ever solar-powered concert tour. Known for blending Indian folk music with Western rock, the band has set a shining example of how art can seamlessly incorporate environmental advocacy as well. We find out more.

Turning up the volume

Did you know that on an average, over a span of three days, a single concert releases 500 tons of carbon emissions? India hosts dozens of music festivals each year, with millions of attendees, and this means our country alone releases thousands of tons of emissions annually. Swarathma, meaning music that touches your soul, is constantly working towards inspiring thousands with their music that promotes environmental awareness, the most recent example being an acoustic jam in Bangalore's Cubbon Park to support retaining



GT reporters with the band members of Swarathma



Swarathma, the folk rock band

the city's green cover.

Together for a cause

The idea to use solar energy to power their concerts came a few months ago, when the band was travelling to Hooghly with their client Selco Foundation. "They told us about their success with deploying solar systems in small towns and we began to wonder why we could not power a concert with it?" shares Varun Murali. With the help of Selco Foundation and Ampere Hour, who provided SUNNY- a 100 KVA clean energy system, Swarathma has powered its eight-city concert tour in which the sound, visuals and sometimes even the stage lights are fully powered by solar or clean energy, eliminating the need for the standard diesel gensets. "This system

is portable, so that we can charge it anywhere," explains Jishnu Dasgupta. The band assures us that solar energy does not undermine the quality of music at all. In fact, it only gets better because solar energy is a far more reliable source without any voltage fluctuations. Their most recent Delhi concert was powered completely by clean energy, from the sound and light to the LED systems.

Maintaining the momentum

It's a well-known fact that popular bands, like Coldplay, are trying to reduce their carbon footprint by switching to biofuels and Swarathma seeks popularisation of similar initiatives in India as well. Says Varun Murali, "While bands like ours are taking steps towards sustainable music, you as the audience,

need to encourage venue promoters and festival organisers to adopt more sustainable practices. It is only when we all come together to create a sustainable entertainment industry, things will change." Even before pioneering this solar revolution in music, Swarathma had already made a name for itself for creating compositions aiming to social issues. One of their songs, 'Ee Bhoomi', is all about the Earth becoming a paradise. The band is also associated with several movements including protests against single-use plastic, the Steel Flyover Bada protest, etc. They have also played in aid of many NGOs and conducted quite a few fund-raiser shows. "When all of us make small changes on a daily basis, we can build a sustainable world together," signs off Sanjeev Nayak. **GT**

Pics: Eira Kumar, AIS Noida, XI I



Designers, crafting a world of possibilities



AIS Noida Editorial Board, an overflowing pot of diverse perspectives



Photographer, capturing stories without words



Editors, refining the narrative



Illustrators, creating magic with each stroke

For more pictures, log on to www.facebook.com/theglobaltimesnewspaper or www.instagram.com/the_global_times

Essay champs

Amitians Prove The Prowess of Their Pen Again

Amity Group of Schools

Raj Chandra (IX), AIS Vasudhara 1 and Shriya Pasricha (X), AIS Gurugram 43 made Amity proud globally by winning silver awards in the senior category of 'The Queen's Commonwealth Essay Competition 2024' held in the month of October, 2024.

The theme for this year's competition was 'One Resilient Common Future: Transforming our Common Wealth' wherein students were required to write about the process they utilise to deal with adversity, and how community and culture can be used to encourage resilience and hope in a world that has multiple global issues.

The Queen's Commonwealth Essay Competition is the world's



Raj Chandra AIS Vas 1



Shriya Pasricha AIS Gur 43

oldest international writing competition for schools. This prestigious programme been organised by the Royal Commonwealth Society since 1883. 2024 marks 75

years of the Commonwealth and this year the competition witnessed a record-breaking 34,939 entries from all Commonwealth regions. 🇬🇧



The creatures of sea share their plight

Saving seas

AIS Vasundhara 6

A class presentation titled 'Tidal Waves' was organised for students of Class I on September 29, 2024. The presentation aimed to create awareness about conservation and sustainable use of oceans and seas in a bid to provide safe drinking water to everyone. Through the presentation, the students promoted SDG-13 (Climate Action), SDG-14 (Life under Water) and SDG-6 (Clean Water and Sanitation). The event began with choir singing 'Jal Hai Jeevan' that celebrated water as the essence of life. The theatrical skit portrayed scuba divers in Andamans interacting with underwater animals like dolphins, whales, jelly fishes, sea horses, and octopuses who expressed their agony due to the callous attitude humans portray towards nature. A simulation of *Jal Shakti Abhiyan* highlighted the actions to be taken by individuals to conserve water and contribute to a cleaner earth. 🇬🇧

The digital champion

AIS Gwalior

Rajyavardhana Singh of Class IV, was declared the second runner up and bagged the bronze medal in the central region for class III-V of COMPUTON Junior Season V Digital Literacy Championship, organised by the Cyber Learning Educational Society, New Delhi on September 27, 2024. The result of the championship was declared on October 5, 2024. He competed with students from various schools across the nation who participated in the championship.



