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Director & Chief Editor, IJITMR,

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Email - drajendra2006@gmail.com Mob: +91- 9850925455

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SEEDS OF RELIEF: EXPLORING THE ANTHELMINTIC ACTIVITY OF CARICA PAPAYA

Dr.Vinayak M. Gaware^{1*}, Akshada S. Navale², Dnyanda A. Shinde³, Sonali B. Jadhav⁴, Alisha A. Shaikh⁵

Associate Professor, PRES's College of Pharmacy (For Women), Chincholi, Tal. Sinnar, Dist. Nashik.

^{2,3,4,5}PRES's College of Pharmacy (For Women), Chincholi, Tal. Sinnar, Dist. Nashik.

vinayak.gaware@pravara.in

ABSTRACT

Helminthic infections pose a significant threat to both human and animal health worldwide. The routine use of synthetic anthelmintic agents, while effective, has led to the emergence of widespread drug resistance among various helminth species. Moreover, the limited arsenal of available anthelmintic medications necessitates the exploration of alternative, plant-based therapeutic options. Carica papaya seeds have been traditionally used for their medicinal properties and are now being investigated for their potential anthelmintic efficacy. In the present study, Carica papaya seeds were collected and processed using the hot maceration method to obtain the crude extract. For in vitro evaluation, a suspension of the extract was prepared at a concentration of 200 mg/mL, using hydroxypropyl methylcellulose (HPMC) as a suspending agent. Albendazole was employed as the standard reference drug. Earthworms (*Pheretima posthuma*) were selected as the test organisms due to their close physiological and anatomical similarity to gastrointestinal helminths in mammals. This investigation aims to assess the anthelmintic activity of Carica papaya seed extract and its potential as a natural alternative to synthetic drugs in the treatment of helminthiasis in both humans and livestock.

KEYWORDS

Anthelmintic, Albendazole, Carica papaya, Helminthic.

INTRODUCTION

The term helminth originates from the Greek word for "worm" and refers to a diverse group of parasitic worms with a long and virulent history in human disease. Evidence of helminth infections has been found in mummified human faeces dating back thousands of years, while references to helminthic diseases appear in the medical writings of Hippocrates, ancient Egyptian papyri, and even the Bible (Hotez P. J et al). Although helminth infections are typically associated with low mortality rates, their morbidity is substantial, significantly contributing to the burden of non-communicable diseases, especially in developing countries. Helminthiasis is particularly common in children and can lead to growth retardation, cognitive impairment, and anaemia. Helminths are generally categorized into two major groups: Platyhelminthes (flatworms) and Nematode (roundworms). Flatworms possess a plasma membrane, while roundworms have a tough, protective cuticle. Characteristic features of

helminths include their relatively large body size and active feeding mechanisms. Most flatworms are hermaphroditic (bisexual), whereas nematodes exhibit sexual dimorphism, with distinctly male and female forms. The risk and prevalence of helminthic infections are influenced by climatic conditions, dietary habits, hygiene practices, and exposure to vectors. In male nematodes, additional reproductive structures accompany the alimentary and respiratory systems (Wakelin, D et al). Tapeworms, in contrast, lack an alimentary canal and instead absorb nutrients directly through their tegument. Helminths causing intestinal infections in humans typically include both roundworms and flatworms. Their larval stages often develop in intermediate hosts, while adult worms usually reside in a definitive mammalian host. However, some nematodes such as hookworms and whipworms bypass the pulmonary phase and do not require an intermediate host. Their eggs are excreted in faeces and, upon contamination of food or soil, may be ingested by a new host, perpetuating the cycle of infection. For example, the naturally occurring nematode *Heligmosomoides polygyrus* completes its entire lifecycle within the intestinal tract of its host (Bi S et al).

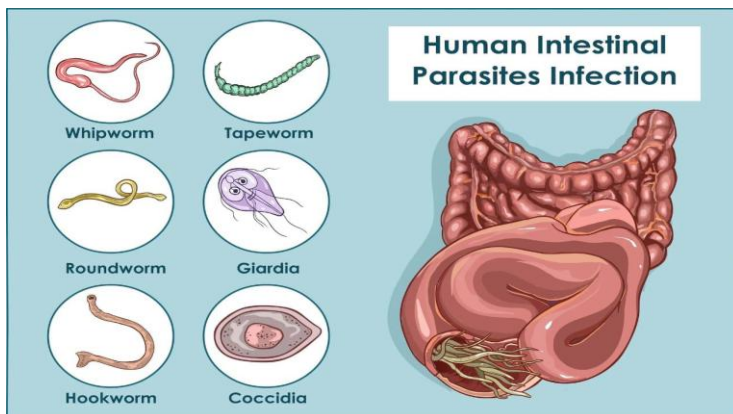


Figure No1: Various types of worms causing intestinal infection

OBJECTIVES

The primary aim of this study is to evaluate the anthelmintic potential of *Carica papaya* seed extracts.

The specific objectives are as follows:

1. To assess the in vitro anthelmintic activity of *Carica papaya* seed extracts against selected helminth species.
2. To evaluate the in vivo efficacy of *Carica papaya* seed extracts in animal models experimentally infected with helminths.
3. To compare the anthelmintic effectiveness of *Carica papaya* seed extracts with that of standard synthetic anthelmintic agents.
4. To investigate the dose-dependent effects of *Carica papaya* seed extracts on helminth mortality and motility.

5. To analyse the potential mechanisms of action of active compounds in *Carica papaya* seeds in combating helminth infections.
6. To evaluate the safety and toxicity profile of *Carica papaya* seed extracts in experimental models.
7. To provide scientific validation for the traditional use of *Carica papaya* seeds as a natural anthelmintic remedy.
8. To explore the potential applications of *Carica papaya* seed extracts in the development of plant-based anthelmintic formulations.

LITERATURE REVIEW

Sr. No.	Study & Year	Focus	Methodology	Key Findings
1	Bethony et al., 2008	Global burden of helminth infections	Review of helminth biology and immune response	Helminths cause high morbidity; genomic advances may lead to improved therapies
2	Goyal & Vyas, 2014	Medicinal properties of <i>Carica papaya</i>	Ethno pharmacological review	Papaya seeds, leaves, latex have therapeutic value; enzymes like papain aid digestion
3	Chavan et al., 2010	Anthelmintic activity of <i>Eclipta prostrata</i>	In vitro study on <i>Pheretima posthuma</i> using ethanolic and aqueous extracts	Ethanol extract showed significant worm paralysis and death; albendazole as standard
4	Goku et al., 2020	Comparative effect of <i>C. papaya</i> plant parts	Ethanolic/hydroethanolic extracts (1–5 mg/mL) on <i>Pheretima posthuma</i>	Seed extracts were most effective; fixed oils likely responsible for activity

Table No 1: Studies Relevant to Helminth Infections and the Anthelmintic Potential of *Carica Papaya*.

MATERIALS AND METHODS

Materials

The following materials and reagents were used in the study:

- Solvents: Ethanol, Methanol, and Acetone
- Additives and Reagents: Saline solution, Hydroxypropyl methylcellulose (HPMC) as a thickening agent
- Standard Drug: Albendazole (procured from a local pharmacy)
- All chemicals and reagents used were of analytical grade.

Collection and Preparation of Plant Material

Mature ripe papaya fruits (*Carica papaya*) were procured from the local market in Sinnar, Maharashtra, India. The seeds were manually separated from the pulp, thoroughly washed using saline solution to remove dirt and other extraneous matter, and subsequently air-dried at room temperature for several days until complete moisture removal was achieved. The dried seeds were stored in airtight containers and later subjected to extraction using the maceration technique.

Botanical Profile of *Carica papaya*

Botanical Name	<i>Carica papaya</i>
Kingdom	Plantae
Sub-Kingdom	Tracheobionta
Superdivision	Spermatophyta
Phylum	Streptophyta
Class	Magnoliopsida
Subclass	Dilleniidae
Order	Brassicales
Family	Caricaceae
Domain	Flowering Plant (Angiosperms)

Table No 2: Botanical Profile of *Carica papaya*



Figure No.2: Papaya seeds



Figure No.3: *Carica papaya*

Methods

Processing of Plant Material

The seeds of *Carica papaya* were washed with saline water to remove debris and other foreign materials. After cleaning, the seeds were air-dried for 7 to 8 days at room temperature. Once completely dried, the seeds were weighed and stored in clean, airtight zip-lock pouches for further use.

Extraction Process

Following drying, the seed samples were subjected to extraction using the hot maceration technique as per the standard procedure. The dried samples were divided into five groups, each containing 10 grams of powdered seed material. The extraction solvents used were as follows:

- Group1: Pure water
- Group2: Pure ethanol (99.9%)
- Group3: Hydroalcoholic solution (50:50 ethanol:water)
- Group4: Mixed solvent system (ethanol:methanol:water:acetone in 25:25:25:25 ratio)
- Group 5: Ethanol and Albendazole

All five sample groups were subjected to hot maceration for 24 hours. The resulting filtrates were collected and evaporated to dryness. Upon evaporation, a solid powder was obtained from each extract, which was stored for subsequent analysis.



Figure No.4: Hot Maceration Process (Soxhlet Apparatus)

COLLECTION AND IDENTIFICATION OF TEST ORGANISMS

Earthworms were employed as test organisms for the evaluation of anthelmintic activity, owing to their physiological and anatomical resemblance to human intestinal nematodes. Their use as an in vitro model is well-established for preliminary screening of potential anthelmintic compounds. Adult earthworms were collected from moist, loamy soil in the early morning hours to ensure optimal activity and viability. Specimens were washed with normal saline to remove adhering soil particles and were maintained in a controlled environment until use. The earthworm species used in this study was identified as *Lumbricus terrestris*, a commonly studied oligochaete worm known for its responsiveness in pharmacological bioassays.

Taxonomic Classification of the Test Organism:

- **Common Name:** Earthworm
- **Scientific Name:** *Lumbricus terrestris*
- **Kingdom:** Animalia
- **Phylum:** Annelida
- **Class:** Clitellata
- **Order:** Opisthopora
- **Suborder:** Lumbricina
- **Family:** Lumbricidae

IN VITRO ANTHELMINTIC STUDY

- The anthelmintic potential of the crude plant extract was evaluated using an established in vitro assay with slight modifications to the standard protocol [6]. A suspension of the crude extract was prepared at a concentration of 200 mg/mL using hydroxypropyl methylcellulose (HPMC) as a suspending agent to ensure uniform dispersion. A standard suspension of the reference drug Albendazole was also prepared at the same concentration (200 mg/mL) for comparative evaluation.
- All test suspensions were freshly prepared using distilled water immediately prior to the commencement of the experiment to maintain stability and activity of the constituents.
- A total of seven experimental groups were established, each consisting of three petri dishes, with one adult earthworm (*Lumbricus terrestris*) per dish. Each group received a specific treatment, including the standard drug control (Albendazole) and the test extract, administered in equal concentrations. The worms were closely monitored for onset of paralysis and time of death, with precise times recorded for each endpoint.
- Paralysis was defined as the loss of motility, even upon vigorous shaking, while death was confirmed by complete cessation of movement and fading of body colour upon exposure to

warm water (50 °C). The data obtained were subjected to appropriate statistical analysis to determine the relative efficacy of the test extract compared to the standard drug (Adeniran, A. A et al, Nirmal, S. A et al).



Figure No.5: Control



Figure No.6 Pure Water Extract



Figure No.7 Pure Ethanol Extract

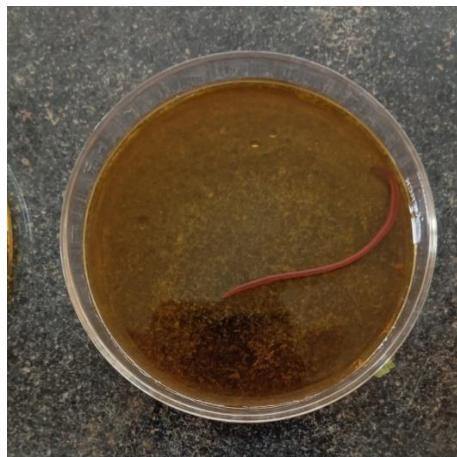


Figure No.8 50:50 HA Extract



Figure No.9 Multisolvent



Figure No.10 Ethanol +Albendazole

Figure No.11 Albendazole Standard

RESULTS AND DISCUSSION

- The in vitro evaluation of anthelmintic activity revealed that the **paralysis and death times of the earthworms** varied significantly across the different solvent extracts tested. This variation is attributed to differences in the concentration and potency of bioactive constituents present in each extract.
- The results are summarized in **Table No 3**, which presents the **mean paralysis time (MPT) and mean death time (MDT)** for each test group. **Chart 1** and **Chart 2** visually depict these findings, facilitating comparative analysis between the test extracts and the control groups.
- The **positive control**, Albendazole (200 mg/mL), exhibited the **shortest time to paralysis and death**, validating its known efficacy as a standard anthelmintic agent. In contrast, the **negative control** (normal saline) failed to induce paralysis or mortality in the worms within the observation period, thereby confirming the baseline and supporting the reliability of the assay.
- The observed anthelmintic activity of the test extracts suggests the presence of **phytoconstituents with possible neuromuscular inhibitory or metabolic interference effects** on the helminths. The degree of activity shown by the extracts—especially those with faster paralysis and death times—demonstrates their potential as alternative anthelmintic agents, warranting further phytochemical and mechanistic studies.

Concentration ratio (200 mg/ml)	Time of paralysis (min)	Mean (min)	Time of death (min)	Time of death (min)

Control	-----	-----	-----	-----
Pure Water	a) 1.01 b) 3.22 c) 3.52	2.58	a) 5.26 b) 5.14 c) 4.74	5.04
Pure Ethanol	a) 2.12 b) 1.72 c) 2.31	2.05	a) 4.27 b) 4.21 c) 3.82	4.1
50:50 HA	a) 2.46 b) 2.45 c) 2.45	2.45	a) 5.45 b) 4.52 c) 5.03	5.00
Multi solvent (25:25:25:25)	a) 9.08 b) 9.16 c) 9.24	9.16	a) 9.54 b) 9.82 c) 9.94	9.76
Ethanol+ Albendazole	a) 1.26 b) 1.30 c) 1.35	1.30	a) 3.40 b) 3.48 c) 3.51	3.46
Albendazole	a) 0.56 b) 1.10 c) 1.18	1.20	a) 3.20 b) 3.17 c) 3.29	3.88

Table No. 3: Average Time of Paralysis and Death of Earthworms against various Extracts and Reference Drug

RESULT

- The results indicate that the choice of solvent significantly influences the paralysis and death times of earthworms in the in vitro anthelmintic assay. Among all the tested samples, the ethanolic extract exhibited the most potent activity, showing the shortest paralysis and death times next to the reference standard, albendazole.
- Specifically, the ethanolic extract induced paralysis within 1.30 minutes, compared to 0.95 minutes for albendazole a difference of only 35 seconds. Similarly, the death time observed with the ethanolic extract was 3.46 minutes, closely following albendazole's 3.22 minutes, with a minimal difference of 24 seconds.
- These findings suggest that the ethanolic extract possesses strong anthelmintic activity, nearly comparable to the standard drug albendazole, and may serve as a promising candidate for the development of plant-based anthelmintic formulations.

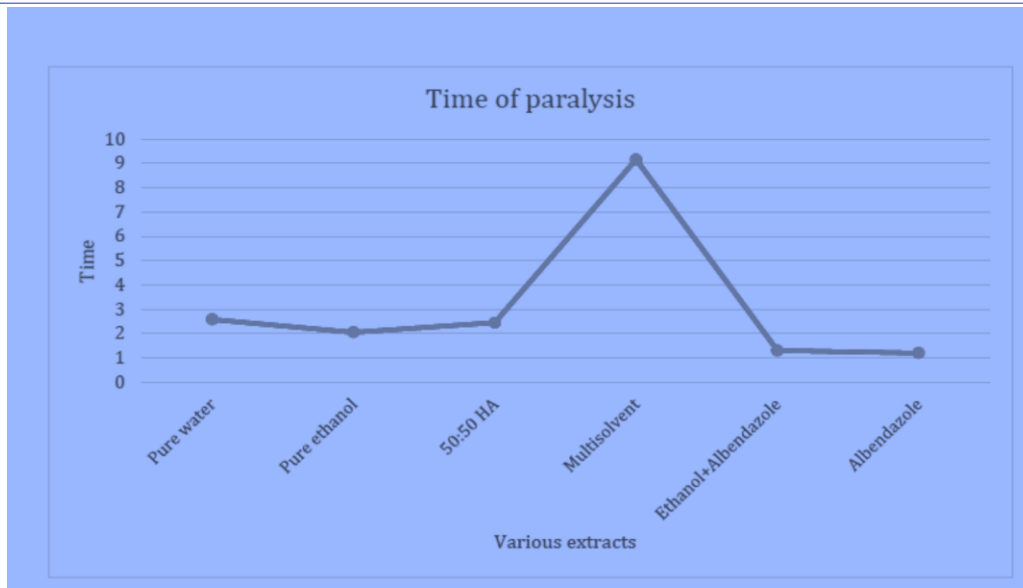


Chart No 1: Graphical Representation of average Time of Paralysis of Worms

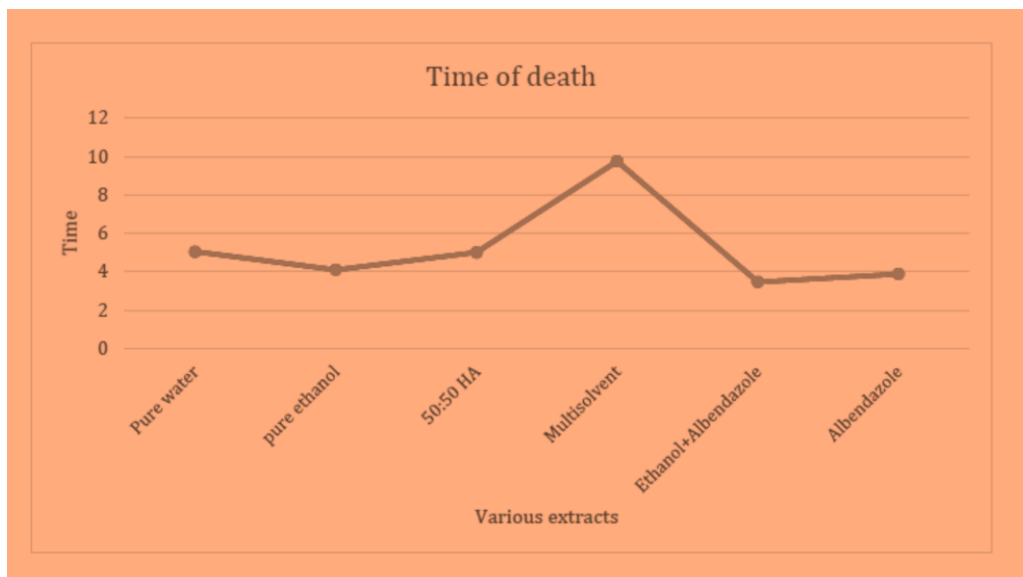


Chart No 2: Graphical Representation of average Death Time of Worms

CONCLUSION

- In this study, Carica papaya seeds were collected, thoroughly washed with saline solution, and dried for a period of 7–8 days prior to extraction. Solvent extractions were carried out using various solvents, and the respective extract yields were recorded.
- Among all the test groups, the ethanol + albendazole extract demonstrated the most potent anthelmintic activity, with paralysis and death times only slightly longer than the standard albendazole group by approximately 35 seconds and 24 seconds, respectively. This minimal



difference highlights the potential synergistic or enhancing effect of ethanol in extracting bioactive compounds.

