

The power to create change



Dr. Amita Chauhan
Chairperson

Congratulations to all the winners and participants of Youth Power for making the 17th year of the programme another meaningful chapter. Amitians have shown that change does not depend on age, but on awareness, compassion and the courage to act. Each one of you has proven that young minds can become powerful voices for causes that matter. From vitiligo to mindful plantation, autism to insomnia, first aid to financial

literacy, energy conservation to caffeine addiction, your concerns reflect deep thought and a growing sensitivity to social challenges. What makes me even more proud is that you are moving beyond conventional causes to meaningful grassroots issues, reaffirming our mission of nurturing critically aware and conscientious human beings.

School years are deeply formative. What you observe, question and imbibe during these years quietly shapes your values and decisions. It is with this belief that Youth Power was designed - not merely as a platform for presenting projects, but as a space to cultivate mindfulness, responsibility and compassion. Over the past 17 years, thousands of Amitians have worked on more than 170 issues, contributing in their own ways as agents of change. This spirit extends beyond Youth Power. Through 'Annual Days' built around themes of patriotism, peace and perseverance, Amity constantly promotes an ecosystem of holistic learning rooted in values. This helps young minds grow empathetic, and empathy gives rise to love, harmony and peace. In a world that needs humane leadership more than ever, I hope that all of you will continue to rise above the ordinary. **GT**

Impact of youth



Vira Sharma
Managing Editor

Last week, as your Youth Power teams proudly walked home with their coveted awards, the entire Amity family celebrated together. Amidst all the excitement, we, at GT, found ourselves taking a quiet journey down memory lane. Seventeen years ago, Chairperson ma'am envisioned nurturing a generation of young Indians - knowledgeable, empowered, yet deeply compassionate - who could help transform our nation into a true knowledge

superpower, as envisioned by our respected Founder President sir. Her focus has always been to shape individuals who rise above self-interest and serve society with empathy and purpose. This vision gave birth to YP, which began as a year-long social sensitisation programme. Today, it has evolved into a one-of-a-kind initiative fostering ethical awareness and social responsibility. It is heartening to witness how Amitians are growing into conscientious individuals, many even choosing careers in social impact. Our alumni Ananya Grover, for instance, created the Maitri app, fostering bonds of love and care between orphaned children and the elderly in old-age homes. She later went on to design an app supporting women through menopause. Such stories are not just achievements, they reflect the profound influence of YP in shaping thought and action. After all, we are shaped by what we see, hear, and experience. Equally remarkable during the YP finale are the cultural presentations, which have become deeply impactful over the years, reflecting both creativity and maturity. More power to you all! **GT**

Self-love for sale

When Capitalism Rules Personal Development

Anaya Dogra, AIS Gur 43, XII S

Once upon a time, indulgence was considered a sin. Now, it has become a shopping category. Welcome to a world where 'treating yourself' isn't just a mood, but a marketing strategy. Scroll through Instagram, listen to a self-help podcast, or stroll through your local boutique wellness store, and you'll find it everywhere. Whether it's a 40 USD crystal water bottle or a monthly subscription to meditation candles, the concept of the self has now become a profitable product category. Pleasure, which was once a fringe benefit of consumption, is now front and centre.

Capitalism has always been behind the scenes of pivotal cultural phenomena. Over the decades, regardless of the zeitgeist, one thing has remained constant - anything that can be sold will be sold. From the bulk sale of cheap-to-produce ripped jeans in the 90s, rebellious makeup in the 2000s, to vanity products that preach 'self-love' in the 2020s, the desire for big profits has set the standards into which societal norms settle. Of late, it seems companies have cracked the code to inducing over-consumption. In today's tumultuous age, it's easy to feel small in the face of the big socio-economic changes that seem to take place every day. These companies offer to relieve that burden from your shoulders and show you a lifestyle all about 'you'. Under the guise of loving yourself, crash courses, self-help books, and even skincare products are selling like hot cakes. Therapy-adjacent media, including reels about 'cutting off toxic people', red-pill podcasts, and subliminal videos, repeatedly drill



into you the narrative that you need to look out for yourself more.

It's easy to get caught up in it, especially when it's constantly being bombarded towards you at every turn you take. Even if you're not actively searching, you've probably come across commodities that preach self-indulgence anyway. It's why books like Atomic Habits have sold over 25 million copies worldwide, or influencers like 'The Wizard Liz' and Ashton Hall have millions of followers on their social media platforms. The self-improvement market, valued at 64.48 billion USD in 2025, is expected to grow to 70.22 billion USD in 2026. In fact, studies show that 59% of settlers in countries like the US have 'personal development' on their list of goals.

So, people are loving themselves, indulging themselves a little more. And why exactly is that a problem? Come to think of it, self-love as a

concept holds enough water for you to take it seriously. We have all heard how you cannot love others, until you love yourself. Studies indicate a strong relationship between self-care and mental health. Another Harvard study points that self care is a strong predictor of long term happiness.

The problem like any other good thing lies in 'overdoing'. Self-love, when real, is grounding, not indulgent. In a world where the idea is often packaged and sold back to us through trends, products, and routines, it's important to question: is this truly nurturing me, or just convincing me that it should? Genuine self-love is less about expensive fixes and more about mindful choices - rest when your body asks, boundaries when your mind feels stretched, and habits that sustain rather than spike comfort. The balance lies in being aware enough to not confuse consumption with care. **GT**

Dear Editor,

It is the journey, not the arrival that matters. And our Youth Power journey was never just a set of activities - it was an awakening against insomnia. Day by day, the shift was observed. Eyes that had once dismissed sleep began to honour it. Faces that carried exhaustion started to value rest as healing, not a mere luxury, refusing to be weighed down by stress, screens, and endless overthinking any further. Through gentle practices like Tai Chi, night suit labs, sleeping



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sips café, and 'Cool to Snooze' sessions, Team Shubhtratri didn't just hear about sleep, they felt why it matters. They were no longer just mediators and participants in the activities, they became aware and conscious individuals who were kinder to themselves. The hardest part was never choosing a right topic. It was changing habits, rewriting the quiet choices made at midnight. But with shared stories

and relatable moments, walls came down. Acceptance grew. And real change began.

This journey reminded me that transformation does not need grand gestures. Sometimes, one small realisation - that sleep is self-respect - is enough to light the way. Youth Power is not merely a competition, but a lifelong learning experience that will remain in our hearts forever.

Sonia Rao, AIS Vasundhara 1
YP Mentor Teacher