The winsome champ
Rahyavardhana

About the championship

COMPUTON is a prestigious national championship for junior school students inspired by Microsoft's Digital Literacy Standard, which teaches generic ICT skills and concepts, that are essential for students in 21st century. This school-focused championship is held in 2 levels. The top 400 high-scoring school students from all over India are invited to compete in national finals round, where they represent their school and the region.



The Lucknow commissionerate team with Amitians

Empowering girls

AIS VKC Lucknow

An awareness programme on Mission Shakti was organised in the school on October 10, 2024, for Class IX-XII. The event was graced by ACP Radharam Singh, SHO Vibhuti Khand; Suneel Kumar Singh, SI Vibhuti Khand; Rajesh Yadav, SI Vibhuti Khand; and Nisha Singh, SI Vibhuti Khand along with mentors from Lucknow Commissionerate.

ACP Radharam Singh in his address, provided an in-depth overview of Mission Shakti, highlighting its goals in order to ensure women's safety and promoting gender equality. His presentation emphasised on the importance of both awareness

and action in empowering women, including how individuals and communities can actively contribute to the mission. This was followed by a question and answer session, where students asked several pertinent questions. They also shared their thoughts and views on women empowerment, raising relevant points on gender equality, safety, and self-reliance.

About Mission Shakti

It is a programme by Ministry of Women and Child Development, to provide all women and girls including differently abled and economically isolated with short term and long term services and information for their holistic development and empowerment.

Nurturing sports

AIMC Manesar

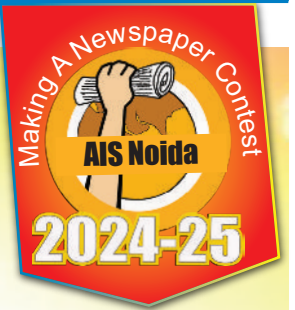
Amity Indian Military College organised its 13th annual Sports Day that also marked the 25th Sangathan celebrations on October 17, 2024. Around 46 students from Class VIII-XII participated in events like 100m race, 200m race, 400m race, 100 m x 4 relay race, shot put, long jump, etc., culminating in a glittering award ceremony. Dr Aseem Chauhan, Chancellor, Amity University, Manesar graced the event virtually along with Prof PB Sharma, Vice Chancellor, Amity University, Manesar who attended the event in person. The day featured a parade of sportspersons from all the classes and each of the three houses namely Prithviraj, Maharana Pratap, and Shivaji. It was followed by a scintillating cultural dance performance by the



The sports champs of AIMC

students at Amity University, Manesar and an award ceremony wherein 36 champions in various sports were felicitated for their exceptional performances. The event culminated with all the sports champions being awarded medals and trophies. 🇬🇧

Forgotten, not forgiven



The Radiant Melancholy Of Hand-Crafted Passwords That Spare No-One

Alvina Parvez, AIS Noida, X

‘Incorrect password’ glares back at the girl who sits bewildered, her palms sticky with nervous sweat. She had sworn vengeance after her brother quarreled with her and played games on their shared iPad. She was just trying to set a password that he could never have imagined in a million lives and have the rug pulled out from under him! But in the process of doing so, she had input a password which was a collection of odd and even numbers in a definite pattern, resembling her birthday in reverse order. Two hours have passed since then and she can no longer recall the password for the life of her!

The tragedy

A forgotten password is a tragedy which has extended its reach to each one of us and wrung our necks until we were forced to click on the ‘Forgot Password’ button. Some of us create these passwords in the haze of a highly caffeinated state or a 3 AM sign-up for a shopping website someone suggested on YouTube Shorts. From ‘nooneisbetterthanme123’ to ‘mycatsnameispapaya2024’, there are truly endless variations of our imagi-

nation when it comes to deciding a password! What seems as a reliable and unforgettable password one day, seems like a mystery out of a Sherlock Holmes novel the other day!

