

# Nurturing global leaders



Dr Amita Chauhan  
Chairperson

It is Amity's vision to nurture children who are highly motivated and deeply committed towards bringing about a change in the world. One such platform to achieve this is the Amity Educational Resource Centre (AERC), which marked the beginning of Amity's journey into the world of Model United Nations (MUN). At Amity, we launched our very own Amity International Model United Nations (AIMUN) under the aegis of AERC in 2010. The programme

supported by UNIC and UNESCO has consistently empowered thousands of Amitians and international students with diplomatic skills as they interacted with many parliamentarians, youth leaders, UN officials, diplomats, ambassadors, directors of culture centres etc., across the world. To ensure that every Amitian gets this unique experience, there are MUN clubs, internal MUNs, and MUN training workshops as well. Over the years, Amitians have clinched several top awards at MUNs. In Oxford MUN, Anandi Ganguly (AIS Noida) won Best Delegate Award in 2019, while Samaya Chauhan (AIS PV) as well as Aatrey Garg (AIS Gur 46) and Ishaan Garg (AIS Vas 1) were presented Honourable Mention Award in 2022 and 2023 respectively. Further, in Cambridge High School Model United Nations 2023, Samaya Chauhan won Best Delegate Award and Rahil Kharbanda (AIS Gur 46) won High Commendation Award, while Shivanjali Sapra (AIS Saket) was applauded for her most improved efforts. Till date, 16 editions, including two organised in Amity University campuses of Dubai and Singapore, have nurtured more than 5000 Amitians and 1000 international students to resolve world problems and become global leaders.

**It's time to say Hip, Hip, Hurray!**

Team Menstrumate, comprising Anupriya Nayak, Vanalika Konwar, and Prisha Dubey of AIS Saket secured all-India first rank in The Champions League 2023. **GT**

## Power of words



Dr Anshu Arora  
Principal, AIS Gur 43

The Global Times, serves as a powerful platform, empowering future generations to voice their opinions fearlessly. It's a cherished blessing for many students, embodying the essence of freedom and courage. As educators, our ultimate mission is to engage students in constructive actions, shaping them into responsible global citizens. Leading the way is our impeccable Chairperson ma'am, whose desire inspires all our students daily to surpass

expectations. The editorial board of AIS Gur 43 consistently strives to meet the expectations of our Chairperson, aiming to bring a delightful smile on her face. Her acknowledgment and appreciation of the children's work serve as a motivation for the students. In this edition, students explore life's core values, deliberate on global developments, and express progressive views with maturity and dedication. It's time we celebrate the unmatched impact of the written word. Let us encourage our children to read, write, and thereby become incredibly powerful. As mentors, let's be bridges, guiding them through the ocean of learning. The Global Times provides us with these opportunities; let's rise and joyously celebrate each edition as a true instrument of change. **GT**

# Austere ads

## The Ongoing Saga Of Not-So-Minimalist Logos

Menaha Bhandari, XII S &  
Kamakshi Khandelwal, X B  
AIS Gurugram 43

Over the years, brand logos have undergone a transformation— from bold and over imposing to minimalistic ones, all in the name of oversimplification. The question thus arises if this change is the need of the hour or just another trend on the go.

### Logo redesigns: ongoing saga

One of the key drivers of this wave of logo redesigns is adaptability. In this age of digital supremacy, logos must seamlessly transcend diverse platforms, from the confines of mobile apps to the grandeur of billboards. Enter minimalism, a design philosophy simplifying this game changing transition for the brands while weaving digital consistency. A risky strategy, it has proven to offer significant rewards for firms prepared to take the risk. Consider the move by British Petroleum in

2000, investing \$200 mn in rebranding, changing itself to "Beyond Petroleum", in an effort to be tagged eco-friendly. Turns out, the only thing green was their new logo, paying more than \$65 mn in oil-spill-related fines later, yet still ranking above Greenpeace as a sustainable company. The saga of simplifying logos thus unfolds as a perpetual narrative to navigate dynamic currents of consumer perception.

### Minimalistic makeover: a win

Several brands have shed their complex logos to minimalist and sleeker ones. With all the tiptoeing one needs to do around changing one's look, is it possible to do it correctly? A look at Burger King's recipe for logo change answers the question in the affirmative. Our favourite coffee brand Starbucks too, cleverly removed the text from their original logo, keeping the iconic mermaid, a move that helped them further their reach internationally.

### Minimalism backfires: the flops

In this era of oversimplifying logos, some brands flourished with mini-

malist makeovers, while others stumbled in their pursuit of simplicity and minimalism. Such was the fate of our beloved, crunchy, Mr. Pringles, whose smile, rosy cheeks and brilliant brown, highlighted moustache slowly faded to the mere black eyes and moustache from the late 1960's to the logo of today. Seems, not everybody could win the game. Whether it is ensuring minimalism to the point of indifference, or even stripping away familiar essence of one's products, makeover failures are unpredictable.

So, to answer the long-asked question, to oversimplify the logos or to not? An ideal choice would be to strike a balance between modernity and authenticity while considering the sentiments of loyal customers and the changing design landscape. Design trends will continue to vary, and the debate will go on. So, the answer may ultimately be in the hands of the consumers themselves.



Graphic: Koyal Das, AIS Gurugram 43, XII S

## Passion fuels the scribes

To kindle a flame of curiosity, ignite a spark of debate, and illuminate the minds of our cherished readers, the editorial team of AIS Gur 43 returns with yet another captivating edition. The journey of each story, evolving from an abstraction to a viable form has been nothing short of spectral. From the genesis of an idea to its resonance in edit meets, where



Shalini Ramaul  
GT Coordinator

we deliberate on newer and fresher perspectives, fired by the passion to find approbation is what I think keeps all of it going. The limitless possibilities that this wondrous platform offers never cease to leave me in awe of its profound impact. Over the years, I have had

the shy ones reach out to me and produce brilliant work, the naughty ones surprise the rest of the school with their creative minds, the academically gifted reveal their seldom-seen humorous side and the truant ones steal the thunder with their remarkable foray into this world of self-expression. What has always been fulfilling is that gleam of happiness that one sees in the eyes of children when they find recognition. They are enthused beyond imagination, to outdo themselves the next time over. This is the transformative power of GT.

