

The quest for excellence



Dr. Amita Chauhan
Chairperson

I am delighted to see my dear children returning to school after their summer vacations, for they return to a place where dreams are nurtured, character is shaped, and excellence is a way of life. At Amity, every new academic session is an opportunity to strive a little higher, think a little deeper, and contribute a little more. Across the world, Amityans are admired not only for their achievements but also for their values, humility and unwavering determination to excel. This spirit was once again reflected in the outstanding performance of our students in JEE Advanced, one of the country's most challenging entrance examinations. Of the 149 students who appeared, 90 qualified, with eleven securing ranks below 1000. Equally deserving of applause are our dedicated teachers, who transformed potential into achievement while nurturing resilient, responsible young individuals. The same pursuit of excellence extends beyond national boundaries. Amity recently hosted the 19th Young Researchers of Natural Sciences (YRoNS) alongside the 7th Nurturing Leadership Programme (NLP) at AUUP. Young scientists from across the world presented pioneering research on 'Green Innovation: Natural Sciences for a Better World' and explored cutting-edge facilities. To further encourage global leadership, the Dr (Mrs) Amita Chauhan Scholarship for Nurturing Leadership for International Students has also been instituted. Excellence at Amity is not an occasional accomplishment - it's ingrained in our culture. As we move forward, let's remain humble in our achievements and strive for greater heights. **GT**

Bask in strength



Vira Sharma
Managing Editor

Welcome back to school! I hope your summer was filled with mangoes, family get-togethers, and the little joys that make this season special. But as we return refreshed, let us pause to reflect on something rather unusual. This summer was marked by intense heat and unpredictable weather. Yet, there have been growing incidences of Vitamin D deficiency among both children and adults, even in a tropical country like India. People are reporting fatigue, body aches, and difficulty concentrating due to low Vitamin D levels. For my generation, this is quite astonishing. I vividly remember wanting to do a school project on nutritional deficiencies, only to be told that diseases like rickets were rarely seen in India because of abundant sunshine. So, what changed? Rapid urbanisation substituted open spaces with concrete and glass. And now hooked to technology, we've reduced the time we spend outdoors playing, walking, or simply enjoying nature. Processed foods have largely replaced wholesome, nutritious meals. All these lifestyle changes have made deficiencies far more prevalent. Environmental changes, shrinking green spaces, and our increasingly sedentary routines have widened the gap between the healthy lives we once lived and the ones we lead today. While our cover story explores Vitamin D deficiency in depth, its message goes beyond one nutrient. We must move from deficiency to sufficiency - in our health, our habits, and our relationship with nature. Perhaps one of you will even design innovative, sustainable, and more sun-friendly spaces that inspire generations to come. **GT**

Chorus of illusions

The Mirage Of Everything Everywhere All At Once

Saanvi Pruthi, AIS Noida, XII I

You hear a word once, and suddenly it's following you everywhere like a Sabrina Carpenter song. Your entire world seems to be now wrapped around this singular term - in conversations, on your 'For You Page', even where you're sure it never existed before. And it's not just in the case of a word; it could also be an idea or a face that passed by you during vacation. Its sole purpose: to not let go of you! Psychology has a name for this: frequency illusion, fondly known as the Baader-Meinhof phenomenon. The term first entered our vocabulary in 1994 when Terry Mullen, in a letter to a US press, wrote about his experience of noticing frequent mentions of the 70s extremist group Baader-Meinhof Gang upon learning about them. Soon, several other readers followed it up with similar experiences. It was only in 2005 that Stanford linguist Arnold Zwicky formally designated the phenomenon. Simply put, it is a cognitive bias that makes something appear more common because your brain has started paying attention to it. A leech, without much consent.