Rest in peace

Do you ever wonder what happens to all the passwords that don’t maximise their potential for being used in a billion logins in four different devices? Well, they sojourn in the ‘Great Password Graveyard’, aka a support group for these abandoned souls. *Sky246* complains, “Could they not come up with a better name? It’s more outdated than a rotary phone in a smartphone store!” “At least you have a name! My owners couldn’t even be bothered with that!” scoffs *35762891*. *Netflixalldaylong-part2* chimes in, “My owner was like no others. He had adopted my brother, *Netflixalldaylong* for his Netflix account, even before he took me in for his Amazon Prime account! He assumed that the password for his Prime account is *Amazonprimealldaylong*. And he kept trying that password repeatedly, as if that would get him somewhere!” The two-factor code, however, seemed unimpressed. “Is that all? You haven’t seen anything

yet. Try being irrelevant in a lifespan of mere 30 seconds!” A chorus of groans arise. “Remember when we were the gatekeepers to the digital kingdom? Now we’re treated like yesterday’s newspaper!”

Posthumous tale

While their vexations continue to intensify, you can also find the passwords mournfully awaiting their inevitable doom which would come in the form of ‘Reset Password’! So, the next time you forget your password, rack your brain a little more and spare a considerate thought for the melancholy of your forgotten password, which has always been your loyal companion. Maybe one day, our roles will be reversed and humans will be at the mercy of those unforgiving, forgotten passwords. Then there will also, come a day when your online banking password says, “Security question: What was the name of your imaginary best friend that you created out of crippling loneliness when you were eight years old? Oh, you don’t remember? That’s too bad. You are locked out for now, better luck next time!”

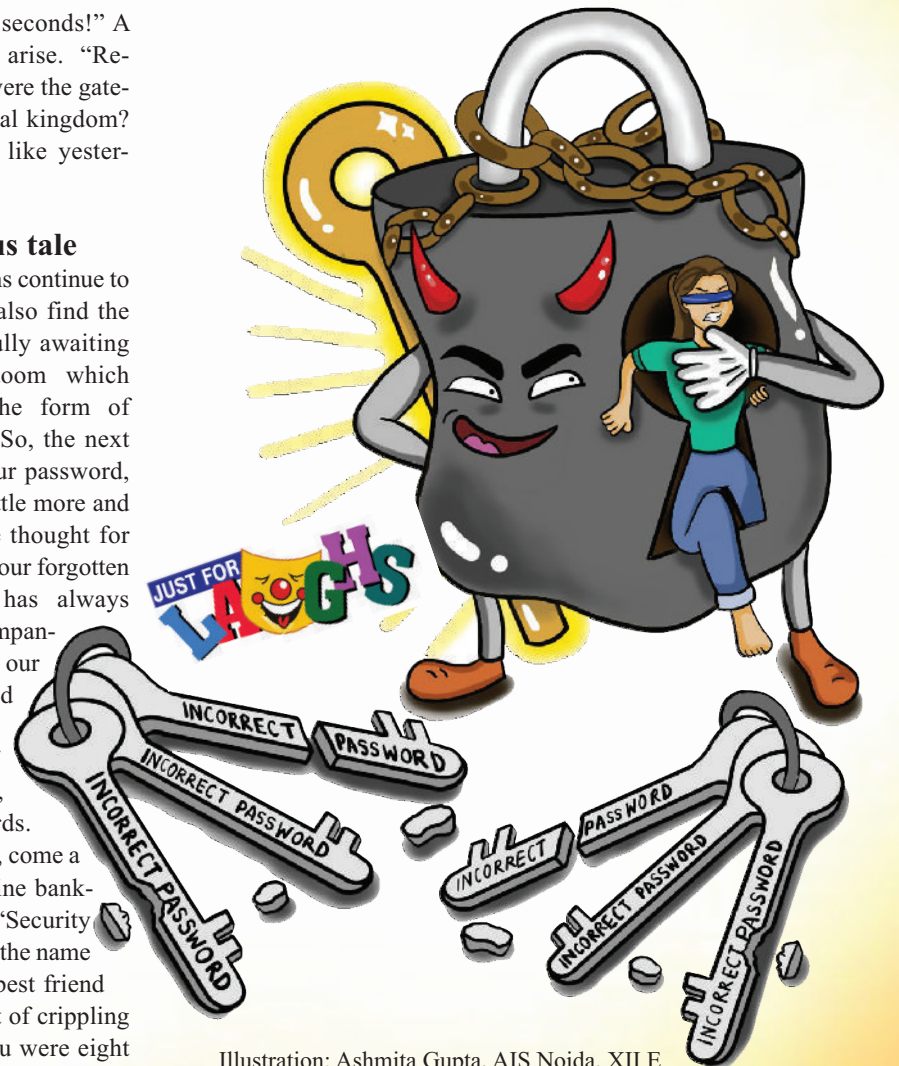


Illustration: Ashmita Gupta, AIS Noida, XII E

Pics: Suhani Juneja, AIS Noida, XI A

In Spotlight



Editors-in-chief: Kashvi Bajpai & Madhav Ahuja, AIS Noida



Taking the stage and bringing stories to life, presenting team AIS Noida