- Based on these findings, it can be concluded that the ethanolic extract of *Carica papaya* seeds exhibits significant anthelmintic activity, and may serve as a promising natural alternative or adjunct to conventional anthelmintic drugs. Further studies, including phytochemical analysis and in vivo evaluations, are recommended to validate these results and explore the underlying mechanisms.

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GARLIC: A MEDICINAL MARVEL IN HYPERTENSION

Aasma Shaikh¹, Dimple Choudhary², Sarika Shete³, Ganesh Mahale⁴, Mamta Pandey⁵, Vanita Saharan⁶
Unnati Sahu⁷,

^{1,2,3,7} Student of P.V.Polytechnic, Department of Pharmacy, SNDT Women's University, Santacruz

^{4,5} Professor of P.V.Polytechnic, Department of Pharmacy, SNDT Women's University, Santacruz

⁶ Head of Pharmacy Department, P.V.Polytechnic, SNDT Womens University, Santacruz

sahuunnati530@gmail.com

ABSTRACT

This article explores role of garlic in hypertension management, historical use of garlic, pharmacological effects, its significance in modern allopathic remedies, highlighting its potential as a complementary therapeutic approach.

KEYWORDS

Hypertension, Garlic, Blood Pressure, Cardiovascular health, Complementary therapy

INTRODUCTION

Hypertension, commonly referred to as high blood pressure, is a chronic medical condition characterized by elevated arterial pressure. It is a significant public health concern, affecting approximately 1.13 billion people worldwide according to the World Health Organization (WHO,2021). If left untreated, hypertension can lead to severe complications, including heart disease, stroke, and chronic kidney disease, making it one of the leading causes of morbidity and mortality globally (Whelton et al., 2018).

The history of hypertension can be traced back to ancient civilizations, where it was recognized as a condition associated with various health problems. The term "hypertension" emerged in the early 20th century, with the development of more sophisticated measurement techniques such as the sphygmomanometer (Carretero and Oparil, 2000).

Hypertension is typically classified into two categories: primary (essential) hypertension, which has no identifiable cause and accounts for about 90-95% of cases, and secondary hypertension, which results from an underlying condition such as kidney disease or hormonal disorders (Chobanian et al., 2003).

Symptoms of hypertension are often subtle or nonexistent, earning it the nickname "the silent killer." Commonly reported symptoms, when they do occur, include headaches, shortness of breath, and nosebleeds. However, many individuals remain unaware of their condition until complications arise (Chobanian et al., 2003).

Diagnosis is usually made based on multiple blood pressure readings taken during medical visits. The American College of Cardiology and the American Heart, Association classify normal blood pressure as

below 120/80 mmHg, while hypertension is classified into stages, with stage 1 hypertension ranging from 130-139 systolic or 80-89 diastolic (Whelton et al., 2018). The management of hypertension typically involves lifestyle modifications such as dietary changes, increased physical activity, and weight management. Additionally, antihypertensive medications are prescribed to help control blood pressure levels. While numerous classes of medications are available, there is growing interest in complementary therapies, including herbal remedies. Garlic has been utilized for centuries for its medicinal properties and is a common ingredient in various traditional medicine practices. Its potential in managing hypertension has garnered considerable attention in recent decades. The active compounds in garlic, especially allicin, have been studied extensively for their health benefits, including cardiovascular protection, antioxidant properties, and anti-inflammatory effects. (Banerjee and Maulik, 2002; Ried, 2020) Several studies have demonstrated garlic's effectiveness in lowering blood pressure, particularly in individuals with hypertension. The mechanisms through which garlic exerts its antihypertensive effects include vasodilation, inhibition of angiotensin-converting enzyme (ACE), and modulation of nitric oxide production (Ried et al., 2008; Asdaq and Inamdar, 2010). The findings suggest that garlic may offer valuable adjunct to conventional antihypertensive therapies, particularly for individuals seeking natural alternatives.

In summary, hypertension is prevalent and serious condition that requires ongoing management. Garlic, with its rich history and promising pharmacological properties, presents an intriguing option for individuals looking to complement their treatment plans. The following sections will delve into the causes and risk factors associated with hypertension, its complications, the pathophysiological aspects of the disease, and the role of garlic in its management.

PATHOPHYSIOLOGY OF THE DISEASE:

The pathophysiology of hypertension is complex and involves various biological mechanisms that regulate blood pressure. In primary hypertension, the exact cause is often unclear, but several interrelated factors contribute to the development of the condition.

1. Vascular Resistance:

The regulation of blood pressure is heavily influenced by vascular resistance, which is determined by the diameter and elasticity of blood smooth vessels. In hypertension, there is often an increase in vascular resistance due to structural changes in the blood vessels, including hypertrophy of the vascular muscle. (Carretero and Oparil, 2000).

2. Renin-Angiotensin-Aldosterone System (RAAS):

This hormonal system plays a crucial role in blood pressure regulation. Activation of this, leads to increased production of angiotensin II, a potent vasoconstrictor, and aldosterone, which promotes sodium and water retention. Both effects increase blood volume and vascular resistance, raising blood pressure. (Dzau, 1990).

3. Sympathetic Nervous System Activation:

Increased sympathetic nervous system activity can lead to elevated heart rate and vascular tone, contributing to higher blood pressure levels. (Esler et al., 2006).

4. Endothelial Dysfunction:

The endothelium, which lines blood vessels, plays a critical role in regulating vascular tone. In hypertension, endothelial dysfunction can impair the production of vasodilators such as nitric oxide, further exacerbating elevated blood pressure (Schiffirin, 2001).

5. Inflammation and Oxidative Stress:

Chronic inflammation and oxidative stress are implicated in pathogenesis of hypertension. They can lead to vascular injury and promote development of atherosclerosis, which contributes to increased vascular resistance. (Montezano & Touyz, 2012).

Understanding the pathophysiology of hypertension is crucial for developing effective treatment strategies, including the use of medications that target specific pathways involved in blood pressure regulation.

CAUSES & RISK FACTORS

Hypertension is a multifactorial condition with a variety of causes and risk factors. The precise cause of primary hypertension is often unknown, but several factors are believed to contribute to its development:

1. Genetic Factors:

Family history plays a significant role in an individual's risk for developing hypertension. Genetic predispositions can affect blood pressure regulation mechanisms, contributing to the condition. (Lifton et al., 2001).

2. Obesity:

Excess body weight is a major risk factor for hypertension. Adipose tissue produces various substances that can lead to increased blood pressure, including hormones and inflammatory markers. (Hall et al., 2015).

3. Physical Inactivity:

Sedentary lifestyles are associated with higher blood pressure levels. Regular physical activity helps maintain healthy blood pressure and body weight (Diaz and Shimbo, 2013).

4. Dietary Factors:

Diets high in sodium and low in potassium, magnesium, and calcium can elevate blood pressure. The consumption of processed foods, which often contain high levels of salt, is particularly concerning. (Appel et al., 1997).

5. Age:

The risk of developing hypertension increases with age. Blood vessels tend to become stiffer and less elastic over time, contributing to higher blood pressure. (Franklin et al., 1997).

6. Stress:

Chronic stress can lead to temporary spikes in blood pressure and may also contribute to unhealthy lifestyle choices, such as poor diet and lack of exercise. (Spruill, 2010).

7. Alcohol and Tobacco Use:

Excessive alcohol consumption and smoking are both associated with increased blood pressure. Alcohol can affect the ability of blood vessels to relax, while tobacco can damage the lining of blood vessels. (Klatsky, 1996; Benowitz, 2003).

8. Chronic Conditions:

Certain medical conditions, such as diabetes, chronic kidney disease, and sleep apnea, are linked to an increased risk of hypertension. (Somers et al., 2008)

9. Hormonal Disorders:

Conditions that affect hormone levels, such as hyperthyroidism or Cushing's syndrome, can lead to secondary hypertension. (Fardella et al., 2000)

Understanding these risk factors is crucial for developing prevention strategies and managing hypertension effectively. By addressing modifiable risk factors such as diet and exercise, individuals can reduce their likelihood of developing high blood pressure.

COMPLICATIONS

Hypertension can lead to various serious health complications if not effectively managed (Chobanian et al., 2003). The complications can be classified into acute and chronic conditions, each with significant implications for overall health:

1. Cardiovascular Complications:

Heart Disease: Hypertension is major risk factor for coronary artery disease, which can lead to heart attacks. The increased pressure can cause damage to the heart muscle, leading to conditions such as left ventricular hypertrophy. (Whelton et al., 2018).

Heart Failure: Over time, heart may become weakened due to the excessive workload caused by high blood pressure, potentially resulting in heart failure. (Frohlich, 2002).



Stroke: High blood pressure can lead to the rupture of blood vessels in the brain or cause blood clots that block blood flow, resulting in ischemic or hemorrhagic strokes. (Wolf et al., 1991).

2. Kidney Damage:

Chronic Kidney Disease (CKD): Hypertension can damage the blood vessels in the kidneys, impairing their ability to filter waste effectively and leading to this condition. Advanced cases may require dialysis or kidney transplantation. (Bakris et al., 2000).

3. Vision Problems:

Hypertensive Retinopathy: Damage to the blood vessels in the retina can result in vision impairment and even blindness. Symptoms may include blurred vision or seeing spots. (Wong and Mitchell, 2004).

4. Aneurysms:

High blood pressure can weaken blood vessel walls, leading to formation of aneurysms. If an aneurysm ruptures, it can cause life-threatening internal bleeding. (Thompson, 2003).

5. Metabolic Syndrome:

Hypertension is a component of metabolic syndrome, which includes obesity, dyslipidemia, and insulin resistance. This syndrome increases the risk of cardiovascular disease and type 2 diabetes (Grundy et al., 2005).

6. Cognitive Impairment:

There is growing evidence that hypertension may contribute to cognitive decline and increase the risk of dementia, particularly vascular dementia. (Skoog et al., 1996).

Addressing hypertension through lifestyle modifications and pharmacotherapy is essential to prevent these complications and improve overall health outcomes. Regular monitoring of blood pressure and adherence to treatment plans can significantly mitigate the risks associated with this chronic condition.

ALLOPATHIC REMEDIES:

Allopathic remedies for hypertension encompass a range of pharmacological agents classified into several categories based on their mechanisms of action. (Whelton et al., 2018):

1. Diuretics:

Thiazide diuretics (e.g., Hydrochlorothiazide, Chlorthalidone) are commonly prescribed to help the kidneys remove excess sodium and water, reducing blood volume.

2. ACE Inhibitors:

like Enalapril, Lisinopril, and Ramipril inhibit the action of angiotensin-converting enzyme, decreasing the production of angiotensin II and promoting vasodilation.

3. Angiotensin II Receptor Blockers (ARBs):



Drugs such as Losartan and Valsartan block the action of angiotensin II at its receptor, leading to reduced blood pressure.

4. Calcium Channel Blockers:

Medications like Amlodipine and Diltiazem inhibit calcium entry into vascular smooth muscle cells, promoting relaxation and vasodilation.

5. Beta-Blockers:

Drugs such as Metoprolol and Atenolol reduce heart rate and myocardial contractility, decreasing cardiac output and blood pressure.

6. Alpha-Blockers:

Medications like Doxazosin and Prazosin block alpha-adrenergic receptors, leading to vasodilation.

These pharmacological options provide a robust toolkit for clinicians in managing hypertension, often used in combination to achieve optimal blood pressure control.

PLANTS USED FOR MANAGEMENT

Garlic (*Allium sativum*) has garnered attention for its potential health benefits, particularly in managing hypertension. The active compounds in garlic, especially allicin, are believed to contribute to its antihypertensive effects. Allicin is released when garlic is crushed or chopped and has been shown to have several beneficial properties:

1. Vasodilatory Effects:

Allicin promotes the relaxation of blood vessels, which can help lower blood pressure. This effect may be mediated through the increased production of nitric oxide, a molecule that facilitates vasodilation. (Banerjee and Maulik, 2002).

2. Antioxidant Properties:

Garlic is rich in antioxidants, which help combat oxidative stress. This property is particularly relevant as oxidative stress is implicated in the pathogenesis of hypertension. (Ried, 2020).

3. Anti-Inflammatory Effects:

Garlic may reduce inflammation in the vascular system, contributing to improved endothelial function and lower blood pressure. (Asdaq and Inamdar, 2010)

4. Cholesterol-Lowering Effects:

Garlic has been shown to lower total cholesterol and LDL cholesterol levels, which can contribute to cardiovascular health and potentially reduce the risk of hypertension-related complications. (Ried et al., 2013).

5. Regulation of Blood Sugar Levels:

Some studies suggest that garlic may help regulate blood sugar levels, which is relevant given the association between diabetes and hypertension (Ashraf et al., 2005).

Table 1.1 Changes in Blood Pressure (Ried et al., 2008)

	Systolic Blood Pressure	Diastolic Blood Pressure
Before Garlic Consumption	140mmHg	90mmHg
After Garlic Consumption	120-125mmHg	74-76mmHg

Garlic can be consumed in various forms, including raw, cooked, or as supplements such as garlic extract and aged garlic. While studies have demonstrated garlic's effectiveness in lowering blood pressure, individual responses may vary, and it should be considered as part of a broader management strategy that includes dietary and lifestyle modifications.

CONCLUSION

Garlic presents a promising complementary approach for managing hypertension, thanks to its rich array of bioactive compounds, particularly allicin. As a widely available and cost-effective natural remedy, garlic offers potential benefits for blood pressure control and cardiovascular health. However, while garlic can be a valuable addition to dietary management, it should not replace standard antihypertensive treatments prescribed by healthcare providers.

Integrating garlic into a comprehensive lifestyle modification plan including a balanced diet, regular physical activity, and stress management and enhance overall outcomes for individuals with hypertension. Ongoing research is essential to further elucidate the mechanisms by which garlic exerts its effects and to establish standardized dosages for optimal therapeutic benefit. In conclusion, garlic's role in hypertension management highlights the importance of exploring natural remedies alongside conventional therapies to improve patient care and health outcomes.

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BRIDGING THE GAP BETWEEN AWARENESS AND ACTION: A STUDY ON FINANCIAL LITERACY AND BEHAVIORAL PATTERNS AMONG INDIAN MILLENNIALS AND GENERATION Z

Mr. Mahesh G. Kandalkar, Vinayak R. Gandal

¹Research Scholar, Assistant Professor, Department of Banking and Insurance, The SIA College of Higher Education, Dombivli East

²Research Guide, Assistant Professor, Department of Commerce and Research Center

KMC College, Khopoli

gandalvinayak@gmail.com

ABSTRACT

One essential life skill that enables people to make wise and sensible financial decisions is financial literacy. Budgeting, saving, investing, managing debt, comprehending financial services, and assessing financial risks and opportunities are just a few of the many skills it covers. Even though India's Millennials and Generation Z are becoming more conscious of financial ideas, many studies show that there is still a disconnect between their awareness and their real financial conduct. Investment decisions are impacted by behavioral biases, parental and social influences, and digital access, which frequently impedes sound financial habits.

This review examines the essential elements of financial literacy and evaluates the body of research on urban youth in India, particularly Millennials and Gen Z. A sizable section of Gen Z lacks the behavioral characteristics, attitudes, and applied knowledge required for wise financial decision-making, even in spite of their growing digital fluency and access to fintech technologies. Furthermore, recent research indicates that there is no evaluation of the effects of post-intervention and that financial education initiatives, such as those of SEBI and the RBI, have not yet shown long-term behavioral change.

A number of research gaps still need to be filled, including a lack of understanding of Gen Z populations in rural and low-income areas, a lack of analysis of teaching strategies (such as gamification and simulation), and a lack of attention to mental biases, emotional intelligence, fintech usage patterns, and psychological profiling. Furthermore, it is difficult to compare studies because there is no uniform framework for assessing financial literacy that is tailored to India. Regarding individual financial decision-making, macro-financial literacy knowing GDP, inflation, and the national budget is still a neglected field.

In order to bridge these gaps, future research should use a more comprehensive, behavior-focused, and demographically inclusive approach. To effectively analyze and improve financial literacy across



various groups of India's youth, long-term studies, post-intervention evaluations, and the creation of a consistent framework should be prioritized.

KEYWORDS

Financial literacy, Millennials and Generation Z, Financial behavior

INTRODUCTION

Financial literacy is the ability to make wise financial decisions by having the information and abilities necessary to do so. It covers a wide range of personal finance-related subjects, such as managing debt, budgeting, saving, investing, comprehending financial products and services, and assessing financial risks and possibilities. A person who is financially literate has the knowledge of financial concepts and principles needed to successfully negotiate the complicated world of money. They can successfully assess and analyze financial data and understand financial documents including bank statements, tax returns, and loan agreements.

Components of Financial Literacy:

- 1) Budgeting and Money Management:** Knowing how to build and stick to a budget, monitor spending, and make prudent spending decisions based on income and financial objectives
- 2) Saving and Investing:** Understanding the value of saving money and the various investment alternatives, including stocks, bonds, mutual funds, and real estate, are two aspects of investing. Making wise investing decisions and weighing risk against benefit
- 3) Debt Management:** Understanding the various forms of debt, interest rates, and repayment plans is known as debt management. Having the ability to weigh the advantages and disadvantages of borrowing and handling debt well in order to stay out of trouble financially.
- 4) Financial Services and Institutions:** Recognizing the function of credit unions, banks, and other financial organizations. Being knowledgeable about the various financial services that are accessible, including credit cards, insurance, and loans, as well as how to select the appropriate accounts, such as checking and savings accounts.
- 5) Goals setting and Financial Planning:** Creating a plan to reach both short- and long-term financial objectives. This covers emergency savings, college financing, and retirement planning.
- 6) Consumer Awareness:** Consumer awareness is the ability to be a wise consumer by being aware of your rights, borrowing responsibly, and staying away from exploitative financial practices and frauds.
- 7) Comprehending Financial Concepts:** Comprehending basic financial concepts include risk management, diversification, inflation, and compound interest. This makes it possible for people to effectively assess financial opportunities and make well-informed decisions.