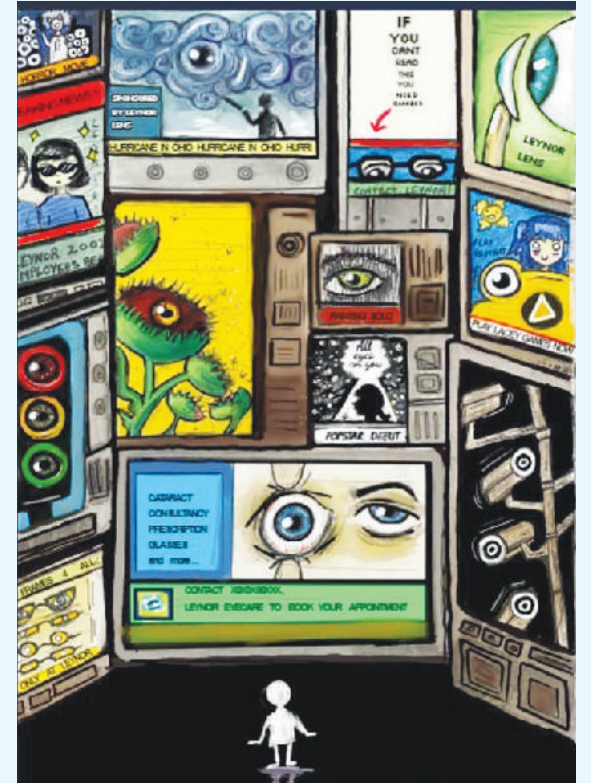
Illusion of life

Human intention is inherently selective; at any given moment, the brain triages and filters out most stimuli to help one function. Just as we encounter something new, two subsequent gears begin turning. First is 'selection attention', you begin noticing something because it matters now. Second is confirmation bias - every sighting proves that it is real. In short, perceptions are directly affected by the way our brain presents information. The brain also subconsciously recognises patterns that are filtered out. A striking example is 'Alien Hand Syndrome', a neurological disorder where a limb, typically the hand, acts independently with a mind of its own. While the two operate differently, both phenomena reveal how perception and control are constructed. In the former, the brain reinforces patterns, making something appear more frequent than it is. So, when your mind hums a tune, the world seems to dance along.

Coincidence vs control

The line between happenstance and design thins quick-

Illustration: Aditi Sharma, AIS Noida, XII I



ly in a world where attention is directed. A sudden surge of an idea or image is not always accidental; in many cases, it is carefully amplified. Companies have long surfed these cognitive currents in advertising, making something feel familiar until it becomes important. Before the release of 'Finding Nemo', there were noticeable increases in ocean-themed content and imagery across media platforms, but this was no natural tide, it was a campaign. By the time it was released in theatres, everyone's attention was already salted. Likewise, brands like Dunkin' have experimented with sensory marketing - pumping coffee aroma in buses, so commuters associate the morning rush with their brand.

Ultimately, it leads us to one truth: what resembles coincidence, could just be designed and carefully repeated until it comes across as fate or an organic thought. The choice, to mute the tune or waltz with it, is yours.

Dear Editor,

'Muse or misuse?' dated May 18, 2026, shares a perceptive exploration and reflection on the often-blurred line between inspiration and imitation. This is a matter of utmost significance, especially in an age where each and every student is surrounded by a plethora of innovative content, evolving technology, and artificial intelligence. By highlighting examples, such as The Beatles guitarist George Harrison's music, *kolhapuri chappals*, and modern AI-generated artwork, the article emphasises the necessity of



GT M@il

citing credit when due. Recognising and acknowledging someone's work is not a mere formality, it, in fact, demonstrates respect for the person's effort. As teachers, we encourage our students to express their own ideas, and this piece stood to reinforce the same message. It was an insightful read and certainly left me with something to ponder over.

Surinder Kaur
AIS Mohali, PGT English

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The spirit of excellence

Muse or misuse?

One Person's Homage, Another Person's Rip-off?

Competition is at the heart of the spirit of excellence. It is the drive to be the best, to be the first, to be the only. It is the desire to stand out, to be remembered, to be celebrated. It is the pursuit of perfection, the quest for excellence. It is the fire that fuels innovation, the spark that ignites change. It is the force that drives us to reach for the stars, to explore the unknown, to push the boundaries of what is possible. It is the essence of the human spirit, the drive to create, to build, to improve. It is the heart of the matter, the soul of the endeavor. It is the reason we strive, the reason we persevere, the reason we succeed. It is the spirit of excellence, the force that moves us forward, the light that guides us through the darkest of times. It is the power that transforms the ordinary into the extraordinary, the mundane into the magnificent. It is the force that shapes our lives, that defines our character, that makes us who we are. It is the spirit of excellence, the force that moves us forward, the light that guides us through the darkest of times. It is the power that transforms the ordinary into the extraordinary, the mundane into the magnificent. It is the force that shapes our lives, that defines our character, that makes us who we are.

Minimalist India!

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