# THE EDITORIAL PAGE

### **J&K AND TERRORISM**

Home Minister Amit Shah made some profound statements on the floor of the Rajya Sabha concerning Jammu and Kashmir. Besides reiterating the national resolve to bring back POJK into India, Shah also thundered that J&K will be free of terrorism come what may. This resolve is not rhetoric but backed by a sustained campaign and work on the ground. The result of this campaign is for everyone to see. The daily violence that people especially in Kashmir faced is over. The mood in the Valley has changed to the extent that Pakistan has to send mercenaries and its soldiers disguised as terrorists to make up for the missing local youth who would pick up arms provided by Islamabad earlier. The general mood in J&K is against terrorism, for peace and development. Honestly, what BJP has done in Kashmir, could never cross the minds of the Congress leaders when they were ruling. The Congress was totally smitten by the vested interests who wanted to keep the conflict on and give advantage to Pakistan in every sense. Though Pakistan' duplicity and lack of sincerity in containing terrorism was visible all through. Congress run government fell for the Mufti Sayed's soft separatism doctrine and opened border trade with Islamabad and the road connectivity to Muzaffarabad. Both proved disastrous as Pakistan used the border trade to fund terrorism and there were hardly any takers for the Srinagar- Muzaffarabad bus after initial zeal. Instead of this, the Modi government had drawn red lines after giving ample opportunities to Islamabad to mend its ways. After the initial peace overtures which were returned with cold blooded carnages be it in Uri or Pathankot, Delhi decided to end this policy. Today red lines have been drawn - terrorist attack would invite severe reprisals; till Pakistan funds and supports terrorism against India there will be no talks or business.

## Hair Care Habits To Prevent Hair Thinning

Hair loss is most commonly caused by genetics, lifestyle, diet, stress, environmental damage and hormonal changes, among others and becomes more common in men and women with age. Most healthy people lose between 50 and 100 single hairs per day. When you start to shed more strands — and fewer or none grow back — the condition is considered alopecia

Every strand of hair on your head has a lifespan between about 3 to 5 years. Hair shedding is part of a natural balance some hairs fall out while others grow in. Hair loss occurs when your hair's growth cycle is disrupted. This can cause shedding, bald spots and thinning hair.

And like most other things in life, we only think of treating this problem when it's out of control, rather than preventing the issue before it becomes too serious.

However, unless the cause is medical or genetic, managing hair fall is simply a matter of following healthy habits. Some are as simple as eating a healthy diet, managing stress levels and blow drying less.

A healthy diet can help your hair stay strong and shiny. What you eat can also keep you from losing your locks. If you're not getting certain nutrients from food, you might see the effects in your hair.

On that note, here are easy-to-do, practical steps all women can follow to manage their hair health and prevent hair thinning. Take a look!

1--Take Care of Your Nutrition. --- Your hair reflects your overall health.

A balanced diet is the first step to healthier hair. If you're not getting enough nutrients, your hair will show it.

Your strands need all types of nutrients to grow thick and strong.

While vitamins don't necessarily promote hair growth, some mineral and vitamin deficiencies can cause hair loss.

Include Iron-rich foods like spinach and lentils to prevent hair thinning. Biotin sources like eggs and nuts for stronger



Include fish, dairy, eggs, beans, lentils, nuts, and seeds to avoid hair thinning.

Vitamin B12, Folic Acid, and Biotin are types of vitamin B associated with good hair. These are essential in maintaining healthy follicles, which help in hair growth and decrease shedding.

Because trace minerals like iron, magnesium, zinc, and biotin also affect hair, it's a good idea to take a daily multivita-

Hydrating fluids like coconut water nourish your hair from within

2---Quit Smoking -----Smoking affects the hair follicles in mul-

tiple ways. If you are exposed to cigarette smoke,

unsafe chemicals can settle on your hair and scalp. These chemicals can damage the hair shaft by making your hair dry and more prone to breakage.

Smoking is a serious factor in developing androgenetic alopecia. It is a common type of hair loss in both men and women (also known as pattern baldness). Smoking can trigger inflammation in the scalp, which can damage hair follicles and further contribute to the problem of hair loss.

Nicotine and other injurious substances in cigarettes can induce vasoconstriction. It narrows your blood vessels, which can reduce blood flow. This impacts the blood supply to your scalp and eliminates the vital nutrients and oxygen to your hair folli-

When a person quits smoking, it is possible to undo some of the damage caused by the harmful effects of smoking, but the same cannot be said for those who have developed male pattern baldness. If smoking has caused androgenetic alopecia, then it can only be slowed down with dermatological treatments.

3--Use a Derma Roller ----This simple tool is gaining fame for its ability to boost hair growth, tackle hair thinning, or just give hair a little extra oomph. It's considered a minimally invasive

procedure with a fairly speedy recovery time, especially with shorter needles.