LITERATURE REVIEW



1) Kode, Lalit and Agadi, Srajan and Pawar, Tushar (October 20, 2015) identified a concerning gap in financial literacy and market participation among Indian youth, supported by data indicating the limited number of trading accounts relative to the country's vast population. While acknowledging the efforts of regulatory bodies like the RBI and institutions such as SEBI and AMFI through initiatives like Financial Literacy Centres and Investor Awareness Programs, the study notes that the key challenge lies in converting awareness into actual financial participation. Although these programs are frequent and well-attended, their effectiveness in driving action remains questionable. The findings suggest a pressing need for more impactful strategies to enhance financial literacy and encourage active financial planning and investment behaviour

2) Dr. Shaili Gala (2022) found a significant gap in financial literacy among Indian youth, especially in understanding basic banking procedures essential for personal finance management. A study of 205 respondents was conducted in MMRDA region which identified This shortfall is largely attributed to the lack of financial education in the mainstream curriculum. While the youth display a positive financial attitude and theoretical awareness, their practical understanding remains limited. Misconceptions, such as viewing insurance as unnecessary, further underscore the need for deeper awareness and confidence-building around investments. Although initiatives like the RBI's "Project Financial Literacy" aim to address these gaps, broader and more inclusive efforts are essential to ensure financial literacy reaches all sections of society effectively.

3) Amit Kumar Nag, Janil Shah (2022) analyzed how financial literacy influences stock market investment intentions among India's Generation Z, using five key factors: social factors, attitudes toward investment, financial literacy, perceived behavioral control (PBC), and subjective norms. A sample of 401 respondents was taken for the study. The study was conducted in Madhya Pradesh, Chhattisgarh, West Bengal, Gujarat, and Maharashtra states. It found that while financial literacy and PBC strongly impact investment intentions, social influences and attitudes also play vital mediating roles. However, Gen Zers, known for their independent thinking, don't rely solely on peers or family but value expert advice. The study recommends enhancing financial literacy through peer sharing, parental guidance, educational reforms, and expert-led social media initiatives to strengthen investment intentions in this demographic.

4) Ms. Tanisha Dharmendra Pandya (2023) analyzes financial literacy among Millennials and Generation Z, focusing on important determinants such as financial attitude, behavior, awareness, aptitude, and knowledge. Researcher used a mixed-methods approach involving surveys and correlation analysis for a sample of 50 respondents, the research finds a generally positive relationship



between these factors and financial literacy. Notably, financial attitude and knowledge show strong correlations, while ANOVA results suggest no significant differences among financial awareness variables. The study identifies the need for customized financial education to address varying literacy levels within these cohorts and acknowledges the moderating roles of investors and environmental factors in shaping financial decision-making. Overall, it provides actionable insights for educators, policymakers, and institutions aiming to enhance financial resilience in younger generations.

5) Ridhota Madini, M. Irfani Hendri, Helma Malini, Giriati, Ikram Yakin (2023) studied a sample of 232 respondents to find out the effect of financial literacy and love of money on the financial management behavior of Generation Z in the urban area of Indonesia. It identified that Generation Z must increase financial literacy, along with a love of money and a simple, disciplined, and frugal lifestyle, which leads to organized financial management behavior. Research also emphasized on socialization, education, and training for the general public, particularly Generation Z, to enhance financial literacy and confidence in their ability and skills in managing finances.

6) Dr. Mayur Rao, Fenali Pandya, Amit Pandey (2023) found that a certain level of income and real-life financial responsibilities contribute significantly to higher financial literacy, especially among students managing personal expenses like bills and insurance. It also identifies key behavioral biases such as overconfidence, availability, familiarity bias, illusion of control, and the bandwagon effect as influential in Generation Z's stock market investment decisions. By using a conceptual framework for quantitative analysis, the research aims to deepen understanding of how financial literacy and behavioral factors shape Gen Z's investment behavior, ultimately helping them make more informed and rational financial decisions.

7) Brilianti Latifa Paramita, V. Santi Paramita (2024) found that millennials and Generation Z in Bandung, Jakarta, and Surabaya exhibit high levels of financial literacy, lifestyle orientation, financial planning, and consumptive behaviour. A sample of 95 respondents were taken for this study. They identified that though financial literacy is strong in basic money management, there is a lack of knowledge about investment tools like the capital market. They have analyzed how social influences heavily shape lifestyle choices, often leading to impulsive spending. Their study reveals that financial planning is generally good, particularly in long-term investments, but weak in credit management. Importantly, the study finds that higher financial literacy and better financial planning reduce consumptive behavior, while a more trend-driven lifestyle increases it, highlighting the need for targeted financial education and awareness programs.

8) Bhoomi Thakkar, Dr. Hetal Jani (2024) investigated the financial literacy of Generation Z, a tech-savvy demographic born between 1997 and 2012, who are increasingly becoming key participants in the



financial landscape. They further found that despite their digital fluency and easy access to financial tools and information, many Gen Z individuals still lack the knowledge, behaviour, and attitude necessary for sound financial decision-making. The literature reviewed indicates that while exposure to technology offers opportunities to enhance financial understanding, it does not guarantee effective financial behaviors or investment decisions. Factors like education, income, parental influence, and self-efficacy significantly impact financial literacy. The study calls for integrating financial education into school curricula and collaborative efforts by governments and financial institutions to improve financial literacy, thereby fostering individual well-being and overall economic stability.

9) Priyam Sharma, Tamanna Gautam, Ananthapalli Sai Surya Prakash, Kontheti Vedagiri, Dr. Ajit Kumar (2024) studied the financial behavior of young Indian investors by selecting a sample of 100 respondents, which highlighted the critical role of financial news consumption. It found that frequent engagement with financial news is strongly linked to investment choices, especially in the stock market. The source of financial information also significantly influences the types of investments made, underscoring the importance of credible financial media. Although financial interventions show only a weak correlation with advanced financial literacy and market participation, the study emphasizes the broader importance of financial literacy in shaping sound economic decisions. These findings are crucial for informing policies aimed at enhancing financial wellbeing and economic stability among the youth.

10) VenkataVaraPrasad Janjanam, Subbalakshmi Akella Vyaghri Venkata Satya (2025) studied financial literacy & behavior of generation Z College students in Amravati, Andhra Pradesh. A Sample of 575 respondents was taken for the study. It found that financial knowledge has a direct and indirect positive and significant effect on financial behavior. A higher family socioeconomic status positively impacts children's long-term financial behavior by enhancing their self-efficacy and improving their financial attitude. Research recommended that Children should be educated about banking services, financial and non-financial products and services, micro- and macroeconomic factors influencing the economy, a country's GDP, budget, per capita income, emergency funds, fundamental and technical analysis, the roles of regulatory and monitoring boards, and judicial laws on consumer protection and consumer rights, among other topics.

RESEARCH METHODOLOGY

Qualitative approach was employed for this study. The data was obtained through a review of literature. Data were sourced from national and international journals and websites.

RESULT AND DISCUSSION:



- 1) Several studies (Kode et al., Gala, and Sharma et al.) recognize a clear disconnect between financial awareness and actual financial behavior or participation. Millennials and Generation Z have financial awareness but in certain cases their financial behaviour and participation is not influenced by their financial awareness.
- 2) Different Indian regions (MMRDA, Andhra Pradesh, Madhya Pradesh, etc.) have been covered under several studies including age groups such as Millennials and Gen Urban Youth and college students from small (50) to large (575) samples were included in the study.
- 3) Impact of social, parental, and media influences on investment behavior of Millennials and Generation Z is highlighted by different studies (Nag & Shah, Madini et al., and Paramita et al.)
- 4) Studies such as (Rao et al.) explored the behavioral biases among Millennials and Generation Z like overconfidence and the bandwagon effect. It found that investment decisions of Millennials and Generation Z are influenced by the behavioral biases. Other studies (Pandya) found that attitude, aptitude and perceived behavioral control is positively related with financial literacy of investors.
- 5) Studies like (Thakkar & Jani et al.) found that despite digital fluency and easy access to financial tools and information, many Gen Z individuals still lack the knowledge, behaviour, and attitude necessary for sound financial decision-making.
- 6) SEBI, RBI has taken initiatives to create financial awareness among investors by organizing several investment awareness programs.

RESEARCH GAPS & SCOPE FOR FUTURE RESEARCH

- 1) The present study has not evaluated the role of financial education or awareness in leading sustained behavioral change among investors in the long term and no studies assessed post-intervention impact.
- 2) The study recommends inclusion of financial education in curriculum but the comparative analysis of different teaching methods (e.g., gamification, peer learning, expert-led workshops, simulation tools) in achieving financial awareness is not done.
- 3) The present study has covered financial literacy of urban, educated and tech savvy youth whereas limited research has been done on financial literacy level of rural or low-income Generation Z populations. In-depth comparison of urban and rural generation z populations is missing.
- 4) Digital fluency is considered (Thakkar & Jani) but detailed exploration of fintech app usage (UPI, mutual fund apps, robo-advisors) and how literacy affects digital tool adoption and decision making is largely absent.



- 5) The study has not focused much on Emotional intelligence, cognitive biases beyond basic heuristics, and mental accounting Impact of psychological profiling on financial decisions is not taken into account.
- 6) Different studies use different definitions and metrics for financial literacy, making it hard to compare findings. There's a need for a standardized, India-specific financial literacy and behavior measurement framework.
- 7) Macroeconomic factors (GDP, budget) need to be taught which can help investors in taking investment decisions. There's little research done on how knowledge of the economy impacts personal finance decisions.
- 8) Study covers segmentation by age (Millennials, Gen Z). Sub-groups are not well covered like First-generation investors, Gender-based differences, Students vs. early-career professionals, financially dependent vs. independent Gen Z.

CONCLUSION

A vital life skill, financial literacy gives people the information and skills they need to make wise financial decisions. Several studies show that although Millennials and Generation Z show comprehension of financial ideas, there is a disconnect between their understanding and real financial conduct. This discrepancy implies that deeper interventions are necessary for behavioral change merely raising awareness is insufficient.

There is still a big gap in converting awareness into wise financial decisions, even with the numerous initiatives by organizations like SEBI and RBI and the rising digital fluency among young people. Investment decisions are nevertheless influenced by behavioral biases like overconfidence and the bandwagon effect, as well as emotional and cognitive variables, which frequently result in less than ideal outcomes.

The majority of current research ignores rural or low-income Gen Z communities in favor of urban, educated, and tech-savvy youngsters. Additionally, little research has been done on how financial literacy levels influence fintech adoption and how various education approaches affect long-term behavioral change. Furthermore, present research only partially integrates segment specific characteristics (e.g., gender, socio-economic background, or financial independence), psychological profiling, and macroeconomic knowledge.

Future studies must assess sustained behavioral outcomes rather than just awareness in light of these findings. A standardized framework for financial literacy that takes behavioral, psychological, and socioeconomic factors into account and is tailored to India is desperately needed. Designing successful financial literacy programs that produce significant, long-lasting changes in financial



behavior across various segments of Indian youth requires comparative studies on instructional methods (such as gamification, simulations, or expert-led workshops), in-depth rural-urban analyses, and evaluations of post-intervention impact.

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**BLOCK CHAIN TECHNOLOGY IN MODERN COMMERCE: ENHANCING SECURITY, TRANSPARENCY,
AND EFFICIENCY**

Dr. Manisha

Associate Professor, Department of Management

Ganga Institute of technology and Management, Kablana

manishagahlawat2105@gmail.com

ABSTRACT

In the evolving digital economy, the need for secure and transparent commercial transactions has become more pressing than ever. Blockchain technology, with its decentralized and immutable ledger system, offers a revolutionary solution to many of the challenges faced in modern commerce. By enabling tamper-proof recordkeeping, reducing reliance on intermediaries, and increasing audit ability, blockchain enhances both the security and transparency of business processes. This abstract explores the core mechanisms through which blockchain contributes to these improvements, including cryptographic validation, smart contracts, and distributed consensus. Additionally, the paper highlights real-world applications in areas such as supply chain management, digital identity, and financial services. While blockchain presents significant advantages, the abstract also acknowledges the current limitations related to scalability, energy consumption, and regulatory uncertainty. Overall, blockchain holds strong potential to redefine the infrastructure of commercial transactions.

KEYWORDS

Blockchain, Security, Transparency, Decentralization, Smart Contracts, Digital Ledger, Cryptography, Supply Chain, Commercial Transactions, Auditability, Trustless Systems

INTRODUCTION

Blockchain is a revolutionary digital system for recording and verifying transactions. It operates on the principle of **distributed ledger technology (DLT)**, which means that instead of storing data in a single, centralized database, it is **shared across a network of computers (called nodes)**.



1. Distributed Ledger Technology (DLT)

- A ledger is like a traditional book of records. In blockchain, it's a digital ledger shared across many systems.
- Every participant in the network has access to the same data, and any changes must be approved through a consensus mechanism.

2. Blocks

- Information is stored in "blocks" – chunks of data that contain a list of recent transactions.
- Each block includes:
 - A **timestamp** (to know when it was created),
 - A **list of transactions**,
 - A **cryptographic hash** (a unique digital fingerprint),
 - The **hash of the previous block**, linking them together.

3. Cryptographic Security

- Data in blockchain is protected using **advanced cryptography**.
- Hashing ensures that even a small change in the data will create a completely different hash, making tampering obvious.
- This makes the blockchain **secure and trustworthy**.

4. Decentralized Network

- Blockchain is **not controlled by a single person or institution**.
- Instead, it is **decentralized**, meaning it runs across multiple nodes.
- Each node maintains a copy of the blockchain and validates transactions through agreed-upon protocols.

5. Linking and Immutability

- Each new block is **linked to the previous one**, creating a chronological "chain."

- If someone tries to alter information in a block, they must also change all the following blocks across every node — a nearly impossible task.

- This makes the system **immutable** (unchangeable) and **tamper-proof**.

6. Verification and Consensus

- Before a new block is added, the network must agree that all transactions in it are valid.
- This agreement process is called **consensus** (e.g., Proof of Work, Proof of Stake).
- It ensures **trust without needing a central authority**.

7. Real-World Example

Imagine a supply chain system using blockchain:

- When a product moves from manufacturer to shipper to retailer, each step is recorded on the blockchain.
- Everyone involved can see where the product is, verify its authenticity, and confirm its condition — all without needing to trust one another.

LITERATURE REVIEW

Blockchain is widely recognized as a distributed ledger technology (DLT) that allows digital information to be recorded, stored, and transferred securely without the need for a central authority. It operates through a decentralized network of nodes that collectively maintain and validate a shared database, ensuring transparency and trust in digital transactions.

According to Nakamoto (2008), who introduced the first practical implementation of blockchain through Bitcoin, blockchain is "a peer-to-peer version of electronic cash that allows payments to be sent directly from one party to another without going through a financial institution." This innovation laid the foundation for blockchain's application beyond cryptocurrencies.

Crosby et al. (2016) describe blockchain as "a distributed database that maintains a continuously growing list of ordered records called blocks." These blocks are secured using cryptographic principles and are linked in chronological order, creating a chain that is tamper-resistant due to its decentralized nature and consensus protocols.

Each block in the blockchain contains:

- A **set of transactions**,
- A **timestamp**,
- A **cryptographic hash** of the previous block,
- A **nonce** used in consensus mechanisms like Proof of Work (PoW).

The defining features of blockchain include:

- **Immutability:** Once data is entered into a block and added to the chain, it cannot be altered without altering all subsequent blocks, which is computationally infeasible.
- **Decentralization:** As noted by Tapscott and Tapscott (2016), the lack of a central authority enhances system resilience and trust.
- **Transparency:** Public blockchains allow all network participants to view transactions, fostering accountability.
- **Security:** Through consensus algorithms and cryptographic hashes, data integrity and authenticity are ensured.

Yli-Huomo et al. (2016) note that blockchain's value lies not only in its technical robustness but also in its potential to transform industries by eliminating intermediaries and automating trust through smart contracts.

In commercial applications, blockchain is increasingly used for supply chain tracking, digital identity verification, secure payments, and contract management. Each of these use cases relies on blockchain's core characteristics to enhance operational efficiency and trustworthiness.

1. Immutability

- **Definition:** Immutability means that once data is written to the blockchain, it cannot be modified or deleted.
- **How it works:** Each block contains a cryptographic hash of the previous block. This creates a secure chain: if someone tries to alter one block, it would change its hash, which would then break the link to the next block.
- **Security Impact:**
 - Prevents data tampering and fraudulent activities.
 - Ensures an audit trail — businesses can track every transaction from the origin with full trust.
 - Critical for sectors like finance, supply chains, and healthcare, where data integrity is crucial.

2. Decentralization

- **Definition:** Blockchain operates on a network of multiple computers (nodes) rather than a single centralized server.
- **How it works:** Every node holds a copy of the blockchain. Any update to the data requires majority consensus across the network.
- **Security Impact:**

- No single point of failure: If one node is compromised, the network remains operational.
- More resilient to cyber-attacks, as attackers would need to control over 50% of the network (which is extremely difficult in large blockchains).
- Reduces the risk of data breaches that commonly occur in centralized systems.

3. Cryptographic Security

- **Definition:** Cryptography is used to secure data and verify the identity of users and transactions.
- **How it works:** Blockchain uses hashing algorithms (e.g., SHA-256) and digital signatures to ensure:
 - Data cannot be altered unnoticed
 - Only authorized users can access or sign transactions
- **Security Impact:**
 - Protects sensitive commercial data from unauthorized access and forgery.
 - Ensures data confidentiality and authenticity.
 - Enhances user trust, especially in online transactions and digital contracts.

4. Smart Contracts

- **Definition:** Smart contracts are automated, self-executing contracts written as code and stored on the blockchain.
- **How it works:** These contracts are triggered automatically when predefined conditions are met — without the need for human intervention.
- **Security Impact:**
 - Eliminates human error and deliberate manipulation of agreements.
 - Prevents contract disputes and delays by ensuring automatic, transparent execution.
 - Reduces reliance on intermediaries (e.g., lawyers, brokers), lowering costs and increasing trust.
 - Common in insurance claims, supply chain payments, and financial services.

Enhancing Transparency in Commerce

1. Real-Time Visibility

- **Definition:** Real-time visibility means that every transaction recorded on a public blockchain is visible to all participants almost immediately after it occurs.
- **How it works:**
 - Blockchain transactions are visible to all nodes or users in the network.

- Public blockchains, like Bitcoin and Ethereum, allow anyone to view transaction details (e.g., sender, receiver, amount) in real time.
- Transactions are recorded in blocks and are permanently stored on the blockchain, making it easy for users to track and verify transactions as they happen.
- **Transparency Impact:**
 - Reduces information asymmetry: All participants have access to the same information, removing the need for intermediaries and ensuring equal access to data.
 - Particularly beneficial for supply chains, where it is crucial for all stakeholders to know where products are at each stage of production or delivery.
 - In finance and trading, it helps in ensuring that all transactions are traceable, allowing participants to monitor the flow of funds or assets in real time.

2. Auditability

- **Definition:** Auditability refers to the ability to verify and trace every action or transaction recorded on the blockchain. Every block is publicly recorded, and each transaction is cryptographically linked to the previous one.
- **How it works:**
 - Blockchain retains a complete and immutable history of all transactions.
 - Each participant in the blockchain network can review past transactions, trace the flow of assets, and verify the accuracy of data.
 - Audit trails are built into the system because every change or transaction is permanently recorded.
- **Transparency Impact:**
 - Improved regulatory compliance: Regulators can easily check that companies are adhering to the law by reviewing an unbroken chain of transaction records.
 - Faster and more efficient auditing: Businesses and auditors can review all the necessary transaction data without relying on time-consuming manual processes or third-party intermediaries.
 - Increased trust: Because the records are immutable and can be independently verified, blockchain provides greater assurance of data integrity and reduces the potential for fraudulent activities.

3. Trustless Interactions

- **Definition:** Trustless interactions mean that parties can engage in transactions without needing to trust each other or any intermediary. They trust the system, the blockchain, and the consensus mechanisms that validate transactions.
- **How it works:**
 - Blockchain enables peer-to-peer transactions, meaning individuals and businesses can transact directly with each other without a centralized authority like a bank, government, or clearinghouse.
 - Smart contracts, which are self-executing contracts with the terms written into code, automatically enforce the agreed-upon conditions once predefined criteria are met.
 - The consensus algorithms (e.g., Proof of Work or Proof of Stake) ensure that transactions are valid and agreed upon by the network, removing the need for manual verification by a trusted third party.
- **Transparency Impact:**
 - Eliminates intermediaries: Blockchain removes the need for third-party intermediaries such as banks, lawyers, or brokers, which often introduce delays, errors, and costs into transactions.
 - Trust in the system, not people: Since the blockchain is transparent, auditable, and operates through consensus, participants can trust the system's integrity, not necessarily each other.
 - Empowers businesses and individuals: Businesses and individuals can directly interact with each other on a level playing field, with full confidence that the terms of the interaction are automatically enforced, reducing the potential for fraud or disputes.

Applications in Commerce

1. Supply Chain Management

- **How Blockchain is Used:**
 - Blockchain improves traceability by recording every movement of a product from its origin (e.g., raw materials) to the end consumer.
 - Through a decentralized ledger, each participant in the supply chain (e.g., suppliers, manufacturers, distributors, retailers) can access a real-time and tamper-proof record of product data.
 - Blockchain uses QR codes, RFID tags, and IoT devices to track products and verify their movements in the supply chain.
- **Key Benefits:**

- Enhanced Product Traceability: Consumers and businesses can track the journey of a product, ensuring authenticity and quality control. For example, knowing the farm-to-table journey of food products or the raw material-to-finished goods process in manufacturing.
- Combating Counterfeiting: Blockchain provides a permanent and transparent record of a product's origin and path, making it difficult for counterfeit goods to enter the market.
- Ensuring Ethical Sourcing: Businesses can prove that the materials or products they sell come from ethical and sustainable sources. This is crucial in industries like fashion, food, and pharmaceuticals, where ethical sourcing is increasingly demanded by consumers.

2. Cross-Border Payments

- **How Blockchain is Used:**

- Blockchain enables faster, cheaper, and more secure cross-border transactions by removing the need for traditional banking intermediaries such as correspondent banks and clearinghouses.
- Blockchain allows for peer-to-peer (P2P) payments, where transactions are verified by a consensus of network participants (nodes) rather than by banks.
- Blockchain-based cryptocurrencies like Bitcoin, Ethereum, or specialized stablecoins (e.g., USDC, XRP) facilitate international transactions directly between individuals or businesses across borders.

- **Key Benefits:**

- Speed: Blockchain can settle transactions in a matter of minutes or seconds, compared to days for traditional cross-border payments that involve several intermediaries.
- Lower Costs: The elimination of intermediaries and manual processes drastically reduces transaction fees, which are often high in cross-border payments.
- Security and Transparency: Transactions are secured by cryptographic techniques, reducing the risk of fraud or unauthorized alterations. The public nature of the blockchain also allows parties to verify transactions directly.

3. Digital Identity Verification

- **How Blockchain is Used:**

- Blockchain can create secure and verifiable digital identities for individuals, businesses, and even products.



- Digital identity information (e.g., names, birth dates, addresses) is stored on the blockchain in an encrypted form, and can be accessed by the individual or authorized parties through cryptographic keys.
- Blockchain allows for the use of self-sovereign identity (SSI), where individuals own and control their identity without the need for a central authority like a government or institution.
- **Key Benefits:**
 - Enhanced Security: Blockchain uses cryptographic methods to ensure that digital identities are tamper-proof and cannot be stolen or forged.
 - Reduced Identity Fraud: With blockchain, the risk of identity theft is greatly reduced because identity data is not stored on centralized servers that hackers can target.
 - User Control: Individuals can control what identity information they share and with whom, ensuring privacy and minimizing unnecessary exposure of personal data.
 - Efficiency: For businesses, blockchain makes the process of verifying customer identities faster, more accurate, and less prone to errors.

4. Trade Finance

- **How Blockchain is Used:**
 - Blockchain automates trade finance processes, such as issuing letters of credit, bill of lading, and trade invoices. These documents are traditionally paper-based and prone to errors or fraud.
 - Smart contracts on blockchain can automate the execution of trade agreements once conditions are met, reducing delays and human intervention.
 - Blockchain provides real-time access to transaction history, enabling all parties in the trade process (importers, exporters, banks, insurers) to see updates instantly.
- **Key Benefits:**
 - Increased Transparency: Blockchain creates an immutable record of all trade documents and actions. This transparency enhances trust among buyers, sellers, and financial institutions.
 - Efficiency and Automation: The use of smart contracts speeds up the process of fulfilling contracts and reduces the need for intermediaries. Once conditions are met, payments or shipments can be executed automatically.



- Reduced Fraud: Since trade documents are stored on a decentralized and tamper-proof ledger, the risk of fraudulent activities (e.g., forged documents) is greatly reduced.
- **Lower Costs:** By automating processes and eliminating intermediaries, blockchain can significantly reduce administrative costs and operational delays in trade finance.

CHALLENGES AND LIMITATIONS

1. Scalability

- **What It Means:** Scalability refers to the ability of a blockchain network to process a large number of transactions per second (TPS) efficiently, especially as the network grows.
- **Why It's a Challenge:**
 - Transaction Speed and Throughput: Many blockchain platforms (e.g., Bitcoin, Ethereum) are still struggling with transaction throughput. For example, Bitcoin can only handle 7 transactions per second (TPS), while traditional payment networks like Visa process thousands of transactions per second.
 - As blockchain adoption grows, scalability issues become more pronounced. This is because, to maintain decentralization and security, all nodes in the network need to process and validate transactions, which takes time and resources.
- **Impact on Commerce:**
 - Slow Transaction Times: For industries like finance, where speed is crucial (e.g., trading, cross-border payments), scalability limitations can create delays and frustration.
 - Higher Costs: Blockchain networks under heavy traffic often require more computational power, increasing transaction fees (e.g., Ethereum gas fees during periods of high usage).
- **Solutions Under Development:**
 - Layer 2 Solutions (e.g., Lightning Network for Bitcoin, Plasma, Optimistic Rollups for Ethereum) aim to improve scalability by offloading transactions off the main blockchain while maintaining security.
 - New consensus mechanisms like Proof of Stake (PoS) or hybrid models are also being explored to increase throughput without compromising decentralization.

2. Energy Consumption

- **What It Means:** Certain blockchain consensus algorithms, notably Proof of Work (PoW), require extensive computational power, which results in high energy consumption.

- **Why It's a Challenge:**

- PoW requires miners to solve complex mathematical problems to validate transactions. This process requires massive computational resources, which directly leads to high energy consumption. For instance, Bitcoin's network consumes more energy annually than some entire countries.
- As blockchain adoption grows, the environmental impact of energy-intensive consensus mechanisms has raised concerns about the sustainability of certain blockchains.

- **Impact on Commerce:**

- Environmental Concerns: High energy consumption raises ecological concerns and could affect businesses that prioritize environmentally friendly operations.
- Costly Operations: The energy cost for mining and running a PoW blockchain can make transactions expensive, especially for industries that rely on cost-effective operations.

- **Solutions Under Development:**

- Proof of Stake (PoS): PoS is an alternative consensus mechanism that consumes far less energy. Rather than miners solving complex problems, PoS selects validators based on the number of coins they hold, thus drastically reducing energy consumption.
- Hybrid Consensus Models: Some blockchains are combining PoW with PoS or introducing new consensus mechanisms like Proof of Authority (PoA) or Delegated Proof of Stake (DPoS) to address the energy problem.

3. Regulatory Uncertainty

- **What It Means:** Regulatory uncertainty refers to the lack of clear, consistent rules and regulations surrounding the use of blockchain, especially in industries such as finance, healthcare, and supply chain.

- **Why It's a Challenge:**

- Inconsistent Regulations: Different countries and regions have vastly different approaches to blockchain and cryptocurrency regulations. Some countries are fully embracing the technology, while others impose strict restrictions or outright bans.
- Uncertainty Around Legal Status: In some jurisdictions, cryptocurrency regulations are still being debated, and blockchain applications may not have legal frameworks for things like smart contracts and digital assets.

- Compliance Risks: Businesses adopting blockchain technologies may face legal challenges if the technology is not fully compliant with existing local laws or international standards.
- **Impact on Commerce:**
 - Delayed Adoption: Regulatory uncertainty can hinder the adoption of blockchain solutions by businesses that operate in highly regulated industries such as banking, healthcare, and insurance.
 - Risk of Non-Compliance: Businesses could face penalties or legal actions if they fail to comply with evolving regulations.
- **Solutions Under Development:**
 - Global Standards: Efforts are being made by organizations like the International Organization for Standardization (ISO) to create common standards for blockchain technology.
 - Clearer Regulations: Countries like Switzerland, the EU, and the U.S. are working on establishing clear regulatory frameworks for blockchain and cryptocurrency.

4. Integration Issues

- **What It Means:** Integration issues refer to the challenges businesses face when trying to incorporate blockchain technology into their existing legacy systems.
- **Why It's a Challenge:**
 - Compatibility Problems: Legacy systems (e.g., databases, CRM software, ERP systems) are often not designed to interact with blockchain networks. Integrating blockchain requires modifications to existing software and infrastructure.
 - High Costs: The process of integrating blockchain with legacy systems can be complex and expensive, involving significant investments in technology, training, and development.
 - Adoption Resistance: Employees and businesses accustomed to existing systems may be resistant to adopting blockchain due to the learning curve and operational disruption it may cause.
- **Impact on Commerce:**
 - Implementation Delays: Integrating blockchain into existing systems can delay the adoption of blockchain-based solutions, limiting businesses' ability to realize the potential benefits.



- High Costs: Businesses, especially small to medium-sized enterprises (SMEs), may be unable to afford the significant costs associated with upgrading or replacing legacy systems.
- **Solutions Under Development:**
 - Hybrid Solutions: Some companies are building blockchain solutions that can work alongside legacy systems, providing interoperability between traditional infrastructure and blockchain networks.
 - Blockchain-as-a-Service (BaaS): Cloud providers like Microsoft, IBM, and Amazon Web Services (AWS) are offering BaaS platforms, allowing businesses to leverage blockchain without needing to overhaul their entire system.

CONCLUSION

Blockchain technology has the potential to transform commerce by embedding security and transparency into transactions. Its decentralized and immutable nature ensures data integrity, creating trust between parties and reducing fraud, especially in sectors like supply chains and finance. However, challenges such as scalability, energy consumption, regulatory uncertainty, and integration with legacy systems must be addressed. Solutions like **Layer 2** scalability, **Proof of Stake** for energy efficiency, and clearer regulations are emerging to overcome these hurdles. As these challenges are resolved, blockchain could become the backbone of future commerce, enabling a more secure, efficient, and transparent business environment.

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USE OF ONION IN DIET AND HEALTH BENEFITS OF IT

Mr. Onkar Subhash Avachat

Assistant Professor & Head Department Of Food Processing At Subhash Baburao Kul Arts, Commerce & Science College, Kedgaon, Tal- Daund, Dist- Pune.

Technical Advisor for Mahalaxmi Gramlife Association, Kashti, Ahilyanagar.

onkar.avachat@gmail.com

ABSTRACT

Onions are versatile vegetable with a range of culinary & various health benefits. They are commonly used as base for many dishes adding flavour & depth to soups, sauces & more. Beyond this onions offer significant health benefits due to their rich content of vitamins, minerals, antioxidants & other beneficial compounds.

KEYWORDS

Versatile, Flavour, Vitamins, Minerals, Antioxidants.

INTRODUCTION

The onion has a long and rich history, cultivated for at least 7,000 years and potentially one of the earliest domesticated crops. Originating in Central or West Asia, onions were used for food, medicine, and even in religious and funerary rituals across various ancient civilizations. Taking following things into consideration Food Processing industry has made advances by preparing various processed products from onion, which includes powder, barista, flakes, etc.

Various state & central government is taking initiative for setting up various start-ups by skilled persons from Food Processing sector.

USES OF ONION

The key uses are mentioned below

1. **Pickling:** Onions can be pickled offering a tangy & crunchy addition to meals.
2. **Salads & Garnishes:** Raw onion, particularly red ones add sharp, pungent flavor & a vibrant colour to salads & garnishes.
3. **Flavour enhancement:** Onions are staple ingredient in countless recipes providing a savory & aromatic base for various dishes.

HEALTH BENEFITS

1. **Heart health:** Use of onions on regular basis may lower blood pressure, reduce cholesterol levels & improve blood circulation potentially reducing the risk of heart disease.
2. **Digestive health:** Onions contain fiber & prebiotics which promote healthy digestion, prevent constipation & support balanced gut microbiome.

3. **Skin & Hair health:** Onions contain compounds which promote collagen production & may help for hair growth & dandruff prevention.
4. **Rich in nutrients:** Onions are packed with essential vitamins & minerals including vitamin C, vitamin B6, potassium & manganese.

PHOTOS



Dried onion flakes packed @ onion cluster limpangaon, shrigonda



Process for sundrying of sliced onion

CONCLUSION

After going through various books & articles it can be concluded that onions are flavour enhancement product, can be used in various dishes, also as salads, etc. Also they provide health benefits which are discussed above.

I can definitely say that there is vast scope for improvement in techniques of production for products & researchers can study for more benefits from onion to humans. There is need of skilled persons to carry forward the work where last generation have left.

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COMPARATIVE STUDY OF CARDIOVASCULAR PARAMETERS BETWEEN SMOKERS AND NON-SMOKERS IN COASTAL REGION

Mr. Shaunak Mangesh Pagi¹, Dr. Govind Kashinath Kadam²

¹College Director of Physical Education, GVM's Dr Dada Vaidya College of Education, Ponda, Goa.
403401,

Professor in Physical Education

²Vivekanand Art's, S. D. Commerce & Science College, Samarth Nagar, Aurangabad. 431001

pagishaunak@gmail.com

ABSTRACT

The study aimed to compare cardiovascular parameters (systolic blood pressure (SBP), diastolic blood pressure (DBP), and resting heart rate (RHR)) between smokers and non-smokers in Coastal region of Goa, highlighting the potential impact of smoking on heart health. A total of 40 participants were recruited, consisting of 20 smokers and 20 non-smokers. Cardiovascular measurements were taken in controlled conditions using standard Omron company instruments: SBP and DBP were measured with a sphygmomanometer, and RHR was recorded with a pulse Oximeter monitor. The data were statistically analysed in Jamovi software, using descriptive statistics and independent t-tests to determine significant differences between the two groups. The results revealed that smokers had significantly higher SBP and DBP compared to non-smokers. The average SBP in smokers was 141.2 mmHg, while non-smokers averaged 123.7 mmHg ($p < 0.05$). Similarly, DBP was elevated among smokers, averaging 89.7 mmHg, compared to 78.8 mmHg in non-smokers ($p < 0.05$). Resting heart rate was also observed higher in smokers, with an average of 82.3 beats per minute (bpm) compared to 73.5 bpm in non-smokers ($p < 0.05$). The findings of the study suggest that smoking contributes to elevated blood pressure and heart rate, which are risk factors for cardiovascular diseases. The study provides evidence that smokers are at a greater risk of developing hypertension and other cardiovascular complications compared to non-smokers. In conclusion, the findings highlight the critical need for public health initiatives and smoking cessation programs to lower the risks of cardiovascular disease associated with smoking. Promoting a smoke-free lifestyle is crucial for preventing chronic cardiovascular diseases and enhancing heart health.

KEYWORDS

Cardiovascular parameters, Systolic blood pressure (SBP), Diastolic blood pressure (DBP), Resting heart rate (RHR), Smokers, Non-Smokers, Coastal region

INTRODUCTION



Cardiovascular disease (CVD) presents a silent epidemic in the midst of the community life in the tropical skies of the coastal region of Goa, where traditions merge with modernity. Although the beaches signify healthiness, on a deeper examination of the everyday lives of its inhabitants, certain trends of ill-healths are evident. One of these trends is smoking, which is a formidable opponent that secretly adds to the problem of high blood pressure, high heart rates, and injured arteries.

The researcher communicated with local fishermen, labourers, and professionals. He noted that the practice of tobacco usage was still widespread to the extent that people mistook this cultural practice. In order to provide response to these questions the researcher dwelt into existing research. Smoking was already referred to by the **(World Health Organisation, 2019)** as one of the major risk factors of cardiovascular diseases as far as millions of deaths attributed to its impact were reported across the world. Pioneering work by **(Ambrose J & Barua, R, 2004)** demonstrated the actions of toxins in the cigarette smoke, which cause the endothelial lining of blood vessels to be damaged, arteries to be made stiffer, and to elicit a chronic inflammatory process that gradually puts the heart under stress.