When you roll this small gadget featuring a roller covered in very fine needles over your scalp, these needles create tiny pinpricks in the skin that increase blood cir-

culation in the scalp. More blood means more nutrients and oxygen, which are like superfoods for your

This increased blood flow can wake up dormant hair follicles, giving them the nudge they need to start growing hair again.

Over time, the improved scalp health and increased nutrient delivery can lead to thicker, fuller hair. It's like giving your hair a natural volume boost from within.

If you're new to derma rolling, begin with a 10-minute home session once a week and gradually increase the frequency if your skin tolerates it well.

4--Detangle Hair -

Irrespective of long, luscious locks or short hair, a hair knot mess is experienced by almost everyone.

It is not an easy task to remove a hair knot without destroying your hair. But it is not impossible either. Some tips about detangling include brushing your hair before washing if you have hair that gets tangled easily, and using a small amount of shampoo on the strands when compared to the scalp. Get your hair trimmed every 4-6 weeks. Split ends cause tangles, making your hair look damaged and dry. Apply conditioner and comb your hair to detangle and spread out the conditioner evenly. But be gentle because wet hair is more prone to shedding. Hair knots are often difficult to detangle. But products like hair oil, hair mask or even hair conditioner can make it easier to remove the knots.

It is especially important to detangle curly hair. The tight curls and coils can easily become intertwined, making it essential to detangle to prevent breakage. By detangling your hair before washing or styling, you can ensure that your curls stay intact and undamaged

The author is an internationally famous beauty expert and is called the herbal

### STRENGTHENING BIOENERGY SYNERGIES

#### Vaibhav Dange

As the global energy landscape rapidly shifts towards sustainability, nations must collaborate to scale clean energy transitions. Recognising this imperative, the Indian Federation of Green Energy (IFGE), with support from UNICA and the esteemed presence of Hon'ble Minister Shri Nitin Gadkari, undertook a landmark visit to Brazil an acknowledged global leader in biofuels. This high-level delegation was aimed at exploring joint opportunities in bioenergy, ethanol, flex-fuel mobility, sustainable aviation fuel (SAF), and circular bioeconomy practices.

Learning from Brazil's Bioenergy Leadership

Brazil has successfully demonstrated how coordinated policy, robust R&D, and private sector innovation can together drive a thriving ethanol economy. During our visit, we witnessed firsthand the country's long-standing experience in bioenergy deployment, from high-yield sugarcane varieties to large-scale adoption of Flex-Fuel Vehi-

The delegation's journey began with a visit to CTC — Centro de Tecnologia Canavieira, Piracicaba. CTC's pioneering work in sugarcane biotechnology, including genetically modified varieties and seed-based propagation systems, is a model of innovation. Their efforts in carbon sequestration, circular economy practices (such as converting by-products into biogas and biofertiliser), and process optimisation offer valuable takeaways for India. Their technological platforms have the potential to raise India's sugar recovery levels significantly and strengthen our ethanol production ecosystem.

Towards Cleaner Mobility: Toyota's Flex-Fuel & HEV Models

The visit to Toyota's manufacturing plant in Sorocaba showcased Brazil's remarkable achievement in FFV deployment, with over 90 per cent of vehicles capable of running on ethanol blends. The hybrid electric flex-fuel (HEV-FFV) platform emerged as a promising transitional solution for India, offering both emission reduction and energy diversification. Our discussions focused on how such technologies can be adapted to Bharat Stage VI norms and deployed across Indian urban fleets.

Brazil's public policies — such as ROTA 2030 and INOVAR AUTO along with tax incentives, have played a pivotal role in the success of FFVs. A detailed policy dossier was requested from Toyota to study fuel pricing mechanisms, flex-fuel specifications, and the enabling regulatory architecture that supports Brazil's ethanol economy.

Bioenergy Roundtable: A Platform for

The India–Brazil Bioenergy Round-table held at UNICA in São Paulo served as a powerful forum to deepen bilateral engagement. Hon'ble Minister Shri Gadkari underscored India's growing ethanol ambitions, including the target of 20 per cent blending and the expansion of flex-fuel vehicles. He also highlighted the benefits India has already witnessed — over `1 lakh crore saved in crude oil imports and a 55 MMT reduction in CO2 emissions since ethanol blending was scaled up. The discussions ranged from SAF pathways and carbon trading mechanisms to collaborative R&D, supply chain alignment, and export readiness. Brazil's RenovaBio program, a market-based carbon intensity scheme, stood out as a potential model for India to emulate.