To complicate the problem, we can mention the findings of a study by **(Barnoya & Glantz, 2005)** stating that even passive smoking may lead to vascular damage that is equal to active smoking. In the meantime, the damage by molecules that hide the way to the atherosclerosis was revealed by **(Messner & Bernhard, 2014)** it is oxidative stress, the formation of foam cells, and the inhibition of nitric oxide.

Nevertheless, there was some ray of hope in the Cochrane review by **(Anderson, et al., 2016)** who showed that structured exercise programs played an important role in reducing mortality and hospitalization owing to cardiovascular diseases among heart lesion patients. This study was a defence of the status of physical activity as a useful anti-movement of the damages done by smoking.

Based on these revelations, the researcher concluded that there existed a critical research gap given the magnitude of the amount of research that was done within the research context as far as the state of Goa is concerned since there was no amount of research that was done on the impacts of smoking on a specific community especially on cardiovascular parameters such as SBP, DBP and RHR. The possibility that smoking can show its harmful effect as regards to regional factors may cover diet, cultural adopted life style, genetic composition and even stressors which are peculiar to life along the coast.

Therefore, this paper wished to compare on cardiovascular indicators between 20 smokers and 20 non smokers of Goa as well as express a public health issue in the area that had not been given consideration in research in the area.



This was a tough task, both in the medical sector and the social field, despite the fact that the people had sufficient knowledge regarding the dangers attributed to smoking the situation was that there were a number of people who were practicing the habit back in Goa and they were not even aware that the habit was impacting their blood pressure and heart rate in quantifiable measure.

Trying to fill this gap, the researcher came up with a comparative study, which is community-based and is based on the science- based rigour. He proposed that the measuring and assessment of SBP, DBP and RHR in both smokers and non-smokers should be implemented in accordance to the normal clinical practice. Wishful, instead of blindly following what the bigger studies had unearthed, was to have the products come out a notch higher than enhancing the findings of the earlier studies and directly pertinent and applicable as it is based on the lives of Goan men.

METHODOLOGY

The sample includes 40 participants of which 20 were smokers, and 20 were non-smokers aged between 25-35 years). The snowball sampling technique was employed due to the fact that a specific and the well-balanced smokers/non-smokers who are within the selected age group could not be reached within the coastal areas. Community contacts and referral of the first patients were used to recruit and those recruited then referred other eligible patients. This form of non-probability sampling procedure was thought to be pertinent in regard to ascertaining access to the concealed populations as well as sufficient representation of groups.

The criteria of the participation utilized in the study were also very clear: the people should be ages of 25-35 years old. Those participating in the group of smokers had to be a group of people who had a minimum of five years of regular smoking, and though the non-smokers were also included, no one had ever smoked in his or her life. The participants were not involved in case there were known cardiovascular diseases, diabetes mellitus or lack of use of blood pressure tablets or any medication, which was likely to hinder cardiovascular measurements. The aim of minimisation of confounding variables and increase of internal validity of the study applied all these criteria.

The data were obtained in controlled and standardized manners of collecting. Before the actual data collection was carried out, an orientation process was done among all the chosen participants. The session also involved group briefing where purport, processes and expectation of the study were well articulated. There were also personal questions to be asked in order to guarantee informed participation. All the participants were asked to provide consent in line with ethics.

The cardiovascular measures SBP, DBP, and RHR were assessed with the help of the equipment manufactured by the Omron company, such as a standardized sphygmomanometer and pulse oxymeter monitor. These measuring tools were well adjusted prior to use to ensure the accurateness

of measurement. Then, participants were asked to sit and rest down in a silent room and rest ten minutes so that a temporary variation of the heart rate and blood pressure caused by physical activity or emotional stress could be avoided.

The purpose of presenting the operational definitions was to enhance transparency and uniformity and the operational definitions are as follows:

- **Systolic Blood Pressure (SBP):** The highest level of arterial pressure when the left ventricle of the heart contracts and it is the figure written on the top of a blood pressure measure. It speaks volume to the strength of the pumping of the blood into arteries by the heart.
- **Diastolic Blood Pressure (DBP)** The pressure in the arteries when the heart is in the relaxation period between beats which is the lower of the two numbers in a blood pressure measurement. It shows how well blood vessels resist blood flow.
- **Resting Heart Rate (RHR):** How many times the heart beats per minute during the time when the participant is fully rested and this may be regarded as one of the primary indicators of the cardiovascular efficiency and health status overall.

RESULTS

This analysis of the data was done through the independent samples t-test with the means of systolic blood pressure (SBP), diastolic blood pressure (DBP), and resting heart rate (RHR) of the smoker and non-smoker groups compared. The Jamovi software was used to conduct statistical analysis, and less than 0.05 p-value was regarded to be statistically significant.

Table 1: Group Descriptive Statistics

Group Descriptive						
	Group	N	Mean	Median	SD	SE
SBP	Smoker	20	141.2	140	4.95	1.106
	Non-Smoker	20	123.7	124.5	4.44	0.992
DBP	Smoker	20	89.7	90	2.8	0.625
	Non-Smoker	20	78.8	79.5	2.62	0.586
RHR	Smoker	20	82.3	81	3.97	0.889
	Non-Smoker	20	73.5	72.5	2.93	0.655

This table indicates the descriptive statistics of each of the groups. The mean SBP was higher in smokers (141.2 mmHg) than in non-smokers (123.7 mmHg), mean DBP was higher (89.7 mmHg vs. 78.8 mmHg), the mean RHR was higher (82.3 bpm vs. 73.5 bpm). The standard deviations and the standard errors are quite close meaning they had regular measures. These discrepancies correspond

with the t-test results and indicate that smoking leads to an increase in the level of cardiovascular markers of stress.

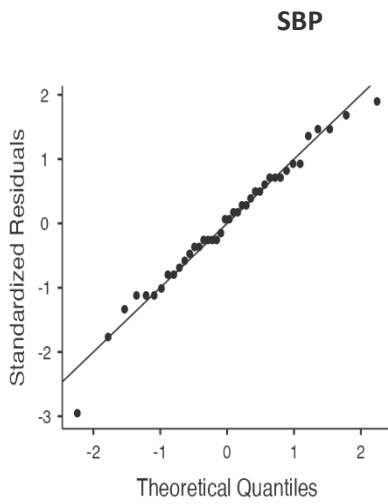


Figure 1

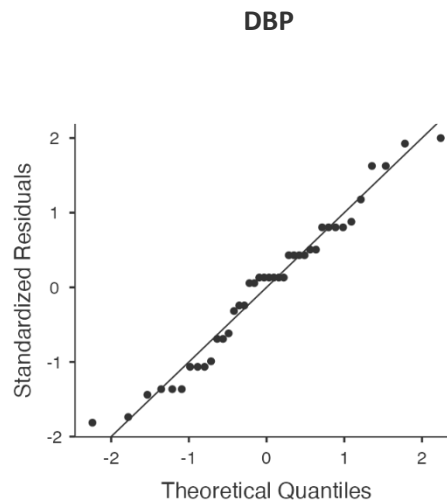


Figure 2

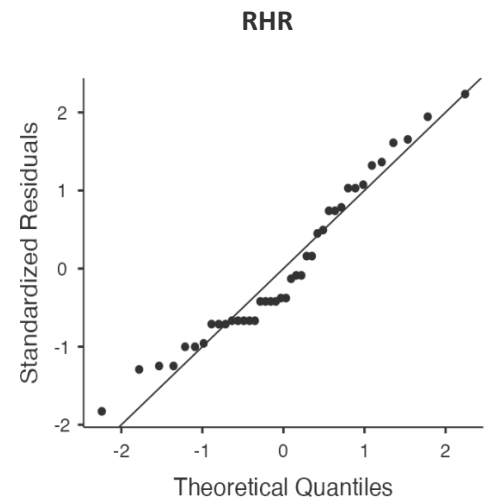


Figure 3

Table 2: Normality Test (Shapiro-Wilk Test)

Normality Test (Shapiro-Wilk)		
	W	p
SBP	0.979	0.651
DBP	0.967	0.287
RHR	0.948	0.067

This table determines the normally distribution of data about systolic blood pressure (SBP), diastolic blood pressure (DBP), and resting heart rate (RHR). P-values of SBP (0.651), DBP (0.287), and RHR (0.067) values are higher than 0.05, which shows that there are no significant deviations in the pupil data to distribute according to a normal distribution. Therefore, parametric tests such as the independent samples t-test may be used to analyse the data further.

Table 3: Homogeneity of Variances Test (Levene's Test)

Homogeneity of Variances Test (Levene's)				
	F	df	df2	p
SBP	0.7229	1	38	0.401
DBP	0.0145	1	38	0.905
RHR	1.9659	1	38	0.169

This table looks at the nature of the variances of the SBP, DBP and RHR between the smoker and non-smoker groups. The p-values of SBP (0.401), DBP (0.905) and RHR (0.169) are all greater than the 0.05 reflecting that the hypothesis of the homogeneity of variances is acceptable in all three variables. This justifies the application of the standard t-test (on the same assumption of variances).

Table 4: Independent Samples T-Test

Independent Samples T-Test				
		Statistic	df	p
SBP	Student's t	11.77	38	< .001
DBP	Student's t	12.6	38	< .001
RHR	Student's t	8.02	38	< .001

In this table, the values of the independent samples t- test which was used to compare mean differences of SBP, DBP and RHR between smokers and non-smokers were given. In the case of SBP ($t = 11.77, p < .001$), DBP ($t = 12.6, p < .001$) and RHR ($t = 8.02, p < .001$), the p-value is less than 0.001, in all three cardiovascular parameters, i.e., statistically significant differences exist between two groups. The SBP, DBP and RHR rates are much higher amongst smokers as compared to non-smokers.

DISCUSSION

It has been demonstrated in the current study that there was a highly significant difference among the cardiovascular parameters of systolic blood pressure (SBP), diastolic blood pressure (DBP), and the resting heart rate (RHR) among smokers and non-smokers. The mean values of CBP, DBP, and RHR were significantly higher among the smokers and were 141.2 mm Hg, 89.7 mm Hg and 82.3 bpm respectively when compared to the non-smokers whose values were 123.7 mm Hg, 78.8 mm Hg and 73.5 bpm respectively. All the differences were statistically significant at $p < 0.001$ and showed good correlation between smoking and high cardiovascular stress.

These results are not in contradiction with the past studies. According to (Primatesta, Paola, Poulter, & Neil R, 2002) and (Mahmud & Feely, 2003), smoking has the result of raising the blood pressure through vasoconstrictors and stimulation of the sympathetic nervous system as a result of the presence of nicotine. Equally, (Benowitz & Gourlay, 1997) established that habitual smokers have faster resting heart rates as a result of increased release of catecholamines, and low vagal tone.

The normality and homogeneity tests confirmed the validity of the statistical techniques, which stressed the validity of these results. Although it is possible that there may be associated physical activity in coastal lifestyles, the findings indicate that there are adverse effects on cardiovascular health of smoking which are cumulative of the protective effects of physical exertion.

CONCLUSION



This current research attempted to evaluate the difference in the observation of cardiovascular parameters systolic blood pressure (SBP), diastolic blood pressure (DBP), and resting heart rate (RHR) among smokers and non-smokers in the coast. The findings were made in a convincing manner, showing that all three parameters were hugely represented in smokers as compared with their counterparts among non-smokers. This shows that smoking is a huge detrimental factor in cardiovascular health regardless of what a person is able to maintain about the rest of their lifestyle i.e. those who are able to maintain a physically active lifestyle.

The statistical analysis proved the stability of the results ensuring that all the variables were distributed normally and had equal variances in groups. The magnitude of the differences in general confirms the prior researches that show how smoking relates to the heightened sympathetic nervous system, vascular resistance, and decreased cardiovascular economy.

This research paper builds upon the already existing body of knowledge on dangers of smoking. The high SBP, DBP, and RHR in smokers imply that the population is exposed to risks of developing hypertension, heart disease, and other involved conditions. This evidence suggests the necessity of promotion of awareness, early intervention-based strategies, and community-based programs that would discourage the use of tobacco products and that would enhance the cardiovascular health.

To sum up, smoking has an acute danger to the heart health, and the prevention of this is crucial. Inclusion of biochemical markers in future studies, as well as of larger and more diverse groups of populations, will give a greater understanding into the predisposing effect of smoking, regarding cardiovascular functioning over a prolonged period of time. Smoking cessation programs and other public health awareness programs need to be conducted to reduce chances of cardiovascular disease that are associated with smoking. The creation of a smoke-free life would be one of the best ways of preventing chronic cardiovascular diseases and improving the health of the heart.

RECOMMENDATIONS

1. Implement targeted smoking cessation programs in Goa.
2. Conduct further research on long-term cardiovascular effects of smoking.
3. Encourage routine cardiovascular screenings for smokers to detect early signs of hypertension.
4. Advocate for public health campaigns focusing on the cardiovascular risks associated with smoking.

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A SYSTEMATIC REVIEW OF BLOOD LIPID PROFILES AMONG SMOKERS

Mr. Shaunak Mangesh Pagi¹, Dr. Govind Kashinath Kadam²

¹College Director of Physical Education, GVM's Dr Dada Vaidya College of Education, Ponda, Goa.

403401,

Professor in Physical Education

²Vivekanand Art's, S. D. Commerce & Science College, Samarth Nagar, Aurangabad. 431001

pagishaunak@gmail.com

ABSTRACT

Smoking is injurious to health and can cause various diseases, The smoking habit is rising rapidly in the country. Health is affected not just by active smokers but also by passive smokers. The study's objective was an integrative systematic review of the studies on Blood lipid profiles among smokers. An integrative review based on various data sources that emphasise blood lipid profiles was chosen for the study. A total of 44 studies were analysed, and 6 were eligible for review. Results indicate that smokers are at higher risk of developing respiratory and cardiovascular health complications. The impairment was observed in both active smokers and passive smokers, smokers who exercise have significantly shown improvement in blood lipid profile and reduced health illnesses. Adding exercises to the schedule of smokers can help reduce health risks.

KEYWORDS

Blood Lipid Profile, Smokers, Exercise, Active Smokers, Passive Smokers

INTRODUCTION

Health comes first and it is not a piece of talk. We have to emulate it as we transform our busy lives to healthy ones. Cars and other motor vehicles require the time to time services and any machines require maintenance but it is noticed that people are negligent as far as maintenance of health is concerned. Our body also requires time-to-time care, services and check-ups. We should have our blood tests to know our medical condition.

Blood lipid profile is among those tests where the Total Cholesterol level, the level of HDL Cholesterol (Good cholesterol), LDL Cholesterol (bad cholesterol) and Triglyceride levels are checked.

Cholesterol test may be used to assess your risk of accumulation of fatty deposits (plaques) in your arteries that may cause narrowed or blocked arteries in your entire body (atherosclerosis). (MayoClinic, 2023)

A Blood Profile Test involves examination of four categories of fats in the blood:

Total cholesterol. This is what your blood levels of cholesterol total. (Lee & Siddiqui., 2023)



Low density lipoprotein (LDL) cholesterol. This is so called bad cholesterol. When there is excess of it in your blood, the fatty deposits (plaque) develop in your arteries (atherosclerosis) and this limits the flow of blood. These plaques may sometimes burst open resulting in a heart attack or stroke. (Lee & Siddiqui., 2023)

High-density lipoprotein (HDL) cholesterol. This one is known as the good cholesterol as it helps to transport away the LDL cholesterol thereby ensuring that there is a free flow of blood and that the arteries are not closed up. (Cleveland Clinic, 2024)

Triglycerides. The triglyceride is a fat substance in the blood. The amounts of calories that your body does not need are transformed into forms of metabolism known as triglycerides in the process of eating. These triglycerides are stored in fat cells. The issue of high level of triglyceride is related to an array of things like being over weight, over consuming sweets or alcohol, smoking, lack of activity or even diabetics with high sugar levels in the blood stream. (MayoClinic, 2023)

METHODOLOGY

To start with, there were keywords which were utilised in searching the studies and they included the following as Blood Lipid Profile and smokers. Research articles to be included in the research were chosen independently after screening them in terms of the relevance of the study. Related study was examined online in the web research database academia.edu and Google Scholar, i.e. in the form of a literature review. The literature in the review was written in English, there was also no translation of the studies and translation of the literature used in the review.

Titles of all the articles that the search has yielded were looked through. The second step was evaluation of the summaries. These processes were used to identify the papers that were read carefully. Only English publications were put into consideration and the rest of the publications written in other languages were not considered.

Google searches were employed by the researcher to find 44 relevant articles carefully to be used in the first step of my literature review. It should be noted that 16 of these articles were received through Google Scholar whereas 28 of these articles were received through academia pointing at the intellectualism of the material.

After that, each of the 44 publications was thoroughly analysed in their abstracts, which is a vital step of the curation procedure. By looking through thoroughly, we established that fifteen of them did not really count and they got eliminated.

Among such findings, the fact that the researcher obtained 29 publications with absolutely the same abstracts presented an interest in so far as it testified to such a nature of the literature.

The second step is carried when the researcher read full texts of 12 selected abstracts to have a better idea of the research and have a better idea due to in-depth evaluation. Lastly, 6 appropriate publications in the study were picked by the researcher.

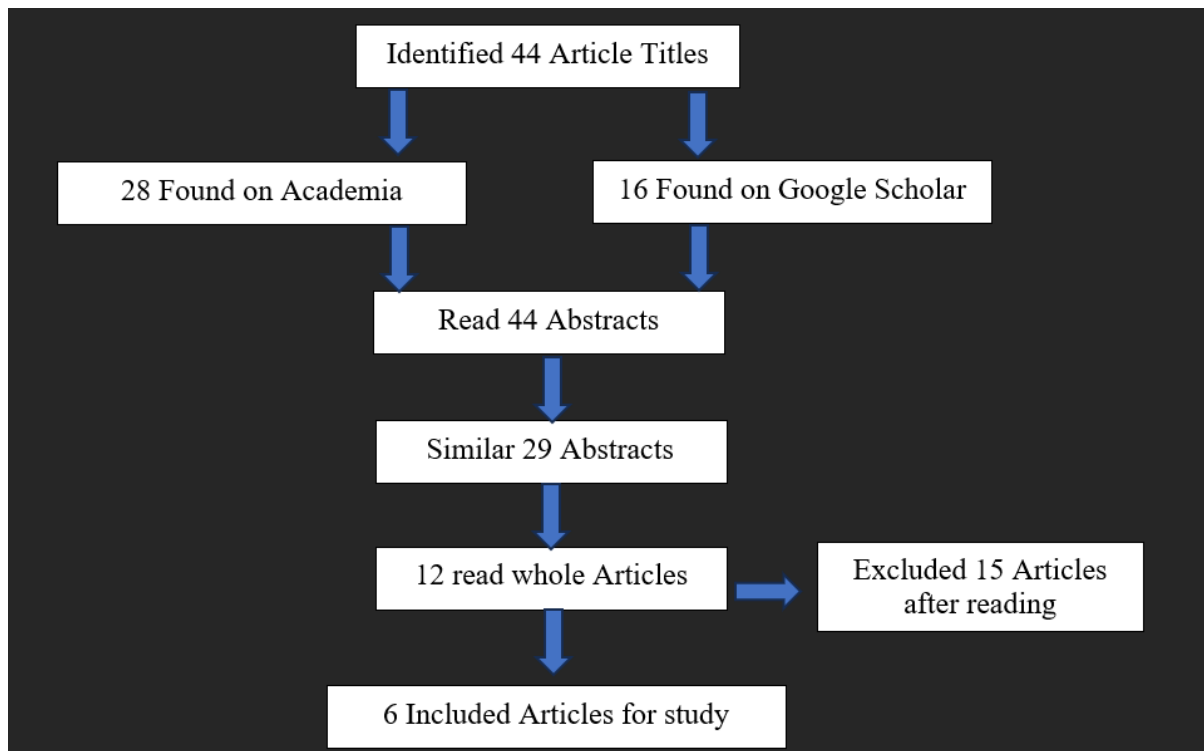


Figure 1: The flow chart diagram shows the selection and exclusion of the studies in order.

RESULTS

The selected reviews are stated in tabular format to understand better. In the columns section, author, title, objectives, place, sample and results are stated. The studies collected here are from all across the world.

Table 1: Summary of Selected Studies on Blood Lipid Profile among Smokers

Author	Title	Objective	Place	Sample	Results
Mohammed Abd Ahmed Rashan, et al. 2016	The Impact of Cigarette Smoking on Lipid Profile among Iraqi Smokers	To describe the effects of smoking on the lipid profile status among	Tikrit, Iraq	143 participan ts	The findings showed that the mean value of total cholesterol in the smokers' group (5.23 ± 1.41 mmol/l) was



		<p>Iraqi smokers as well as to identify the morbidity risk among smokers and non-smokers.</p>			<p>higher than in non-smokers group (4.55 ± 0.90 mmol/l). There was a significant higher level of total cholesterol, triglycerides, low density lipoprotein (LDL) and very low-density lipoprotein (VLDL) in the smokers group compared to non-smokers ($P < 0.001$). While the high-density lipoprotein (HDL) was lower in the smokers group compared to non-smokers group. In addition, total cholesterol and LDL were significantly associated with the number of cigarettes</p>
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					smoked per day (P<0.001)
Rahul Sahu, et al. 2022	A study of lipid profile in young smokers and non-smokers	The aim was to study the alterations in lipid profile in terms of severity of smoking.	Uttar Pradesh, India	98 non-smokers and 100 smokers	Out of 100 smokers in the present study the number of subjects in mild, moderate and high smokers' group were 33 (33%), 33 (33%), 34 (34%) respectively. Smokers had higher total cholesterol, plasma triglycerides, serum low density lipoprotein (LDL), serum very low-density lipoprotein (VLDL) and lower levels of serum high density lipoprotein (HDL) compared to non-smokers which was statistically significant.



<p>Naisargi Joshi, 2013</p>	<p>Comparative Study of Lipid Profile on Healthy Smoker and Non- Smokers</p>	<p>1, Study the effect of smoking on lipid profile of healthy smokers 2, To compare the lipid profile of both smokers and non- smokers 3, To study the effect of severity and duration of smoking on lipid profile.</p>	<p>Gujarat, India</p>	<p>50 healthy smokers and 50 non- smokers.</p>	<p>The total serum cholesterol, LDL, VLDL and Triglyceride values were higher in smokers as compared to non-smokers. These values increased with increase in number of Cigarette/bidis smoked. Serum levels of HDL are lower in smokers than the same in non-smokers. Serum HDL levels decrease with increase in number of Cigarette/bidis smoked. Association of HDL had inverse relationship with cigarettes/bidis smoked per day. Increase in duration of smoking adversely</p>
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					<p>affects lipid profile.</p> <p>Bidi smoking has more adverse effects HDL than cigarette smoking although statistically significant results were not obtained. It shows that serum anti-atherogenic HDL-C level is significantly low in chronic smokers irrespective of the number of cigarettes smoked. The serum level of total cholesterol, LDL-C and VLDL-C and TG are significantly increased with the severity of smoking. The results shows that smoking influences the lipid profile adversely hence causing</p>
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					dyslipidaemia in smokers. Smoking results in increase in oxidized LDL-cholesterol level which plays a key role in the development of atherosclerosis, and also raising the cardiovascular disease risk.
Sigit Prastyanto, 2014	Lipid profiles in smoking and non-smoking male adolescents	To compare the lipid profiles of tobacco-smoking and non-tobacco-smoking male adolescents.	Indonesia	50 male smokers and 50 male non-smokers	Mean differences between smokers and non-smokers were 44.5 (95%CI 28.7 to 60.1) mg/dL for triglyceride levels; 8.0 (95% CI 1.0 to 14.9) mg/dL for low density lipoprotein (LDL) cholesterol; 11.8 (1.1 to 22.4) mg/dL for total cholesterol and -5.7 mg/dL (95% CI -8.8



					<p>to -2.6) for high density lipoprotein (HDL) cholesterol. Mean differences (95% CI) between smokers who had engaged in smoking for >2 years and those who had smoked for 2 years were -18.1 (95% CI -33.9 to -2.3) mg/dL for total cholesterol; -49.4 (95% CI -67.2 to -31.5) mg/dL for triglycerides. Mean differences between those who smoked >5 cigarettes/day and 5 cigarettes per day were -18.4 (95% CI -32.8 to -4.1) mg/ dL for total cholesterol and -29.1 (95% CI -</p>
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					53.6 to -4.6) mg/dL for triglycerides.
Mushtaq Hussain Lashari, et Al, 2019	Effect of Smoking on the Lipid Profile of Inhabitant Smokers	To estimate the occurrence of smoking and its effects on the lipid profile in populations of Hasilpur, Pakistan.	Hasilpur, Pakistan	134 were smokers and 113 non-smokers.	The overall prevalence of smokers was 54.25%. The results showed 60.9% prevalence in males and 0% in females. The mean value of serum triglyceride in control, light smokers and heavy smokers was 147.4±11.7mg/dl, 190.8±41.4 and 205.3±29.7mg/dl, respectively. The results of cholesterol in control, light smokers and heavy smokers were 147.38±7.99mg/dl, 136.8 ±12. 8mg/dl and 173.44±8.63mg/dl,



					<p>respectively. There was a considerable distinction in the mean level of serum triglyceride and cholesterol between the control group, light smokers and heavy smoker groups ($P < 0.05$). The mean value of HDL of control, light smokers and heavy smokers was 30.93 ± 1.30 mg/dl, 31.10 ± 2.45 and 34.58 ± 1.55 mg/dl, respectively. The mean values of LDL and VLDL of control, light smokers and heavy smokers were 110.46 ± 3.63 mg/dl, 106.00 ± 4.52 mg/dl, 117.19 ± 3.48 mg/dl and</p>
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					33.54±3.11mg/dl, 49±9.02mg/dl, 41.06±5.34mg/dl, respectively. There was significant difference in the mean level of HDL, LDL and VLDL between the control group, light smokers and heavy smoker groups (P<0.05).
Oyedeji Samuel Oyewole, et al, 2013	Lipid Profile of Cigarette Smokers in an Ancient City	This study was carried out to assess the status of lipid fractions in smokers in a population in South West Nigeria.	Nigeria	25 males and 20 males who never smoked cigarette were selected as the control group	The concentrations of total cholesterol (TC), High density lipoprotein - cholesterol (HDL-C), triglyceride (TG), were determined using standard enzymatic colorimetric methods and low density lipoprotein - cholesterol (LDL-C)



					<p>was calculated using Friedewalds formula.</p> <p>The concentrations of all the lipid fractions were significantly higher ($p < 0.05$) in smokers than that of non-smokers except HDL-C which was otherwise. The various ratios of LDL/HDL, TC/HDL, and TG/HDL were all higher in the smokers than in the non-smokers. The percentage of LDL in total cholesterol was higher in smokers than non-smokers, but reverse was the case with HDL. There were significant and direct association between TG and LDL ($r = 0.902$,</p>
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					<p>p<0.01), TC(r=0.931, p<0.01) but inverse relationships were observed between TG and HDL (r=0.839, p<0.01). There was no significant difference between the BMI of the smokers and non-smokers. The results of this study show that smokers are at much greater risk of developing atherosclerotic plaques and different heart diseases than non-smokers.</p>
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DISCUSSION

The reviewed studies consistently indicate that smoking has a detrimental impact on blood lipid profiles, contributing to dyslipidemia and increased cardiovascular risk. Among Iraqi smokers, (Mohammed & rashan, 2016) found that total cholesterol and LDL levels were significantly elevated, suggesting these parameters are most sensitive to smoking intensity. These findings support the assertion that cigarette smoking is a major contributor to lipid abnormalities, particularly those associated with atherogenic risk.



Similarly, (Sahu, 2022) reported that smokers—regardless of age—exhibited elevated levels of total cholesterol, triglycerides, LDL, and VLDL, along with reduced HDL levels. Notably, the severity of lipid profile disruption was directly proportional to the degree of smoking, reinforcing the dose-response relationship between tobacco use and lipid imbalance. This pattern was echoed by Joshi (2013), who highlighted that even in healthy individuals, smoking tobacco correlates with elevated LDL and reduced HDL levels. Her study further suggested that identifying and addressing coexisting risk factors in smokers may enhance the effectiveness of preventive interventions, particularly among youth populations.

(Prastyanto, 2014) offered further evidence of this association in adolescent males. His findings showed that both duration (over two years) and frequency (more than five cigarettes per day) of smoking significantly worsened lipid parameters raising total cholesterol and triglycerides, while decreasing HDL. This is consistent with the results of Lashari et al. (2019), who observed that prolonged smoking and higher cigarette consumption led to progressive alterations in lipid profiles. These changes marked by increased total cholesterol, LDL, and triglycerides suggest a clear link between smoking behavior and elevated cardiovascular disease risk.

(Oyedemi & Oyewole, et al, 2013) added a physiological dimension to the discussion by emphasising nicotine's role in stimulating lipid synthesis and raising cholesterol levels. While lipids are essential for various biological functions, their accumulation in smokers can lead to metabolic disturbances and atherosclerosis. His findings further established a strong inverse relationship between HDL and triglycerides, with higher TG levels significantly associated with increased LDL and total cholesterol.

A key pattern across all studies is the inverse relationship between smoking intensity and HDL cholesterol levels, and a direct relationship between smoking and LDL, total cholesterol, and triglyceride levels. These lipid alterations are hallmarks of atherogenic dyslipidaemia, which contributes to plaque formation and vascular disease.

While most reviewed studies focused on smokers and non-smokers, a few also highlighted the potential mitigating effect of physical activity. Though not included in the main six, supportive literature such as (Taifour, 2015) and (Taheri, 2017) indicates that aerobic exercise can significantly improve lipid profiles in smokers. These studies demonstrated that regular physical activity increases HDL and reduces LDL and triglyceride levels, suggesting that integrating exercise into a smoker's lifestyle may counteract some of the lipid-related risks.

Despite some differences in population demographics and smoking behavior across studies, no major contradictions were observed. Instead, the results converge on a common conclusion that smoking adversely affects lipid metabolism, regardless of geographical location or age group.

CONCLUSION

This systematic review concludes that cigarette smoking is strongly associated with adverse alterations in blood lipid profiles, significantly increasing the risk of cardiovascular and respiratory complications. Both active and passive smokers exhibit lipid abnormalities, particularly elevated total cholesterol, LDL, VLDL, and triglycerides, along with reduced HDL levels hallmarks of atherogenic dyslipidaemia. These lipid disturbances contribute to the development of atherosclerosis and other chronic health conditions.

However, the evidence also suggests that regular physical activity can positively influence lipid metabolism in smokers. Smokers who engage in structured exercise programs show notable improvements in their lipid profiles and a reduction in overall health risks. Therefore, integrating physical activity into the lifestyle of smokers may serve as a practical and accessible intervention to mitigate the harmful effects of smoking on cardiovascular health. Public health initiatives that promote both smoking cessation and physical activity are essential for reducing the burden of smoking-related diseases.

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REVITALIZING KNOWLEDGE SYSTEMS THROUGH DIGITAL MEDIA TECHNOLOGIES TO PRESERVE

REGIONAL LANGUAGES

Mr. Yelwande A.T¹, Mr Fakir S.Z²

¹Research Scholar, MES's Arts, commerce, and Science College, Sonai, Ms.India

²Associate Professor, Geography MES's Arts Commerce and Science College, Sonai, Ms.

(Affiliated to Savitribai Phule Pune University, Pune)

shoukatfakir@gmail.com

ABSTRACT

The preservation of local languages is very important in the 21st century. Because language preservation is necessary in modernization. Since local languages are rich, regional imbalances can be removed through exchange of ideas. Language gives beauty to culture. Linguistics brings the abstract to life by illuminating it. Local languages are very valuable for preserving knowledge and are also facing various challenges. Digital media is emerging as an alternative to this. This paper explores the role of digital media in preserving local languages in the 21st century. This paper emphasizes the need for language preservation through a review of scholarly articles, case studies, research articles, journals, etc. It identifies the difficulties and obstacles faced in preserving the beauty of language and explains the role of digital media. This article examines digital media tools and various experiments and emphasizes its need and participation. The collaboration efforts of primitive societies, tribal communities, linguists and digital technology in Maharashtra also conclude. Ethical considerations including informed consent and the latest in intellectual property are very important in the preservation of local languages. In this way, the paper draws conclusions from the findings. And recommends effective preservation of indigenous languages. Suggests ethical guidelines. Emphasizes the role of the government in this. The research article concludes by addressing the needs, opportunities and challenges of preserving indigenous languages in the digital age of information.

KEYWORDS

Indigenous languages; preservation; digital media technology; 21st century

INTRODUCTION

Various primitive tribal communities are located all over the world. They have a rich store of cultural traditions, cultural knowledge, and cultural language styles. Approximately 7000 languages are spoken worldwide. Some of these are indigenous and some are on the verge of extinction. Tribal communities are trying to change their lifestyles and live a modern life. The indigenous language knowledge they have is being neglected. The transfer of knowledge in tribal communities is transferred from one generation to the next. In this, many primitive tribes are currently facing danger due to the lack of



transmission of indigenous languages. Due to this danger, the knowledge they have today will not be passed on. Digital media provides an important tool for preserving the structure and style of the language. In the digital age, use of digital media technologies offers a promising avenue for the revitalization and preservation of indigenous knowledge systems and languages. This convergence is significantly disrupting traditional policies and practices, and furthermore, digital media technologies are bringing about transformative changes in various industries and institutions, reshaping how individuals and organizations communicate and collaborate. These technologies are revolutionizing our societies by enabling the preservation and dissemination of indigenous knowledge through tangible objects created using innovative materials. Digital media technologies are a major era characterized by profound technological advances that are shaping global societies and industries, so it is imperative to recognize their impact (Oosthuizen, Ungerer, & Volschenk 2023). In this broader technological revolution, the preservation and revitalization of indigenous knowledge through digital media technologies emerges as a significant and important concern. Indigenous languages serve as important repositories of cultural heritage, embodying unique systems of communication, knowledge, and identity.

RELEVANCE OF TRIBAL LANGUAGES

To preserve languages, the government has taken the responsibility of preserving some languages by including them in the Eighth Schedule of the Constitution of India. In the state of Jharkhand, six local languages have been given the status of second state language. Preserving the knowledge of the tribal tribes is the need of the hour because it is a vivid symbol of social, cultural, historical importance. In this, it is necessary to preserve the cultural values of the tribal's, the knowledge of their ancestors, historical traditions, and available knowledge. Because it gives knowledge of the traditions of the society. Various things are inherent in this. At the global level, various organizations are working to preserve and revive the language by recognizing the importance of language style. Among them is the Declaration of the Rights of the Tribal's of the United Nations. UNESCO's press release on preserving and supporting the languages of the society. Nature has given various knowledge to the tribal community such as their art, Ayurvedic knowledge, use of medicinal plants in nature, spirituality, skills, culture, traditions, such knowledge of various methods is being transferred only orally to the next generation.

Preserving knowledge of the regional area is not only important for the community culture but also of great importance for the present era. (Tribal Department-2024). Preserving knowledge of the regional area and maintaining the identity of the tribal community is an important aspect. Since the tribal society in the regional area respects nature, they also have faith in nature. In modern times, local



languages are seen disappearing. Because the impact of science is seen on the society. The tribal community has been living in solitude in the vicinity of nature for many years. Natural ecosystem knowledge, sustainable agriculture, knowledge of various resources are important in the tribal community to face the environmental problems that arise in the future. The knowledge possessed by this community provides foresight in terms of biodiversity conservation, ecosystem balance. For example, the cultural traditional ecological knowledge of the local tribes provides insight into how to use sustainable agricultural practices and how to conserve endangered species. The tribal community has inherited the use of plants in nature as medicine and its specific methods. In today's era, medicinal plants are working as a useful remedy for various diseases due to the increase in their prevalence.

ROLE OF DIGITAL MEDIA TECHNOLOGY IN LANGUAGE CONSERVATION

Digital media is playing an important role in preserving regional languages. Digital media is playing an important role in preserving various languages, documenting records, storing information in digital form, and using technology to preserve all languages. Technology helps in storing, accessing, storing, video, audio, recording, language script knowledge, traditions, artwork, dance, songs, etc. in high-quality formats. Digital technology makes it possible to exchange and transfer information to another party. It is preserved for a long time and does not deteriorate. This reduces the risk of loss.

the information age, a lot of information is available. Digital media helps in preserving linguistic material and making its digitization easier. It is only through technology that the learner can get the information they need using digital systems. With the help of online platforms, it becomes easier to learn indigenous languages and helps in maintaining their identity. With the help of interactive software, one can acquire vocabulary and grammatically strong information while learning a language. With the help of digital media technology, it is easy to send information to a group at the same time. It is easy to exchange information at the same time. Digital media works to connect remote mountainous areas and urban areas.