Spotlight on Sustainable Aviation Fuels & Maritime Use

Brazil is emerging as a serious player in SAF production, particularly via the Alcohol-to-Jet (ATJ) pathway using sugarcane ethanol. Presentations by companies such as Raízen and FS illustrated how Brazil is leveraging its

ethanol infrastructure to support aviation and even maritime decarbonisation -ethanol has already been tested successfully in dual-fuel ship engines. Given India's robust capabilities in 2G

ethanol and CBG, there lies a huge opportunity for cross-investment and technology exchange in SAF. Praj Industries' Panipat 2G biorefinery, developed with IOCL, stands as a benchmark for what is possible when public-private collaboration is backed by innovation Sustainability and Global Leadership

During our interactions, I shared India's progress across various fronts from the use of agricultural residues for 2G ethanol to bamboo-based white coal initiatives for thermal plants. Technologies developed indigenously for CBG production from waste materials such as filter cake, vinasse, and crop residues were also discussed with Brazilian stakeholders. India and Brazil are natural partners in this journey toward a low-carbon future. Both countries have complementary strengths — Brazil in scale and deployment, and India in technology innovation and adaptability. It is time we move from learning and dialogues to structured joint pilots, harmonised policy roadmaps, and co-investment platforms.

# What does corporate sustainability look like in 2025?

#### Ramnath Vaidyanathan

Just in the last year, we have heard a dozen disappointing stories of large organisations backtracking on their ESG commitments. This includes major companies in oil and gas, e-commerce and FMCG companies who have retracted their climate, plastic packaging and DEI commitments. The global economic slowdown has definitely been a significant factor, causing corporations to look at return on sustainability investments with greater scrutiny and perhaps with a lens of lower priority in the short term. At least that's the messaging (and perhaps, the hope), but some signs point to things getting worse before they get better.

Backtracking on sustainability targets can also be partly attributed to increasingly complex and confusing reporting regulations, which are creating a benchmark where more ambitious and proactive goals are not incentivised in

the practicality of some elements of ESG reporting. For example, for scope 3 emissions, obtaining reliable ESG data across vast supply chains to meet complex reporting standards on tight timelines is almost impossible. More importantly, is that level of granularity really necessary for practical decision-making? Recognising this, regulators have stepped back to make ESG reporting more practical and meaningful. India's market regulator, SEBI, deferred the new BRSR Core value-chain ESG disclosures by a year, making them voluntary only in 2026 and also limiting the scope to key suppliers covering 75 per cent of spending. Likewise, the EU postponed the rollout of its reporting rules for smaller companies and is slashing a sizeable number of data points required under its sustainability standards. This year looks like a year of adaptation for corporate sustainability. The focus on climate resilience

any way. There are also issues with

quite a few climate records, with each year setting new and unwanted benchmarks for the next. We experienced the longest streak of hottest months on record and the warmest day ever. Extreme weather events like the recordbreaking snowfall in Seoul, rainfall floods in Central Europe, and wildfires in Bolivia, among others, wreaked havoc on lives and economies. Heatwaves, floods and hurricanes have shown the need for businesses and countries to adapt to the physical risks of climate change, while we continue to try to mitigate its effects. Expect more businesses to diversify their assets, considering the physical impacts of extreme weather. We will see more companies invest in both large and small adaptation solutions.

Rise of biodiversity finance

As per World Economic Forum estimates, almost half of the global economic output is dependent on nature. Biodiversity and nature

The last few years have seen loss consistently featured in global climate discussions. More and more companies are assessing their biodiversity impacts. The Taskforce on Nature-related Financial Disclosures (TNFD) framework and metrics have further streamlined standards to measure biodiversity loss and shown methods to prevent and lower its impact. In 2025, we will see the use of these assessments and metrics to develop biodiversity financing plans that will help achieve biodiversity regeneration Growing greenwashing concerns

As regulations on green claims tighten worldwide, there will be an increase in greenwashing where companies might claim to be sustainable without substantial changes to their operations. This might lead to scepticism about corporate sustainability claims, and they might undermine genuine efforts and confuse consumers and investors. We sense

more integration within corporate

sustainability, legal, compliance and audit teams to implement rigorous sustainability data verification systems and processes. Sustainability roles within fi-

nance, legal teams

We will see sustainability roles and headcounts increasing in departments critical to sustainability efforts, such as legal and finance. Both departments are organic choices as regulations increase. Company general counsels and CFOs are showing increasing involvement in sustainability initiatives, communications, data and reporting. Roles such as an 'ESG controller' will become commonplace where they oversee data systems and processes for sustainability-related disclosures to regulatory bodies, similar to finance controllers.

Design for sustainability

Sustainable design in product development will gain momentum. It will involve design with longterm use in mind, responsible sourcing and lifecycle impact of materials. For homes, sustainable design will involve the use of materials and coatings to reduce heat stress indoors or building water catchments that double as biodiversity bubbles. Expect to see more companies and industries use sustainability as the very foundation of their product. The pullback on sustainability in the past year due to politics, economics, or practical hurdles has prompted companies to double down only on sustainability actions that have a direct business impact in the short term. We see commitment becoming more concrete and important indicators like biodiversity and physical impacts of climate change are being woven directly into business strategies. In a sense, corporate sustainability is at an inflexion point where actions might be getting fewer in number but more meaningful and honest in terms of impact. Companies that navigate this transition will likely emerge more resilient and better prepared for long-term challenges.