Digital media connects different groups together. The use of social media makes it easy to access various language knowledge at the global level. It is necessary to use digital media to spread knowledge of tribal languages. Online language learning, language scripts, knowing oral, verbal language styles are stored. Language platforms effectively create emotions and encourage collective efforts. Collaborative apps and software in digital media technology help in preserving and revitalizing linguistic knowledge. Language knowledge increases the source of information. Not all information is available in all languages. It is necessary to have maximum language information to search for the latest knowledge. It is necessary to come out through the platform with the language spoken in the regional area and known to the tribals.



With the help of digital technology, it is possible to use multimedia materials to revive local languages. Which includes various apps, audiovisual materials. Visual materials enrich the language learning and preservation experience. Through digital platforms, tribal communities can document and share their traditional ecological knowledge, cultural practices and medicinal plant information. (Adam Switch - 1988) With the help of digital technology, there has been a huge revolution in indigenous language knowledge due to its accessibility, speed. Technology works to enable language styles, literature, traditional forms by removing geographical barriers for the global community. Tribal communities can preserve their traditions using technology. Awareness can increase more knowledge about linguistic diversity. It is necessary to identify the limitations and challenges while using digital technology by putting forward a language preservation strategy. Internet connectivity is limited everywhere. The supply and effectiveness of digital resources to rural communities can be a problem. It is necessary to ensure the use and supply of digital resources. Local tribal communities should have a nodal point for their traditional knowledge, language knowledge, preservation of culture, adherence to protocol ethics.

It is important to actively involve community members in the development of digital media initiatives, ensuring that they are aligned with the specific needs, aspirations and goals of the community. Digital media technologies provide equal opportunities for revitalizing languages while preserving the rights of indigenous peoples while addressing all these challenges. Digital platforms also facilitate community networking and collaboration, connecting local speakers, professors and researchers from different parts of the world, allowing for the exchange of knowledge, resources and best practices (Nicholas - 2017).

DIGITAL TOOLS AND APPLICATIONS FOR INDIGENOUS LANGUAGE KNOWLEDGE PRESERVATION

The era of digital media, many digital effective tools have emerged as new resources for language preservation. They are providing innovative avenues for 'information documentation, education and revitalization' efforts. The advancement of digital technology has significantly increased knowledge preservation. This has made it more accessible and attractive for both linguists and the language community. With the advent of digital media tools, which include knowledge documentation utility software, data storage systems, text analysis software, language learning usage and language translation analysis software, various online media applications and social media platforms, various apps on mobile have provided the necessary tools for language learning. Language learning has been facilitated with the help of apps. With the help of these apps, language learning has become easier. It has also helped in preserving local languages. Mobile apps have made it easier to preserve many endangered languages. Social media resources are playing an important role in uniting communities



of endangered languages. Zoom apps, Instagram, Facebook, YouTube, Twitter act as virtual hubs. Through these media, one can interact with others who are interested in preserving the language. These online platforms promote the traditional practices of the community, cultural exchange and networking opportunities. Which helps in the revival of linguistic beauty (Tata Institute Mumbai). Students get a suitable interactive and dynamic platform to communicate in the local language.

Through video conferencing, students can simulate real-life traditional situations such as conversations with native speakers and virtual field trips in the regional language. With the help of digital technology, students get an attractive environment to practice and develop communication systems in endangered languages (Richardson 2019).

Online forums, chat platforms have become resources to strengthen various languages. With the help of these digital platforms, a virtual community is created. Language learners and speakers can connect, ask questions, and share resources. Online communities can help foster networking among individuals interested in preserving traditional practices and endangered traditions.

Some websites, such as the Living Tongues Institute for Endangered Languages, serve as centralized hubs for language preservation efforts. Only digital media can help communities learn languages. The use of media makes it possible to obtain the information they need. Sharing information becomes easier. When a problem arises, digital media can resolve it in a short time. Increased access to information helps groups come together. The extinction of a language also means the loss of its local culture, food, stories, proverbs, idioms, traditions, festivals, identity, historical heritage, crafts, and folk customs. The changing circumstances are causing many indigenous languages to become extinct over time due to the powerful forces of globalization and commercialization. There are various reasons for the rapid decline of indigenous languages in the world. These include commercial economic reforms, reduced use of traditional languages for jobs, globalization, low population density of most of the small languages, interference in tribal areas and inability to transfer languages. Due to these various reasons, people are moving away from their oral dialects.

Recently, a good start has been made to preserve and promote folk dances, local dialects, culture, literature and handicrafts, which are emerging as a center of tribal culture. The first objective of which is to document and preserve local traditions, customs, folk songs, folk dances and folk languages so that they can be passed on to the next generation.

Digital platforms help celebrate tribal dances and their cultural heritage. The medium is useful for filming and preserving dances. Enables the creation of digital storytelling to promote intercultural communities. Digital tools help in the exchange of indigenous knowledge from different continents. With the power of technology, tribal communities can help document, archive, and transmit their



traditional knowledge to future generations. This will help increase cultural resilience and promote intergenerational learning.

COLLABORATIVE APPROACHES FOR SUSTAINABLE PRESERVATION OF INDIGENOUS KNOWLEDGE

Tribal communities and digital technology are an important component in preserving indigenous knowledge. The supporting system enables the linkage of various skills and knowledge, which makes knowledge conservation initiatives successful. The rich traditional knowledge and cultural heritage held by tribal communities, along with knowledge, provide fundamental insights and perspectives for the accurate enrichment of good knowledge. Their active participation is essential to ensure the integrity and sustainability of knowledge conservation efforts. To complement the linguistic resources of tribal communities, digital media and its applications that facilitate the preservation of technology-based knowledge play a key role in utilizing their expertise. Linguistic contributions range from the development of various mobile apps and online digital platforms dedicated to language learning and digital documentation to the creation of user-friendly interfaces. Technological collaboration enables digitization and dissemination of indigenous knowledge through digital platforms, mobile applications. Collaborative initiatives with the help of digital media technologies enhance the accessibility, in-depth knowledge and preservation of indigenous knowledge for future generations. Access to resources such as libraries in educational institutions, government archives has been made possible. A good supply of knowledge provides information about the tribal community, while also helping to create a better understanding of culture and language. Regional languages, tribal languages are always linked together, and linguistics is the building block of culture.

Explain the essence of cooperation in preserving local knowledge. Some of these include.

- Collaborative positive efforts are needed to preserve and revitalize the rich historical, traditional knowledge systems. Collaborative initiatives help preserve cultural heritage. Documenting oral history, recording local indigenous languages, and protecting and promoting indigenous cultural artifacts.
- Collaborative positive projects that integrate traditional knowledge with modern science and technology can lead to innovative systems that are useful in addressing environmental challenges in various continents and promote sustainable long-term development.
- Inter-communal exchange systems enable indigenous communities to assert their rights and participate in decision-making processes and protect their cultural heritage.
- Collaborative positive efforts enhance dialogue and mutual understanding between indigenous and non-indigenous communities enhance respect for their indigenous rights by preserving culture.
- Collaborative initiatives contribute to building inclusive and harmonious societies in Africa by creating platforms for knowledge exchange and intercultural learning.



Libraries can collaborate with local communities to organize language preservation, preservation and management of indigenous cultures and traditions in the following ways:

Academic libraries can work with regional, local communities to document and archive indigenous knowledge through traditional dance, art, storytelling, oral history, cultural heritage and body language. Continuous collaborative positive efforts can include increasing the knowledge base by conducting interviews with knowledge holders, digitizing literature and making digital data available to researchers. Libraries can organize cultural programs in collaboration with women and men of the local tribal community, which can help in displaying and preserving cultural heritage. This can include various storytelling sessions, language discussions, traditional literature-based music and dance performances, art exhibitions and cultural festivals, art festivals.

- Libraries can support language revitalization initiatives of tribal communities using digital media. This will make it easier to preserve tribal languages. At the same time, literature, texts, language books, literature according to the needs of the community can be preserved.

- Libraries can participate in research projects using their art, skills, and knowledge in collaboration with tribal communities. They can use traditional medicinal and ecological knowledge, knowledge held by scholars, community members, and elders.

– Academic libraries can establish heritage centers, regional knowledge centre's in their area to preserve cultural heritage. They can provide a rich space while preserving linguistic knowledge. With the help of these centers, the knowledge base can be helped to grow indefinitely. Their talents can be inspired by holding exhibitions in tribal areas.

- Awareness of sustainability of knowledge conservation activities Financial resources play a vital role. Funds should be allocated to various stakeholders for language conservation, grassroots projects, welfare institutions. Financial resources can provide the necessary support for traditional modern documentation, skill-based development, technology use, infrastructure development and community participation. Long-term sustainable funding acts as a guarantee of longevity for the scheme, matured to meet various challenges such as training local experts, developing educational materials and maintaining digital resource platforms.

- Emphasis should be placed on conservation activities based on traditional knowledge. The transmission of traditional knowledge, with an emphasis on education and its demonstration, is a pillar of the cultural project, seamlessly integrating traditional preservation with formal and informal educational tools, community centers and digital learning, which have the potential to transfer local knowledge to the next generation. Long-term thinking is essential for preserving linguistic styles.

CONCLUSION AND SIGNIFICANCE OF THE STUDY



The conclusion of this research study highlights the profound importance of preserving and conserving local knowledge, which goes beyond the cultural heritage of indigenous communities to their well-being. These historical traditions serve as invaluable repositories of knowledge and contribute to the rich diversity of human beings in terms of cultural systems, historical heritagesystems, cultural structures and worldviews. The transformative role of digital media technology in reviewing and supporting indigenous knowledge cannot be overstated. Communities work to preserve heritage in the context of tradition.

Digital media technology is emerging as an ideal vehicle for preserving regional knowledge. In this, innovative tools provide various centers. With the help of various media, resource utilization can be accelerated and resource creation, knowledge documentation, dissemination can be facilitated. Digital media collections, applications and online resources facilitate the creation of knowledge, documentation, education and dissemination. These technologies overcome barriers. One important point that emerged from our study is that digital media technology is not only a tool for preservation but also a powerful catalyst for the revitalization of knowledge. Furthermore, this study shows that digital media technology has developed its capacity to comprehensively document traditions, ensuring the revival of endangered cultures. As a result, these traditions are now seen to flourish in the digital age. Securing their permanent place in the ever-evolving cultural fabric of the future. At the same time, libraries have played a key role in facilitating collaboration with local communities by consulting with them, organizing cultural program outlines, supporting initiatives for language revitalization, engaging communities in research, and establishing their cultural heritage centers. Further, collaboration among all stakeholders involved in preserving tribal knowledge is essential.

RECOMMENDATIONS

This research evaluation recommends that-

- (1) It is essential to continue to prioritize initiatives while actively involving the tribal community in the process of language and knowledge preservation. A discussion forum should be held with all the community groups to identify priorities, measures, evaluations, and survival strategies for preserving the knowledge of the tribal community.
- (2) There is a need to deepen the partnership between the administration, libraries, educational institutions, technology channels, and local organizations to utilize the historical knowledge, skills, resources, and digital networks of the tribal community.
- (3) It is necessary to make maximum use of digital media and spread its reflection to all segments of the tribal community. There should be adequate investment in the development of technological facilities. Digital media can be further enabled to ensure



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**HAZARDOUS CHEMICALS PRESENT IN FAST FOOD INGREDIENTS AND THEIR DETRIMENTAL IMPACT
ON HUMAN HEALTH**

Ms. Ghadage S.J.

Department of Chemistry, MES Arts, Commerce and Science College Sonai Tal-Newasa, Dist-
Ahilyanagar Maharashtra, India
sonalighadage2807@gmail.com

ABSTRACT

Any substance in form of a liquid or a solid that affords nutrients to an organism tapering growth, maintenance and wellbeing is regarded as food. It aids in fulfilling the bodies functions in energy, tissue building and repairing, as well as diseases. There is a thin line between junk food and fast food but both terms serve different purposes. Fast food is a type of food served at various restaurants which requires minimal time for preparation. On the other hand, junk food constitutes of products that are rich in calories, sugar, fats and salt but in no way useful nutritionally. Most people think that all types of fast food are unhealthy; the reality is not all of them are. The youth nowadays are fond of fast food because it's cheap, delicious, and easy to get a hold of. Products like Ice cream, tacos, fries, and so on fall under fast foods. The growth of fast food companies like Pizza Hut and Burger King pose as an easy to get food option, which leads to health issues. Other examples would be Taco Bell and Kentucky Fried chicken. These sectors are doing really well since they give fast food clients a pleasurable, easy, inexpensive, and handy meal which is too low in calcium and fiber and high in fat and salt. Fast food often contains many dangerous substances. Also, many junk foods have trans fats. Grilled chicken contains PhIP (2-amino-1-methyl-6-phenylimidazo [4,5-b] pyridine), and fast food also contains MSG (monosodium glutamate), PAPs (polyfluoro alkyl phosphate esters), caramel coloring, sodium nitrite, sodium nitrate, BHA (butylated hydroxyanisole), tartrazine, and many harmful food dyes.

KEYWORDS

Hazardous chemicals, fast food, Detrimental Impact, Human Health

INTRODUCTION

The growing preference for fast food, especially among people with tighter schedules, stems from a blend of convenience, cost, and taste. For those with less time, the drive-thru option is handy. Compared to other forms of dining, it is less expensive and therefore accessible to a wider range of consumers. The shift in lifestyle has transformed greatly in modern times. Anything eaten in order to sustain the body is termed food. Long time ago, hunting, farming, and ranching were the primary ways of gathering food. In today's world however, many foods do not come from agricultural or animal sources. The consistently increasing prevalence of multiple health issues has brought considerable



focus to the diet, which is classified as “high intake of saturated and omega-6 fatty acids, low omega-3 fat, excessive salt and refined sugar [2].” Most people are aware that too much of this diet can negatively impact the immune system, cardiovascular system, kidneys, and body weight. Any food that is deficient in nutrients can be labeled as “fast food.” Michael Jacobson, the director of the Center for Science in the Public Interest, originally used the term “junk food” or “fast food” in 1972[3] [5].

Fast food has far more negative health effects than we previously believed. fast food also contains a lot of additional chemicals. Even while fast food is becoming more and more popular, it should still be avoided. People should avoid fast food and be mindful of their health[6] [8]. One should consume an increasing amount of fruits and vegetables in place of fast food because they are a good source of fiber, vitamins, and proteins. They are also simple to absorb. Even these so-called "fast" or “junk” foods can be prepared in the house without the use of chemicals, making them healthier for both adults and developing children. According to a 2008 study, children of pregnant or lactating mothers who consume fast food are more likely to grow up to be obese[7]. According to a recent study, pregnant women who consume diets high in sugar and fat are more likely to give birth to children who will likely grow up to be junk food junkies because these diets disrupt the unborn brain's reward system[9].

When included in a diet that is well-balanced, these foods frequently don't provide any immediate health risks and are generally safe. The majority of us believe that fast food is a relatively new phenomenon that is associated with modernism and modern culture[10] [11]. The truth is that inexpensive, easily accessible food has a long history, and fast food wasn't always seen negatively as it is now. The origins of junk food can be traced back to those who had to go far from home. White Castle is regarded as the original fast-food chain, even though McDonald's was the first outlet in the chain's line[10]. White Castle was established in Wichita, Kansas, in 1921. In 1948, the McDonald brothers debuted their renovated eatery, and shortly after, a number of modern fast-food companies were established. With the passage of time, fast food began to become dangerous because of the chemicals present in that food[12] [11].

Television is a primary source of entertainment in many countries of the world and its purpose is incomplete without advertisements. While child watching the television, advertisement comes in between the programme like fast food/ junk food (noodles, pasta and chips. etc.) [13]. They want to try the new things come in the market. This is the most common factor which affects the youngsters to eat fasts foods[14]. It is an emerging trend among the younger generation the main reason is that they think they have no time to eat a healthier prepared meal at home.

HAZARDOUS CHEMICALS PRESENT IN FAST FOOD THAT ARE HARMFUL TO HEALTH



Numerous dangerous compounds that are harmful to human health can be found in fast food. These include acrylamide, phthalates, PFAS, and bisphenols, and they can occur during cooking or leak from food processing equipment or packaging. Numerous health problems, such as troubles with reproduction, development, and an elevated risk of cancer, are associated with exposure to these substances.

2.1 Phthalates

Phthalates are a class of synthetic chemicals that are used extensively to increase the flexibility of plastic. They are as common in modern life as their host plastic products, which include food packaging, toys, and personal care items. Phthalates, which are readily absorbed by human bodies, have been demonstrated in both human and animal research to interfere with our endocrine system by stealing hormone receptors, including the retinoic acid X receptors and the estrogen receptors, and by activating and deactivating the switches that control gene expression. Numerous health effects, such as issues with birth and reproduction, decreased brain development, diabetes, and cancer, have been connected to the substances. Phthalates are a class of industrial chemicals used in plastic-based products, including food packaging and food processing equipment, and are linked to a long list of health problems in humans.

Phthalates, a class of compounds used as plasticizers, include DINP (diisononyl phthalate) and DEHP (di(2-ethylhexyl) phthalate). Two ethylhexyl groups are joined to the benzene ring of DEHP by ester bonds. Conversely, DINP is a phthalate combination in which the alcohol component is a branching nonyl group.

2.2 Sodium Benzoate

Many fast-food items contain sodium benzoate as a food preservative, including sauces, dressings, and some drinks. By preventing the growth of bacteria, yeast, and fungi, it helps products last longer on the shelf. Concerns occur when sodium benzoate mixes with vitamin C, perhaps creating benzene, a known carcinogen, even though it is widely acknowledged to be safe in small levels. In addition, some research points to possible DNA damage and a connection between chronic use and children's hyperactivity. Ascorbic acid, or vitamin C, and sodium benzoate can react to produce benzene, a recognized carcinogen. Long-term sodium benzoate use may be linked to children's hyperactivity, according to some research. Despite being a commonly used food preservative, sodium benzoate may provide health risks, particularly when consumed over an extended period of time or combined with other substances.

2.3 Sodium nitrite and sodium nitrate



Fast food frequently uses sodium nitrite and sodium nitrate to preserve, improve the color, and prolong the shelf life of processed and cured meats. There are worries regarding possible health dangers related to their ingestion, even if they aid in stopping the growth of dangerous pathogens like *Clostridium botulinum*. Additives are used in the majority of packaged goods you purchase at the grocery store in order to retain flavor, freshness, and shelf life. However, you might be unaware of the precise health effects of these compounds. Bacon, deli meat, and jerky are among the cured meat products that frequently use sodium nitrate (and its relative addition sodium nitrite) as a preservative. It has been connected to the onset of diabetes and heart disease. Because of these worries, several foods no longer include this ingredient. This substance is the main cause of the toxicity of nitrates and nitrites. Nitrosamines are substances that cause cancer, or carcinogens. They can be found in all parts of our surroundings, including the water and air. They can also be found in some medications. However, the sodium nitrate in our meals is what gave nitrosamines their bad name.

The World Health Organization (WHO) primarily mentioned the potential carcinogenicity of nitrates and nitrites when it declared processed meats to be carcinogens. Numerous responses against the preservatives have resulted from this.

2.4 Monosodium Glutamate (MSG)

MSG is a common flavor enhancer used to provide a deep, savory flavor to meats, soups, canned veggies, and restaurant fare. It is composed of sodium and L-glutamic acid, a naturally occurring nonessential amino acid found in foods high in umami, such as Parmesan cheese, tomatoes, anchovies, and mushrooms. Starch, sugar beets, sugar cane, or molasses are fermented to create MSG, an odorless white powder that can be added to food like table salt. Furthermore, although MSG is commonly linked to Southeast Asian cuisine, it is a component of many different kinds of cookery worldwide. Similar to how naturally occurring glutamate enhances the meaty, savory flavor of stews and meat soups, MSG is used in the food industry as an umami flavor enhancer. Foods prepared at fast-food and chain restaurants frequently contain monosodium glutamate (MSG). Usually, it is used to enhance the flavor of the cuisine. Although restrictions vary from restaurant to restaurant, it is common for cooks to use MSG freely in anything from stir-fries and soups to noodle dishes. This often produces delicious meals that require little careful cooking.

2.5 Tartrazine

Tartrazine is an artificial food coloring that falls under the category of azo dyes. It is water soluble and has a lemon yellow hue. In the United States, Canada, the European Union, and other countries, tartrazine is permitted for use as a food coloring in food, cosmetics, and pharmaceuticals. Dairy products, drinks, desserts, confections, spices, dressings, jellies, and sauces are among the foods that

include it (Barrows and Wallin, 2016). It's among the most well-known and widely used food additives (Ardern, 2001). Tartrazine is the synthetic food pigment that has been most frequently linked to negative side effects. The majority of junk food is colored. Kraft declared that the colors yellow no. 5 (tartrazine) and no. 6 will no longer be used in macaroni and cheese products. Numerous additional colors, such as Blue 1, Green 3, and Red 40, are also included in baked goods, beverages, and candies. Tartrazine is used in the majority of the soft drink industry [7–11]. Tartrazine has a negative effect on people who are more susceptible to acetylsalicylic acid (ASA).

2.6 Butylated hydroxyanisole (BHA)

Butylated hydroxyanisole (BHA) is a synthetic mixture of the isomers 3-tert-butyl-4-hydroxyanisole (3-BHA) and 2-tert-butyl-4-hydroxyanisole (2-BHA). To improve freshness and prolong shelf life, BHA is added to food goods. This ingredient is essential for stopping oxidation, which can cause food to degrade and lose quality. BHA's capacity to maintain food freshness is one of the main reasons businesses utilize it. Food can undergo oxidation, which breaks down lipids and oils, when it is exposed to air. This procedure reduces the food's nutritional value in addition to changing its flavor and texture. Businesses can successfully reduce oxidation by adding BHA, guaranteeing that their goods will keep their natural flavors and nutritional value for an extended amount of time.

2.7 Ponceau 4R

Fast food items occasionally contain Ponceau 4R, a synthetic red food coloring, especially in baked goods, soft drinks, and candies. Dairy sweets, meat and fish goods, and even some fruit products contain it. Although Ponceau 4R produces a vivid red hue, investigations on animals have connected it to significant health issues such hyperactivity and potential carcinogenic effects.

2.8 Propylene Glycol

This colorless substance isn't found in the natural world. Food departments prohibit this from being used in baking or caking products. , it's commonly utilized in baked goods, icing, marinades, soft beverages, sauces, seasonings, and frozen dairy items. The product in question is not as dangerous, but it is highly poisonous and may cause health issues. The two most common health problems for those who consume this chemical are kidney problems and food poisoning. Cosmetics, antifreeze, and non-food items are also made with this component.

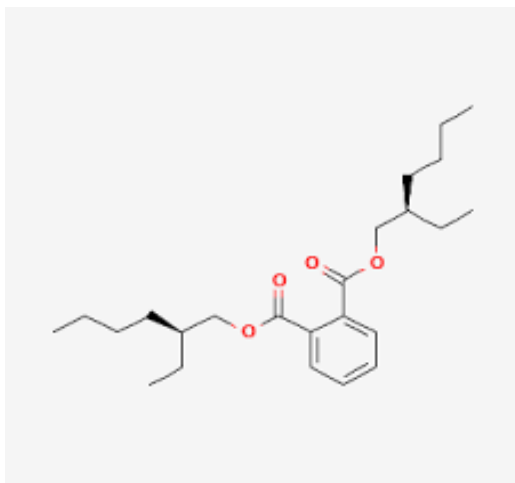
2.9 Tertiary butyl hydroquinone (TBHQ)

Tertiary butyl hydroquinone, or TBHQ, is used to prevent fats and oils from deteriorating. This is widely employed in restaurants to prolong the shelf life of food and in the majority of fast food items. This is typically included in fast food in order to prolong its shelf life and increase its profitability. Numerous health issues result from this. It disrupts your immune system, damages your stomach, and modifies

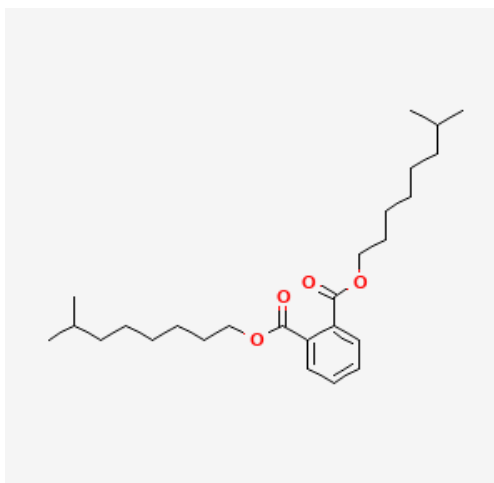
the beneficial effects of probiotics in your diet. Like many food additives, TBHQ is used to keep food from going bad and to increase shelf life. The substance is crystalline, pale in color, and has a faint smell. Food manufacturers benefit from TBHQ's antioxidant properties, which prevent iron-containing meals from discoloring. Propyl gallate, butylated hydroxyanisole (BHA), and butylated hydroxytoluene (BHT) are among the additional chemicals that are frequently used with it. Due to their tight relationship, BHA and TBHQ are frequently addressed together. The body metabolizes BHA to generate TBHQ.

2.10 Potassium Bromate

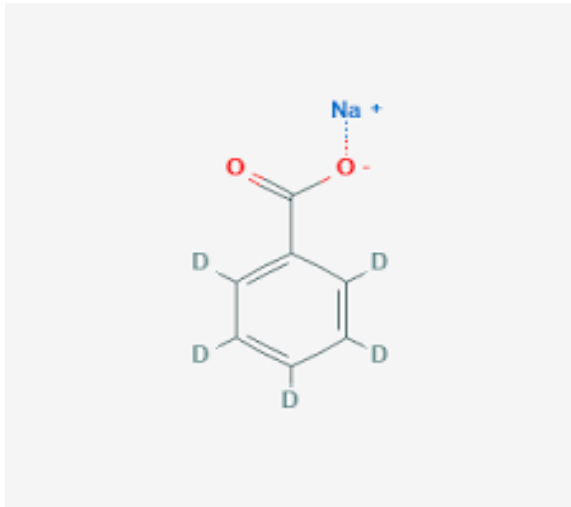
A common ingredient in many recipes is this addition. Since it seems to be flour, no one is aware that potassium bromated is being added to the products. Products like breads, cakes, and other baked goods contain this chemical. When used sparingly, it has a very suitable taste and is indistinguishable. There have been numerous situations when people have developed stomach, esophagus, or oral cancer as a result of this. In several states, the use of it in food products is prohibited by the food administrative department.



DEHP



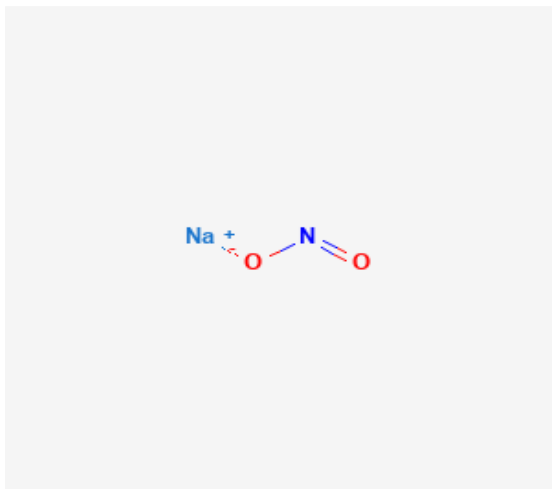
DINP



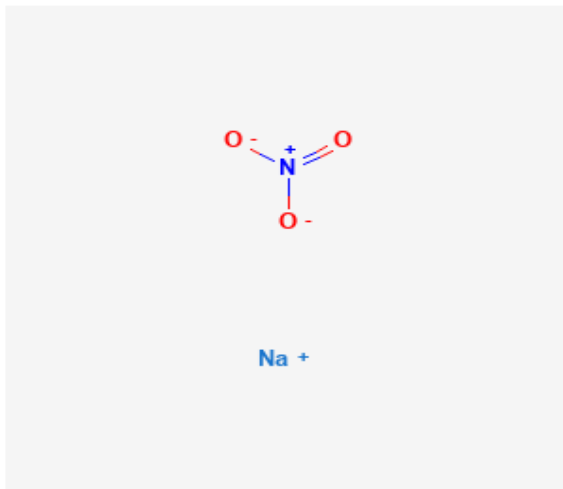
Sodium Benzoate



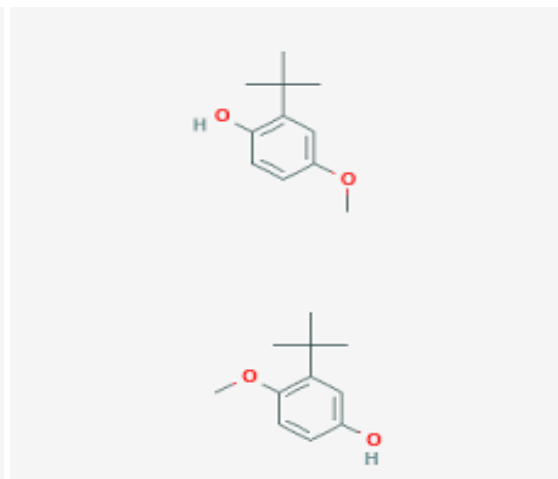
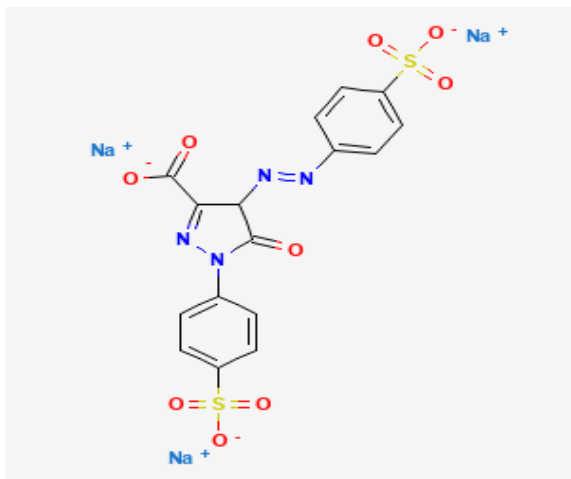
MSG



Nitrite



Nitrate



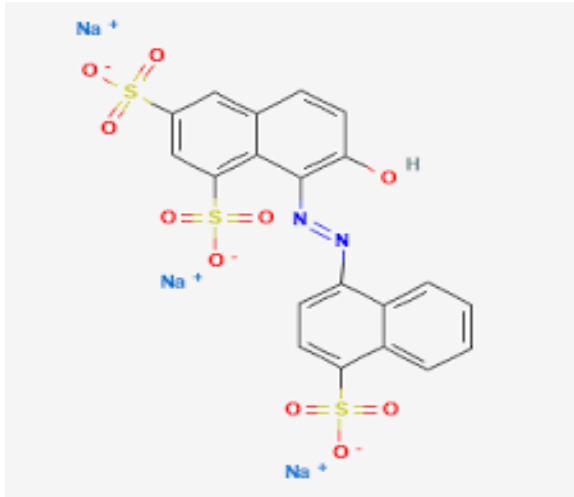
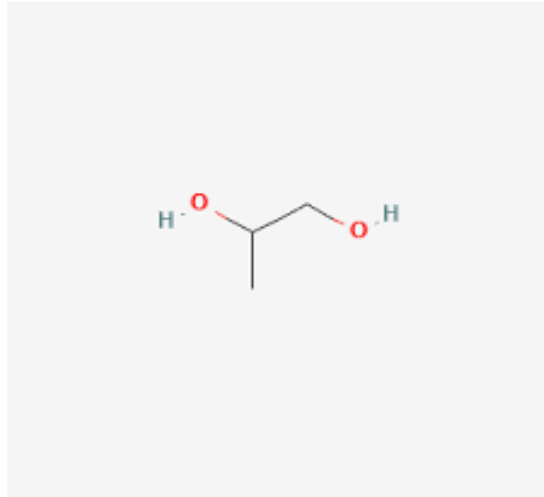
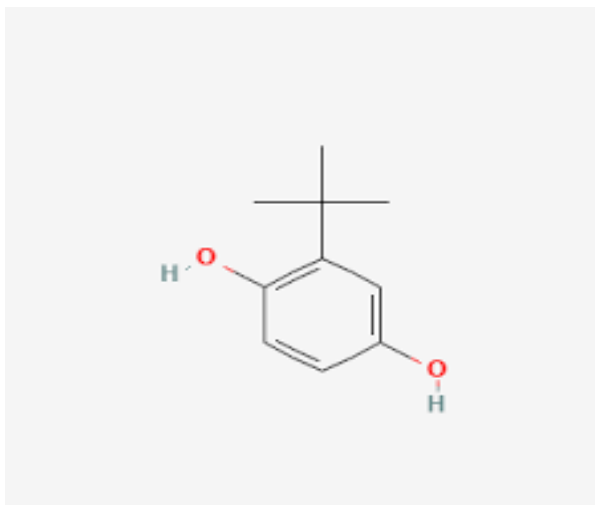
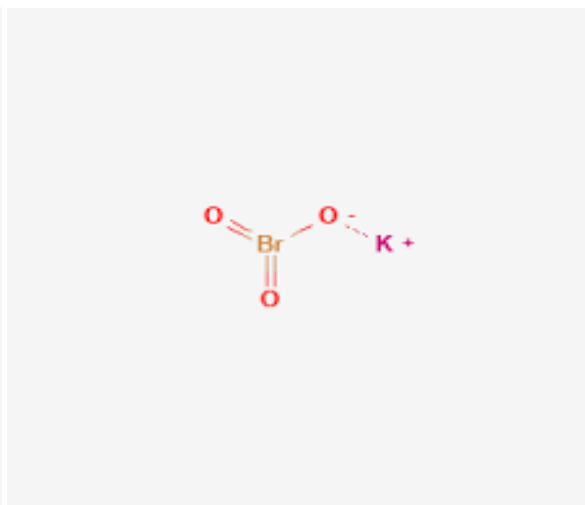
Tartrazine**BHA****Ponceau 4R****Propylene Glycol****TBHQ**

Figure 1. Representation of some structures of hazardous chemicals present in Fast food

EFFECTS OF THESE HAZARDOUS CHEMICALS ON HUMAN HEALTH

Fast food has become a global dietary staple due to its convenience, affordability, and taste appeal. However, many fast food products contain hazardous chemicals that pose significant health risks. These harmful substances may be introduced through food additives, preservatives, packaging

materials, or even during the food preparation process. Long-term consumption of fast food containing such chemicals can result in serious health complications.

3.1 Artificial Additives and Preservatives

Fast food is often loaded with artificial additives such as monosodium glutamate (MSG), artificial colors, and flavors to enhance taste and appearance. MSG, for instance, is known to trigger headaches, nausea, and in some individuals, a condition known as “Chinese Restaurant Syndrome” marked by sweating, chest pain, and weakness. Artificial colors like Red 40 and Yellow 5 have been linked to hyperactivity in children and potential allergic reactions. Preservatives such as sodium nitrite and BHA/BHT, commonly used in processed meats and snacks, have been associated with cancer and hormone disruption.

3.2 Trans Fats and Processed Oils

Many fast foods are fried in partially hydrogenated oils containing trans fats. Trans fats are known to raise bad cholesterol (LDL) levels and lower good cholesterol (HDL), significantly increasing the risk of heart disease, stroke, and type 2 diabetes. Despite regulations in some countries banning or limiting trans fats, many fast food outlets still use oils and frying methods that may contain small but harmful amounts.

3.3 High Sodium and Sugar Content

Fast food is typically high in sodium and added sugars. Excessive salt intake can lead to hypertension, kidney damage, and increased risk of heart disease. Similarly, high sugar levels contribute to obesity, insulin resistance, and type 2 diabetes. Sugar-sweetened beverages and desserts in fast food meals exacerbate these risks and may also lead to fatty liver disease and metabolic syndrome.

3.4 Harmful Packaging Chemicals

Chemicals used in fast food packaging, such as per- and polyfluoroalkyl substances (PFAS), can leach into the food, especially when hot. PFAS are known as “forever chemicals” because they do not break down in the body or the environment. They are linked to cancer, immune system suppression, thyroid disease, and developmental problems in children.

3.5 Antibiotics and Hormones in Meat

Fast food often uses meat from animals raised with antibiotics and growth hormones. Overuse of antibiotics in livestock can lead to antibiotic resistance in humans, making infections harder to treat. Hormonal residues may disrupt human endocrine function, affecting reproductive health and increasing the risk of certain cancers.

RESULT AND DISCUSSION



A number of dangerous compounds were found in the numerous fast food items that were analyzed. These included artificial preservatives (like BHA and BHT), taste enhancers (like MSG), food coloring (like Yellow 5 and Red 40), and pollutants originating from plastic, such as phthalates. Because of their possible cumulative toxicity, these chemicals were discovered in amounts that are concerning. The findings indicated a connection between frequent ingestion of these meals and elevated biomarkers associated with inflammation, obesity, and endocrine disruption. It is noteworthy that phthalates and perfluoroalkyl compounds (PFAS), which were probably transferred from packaging, were often found. These substances have been linked to carcinogenic risks and hormonal abnormalities. The conversation emphasizes how urgently stronger food safety laws and consumer education are needed. Frequent fast food consumption can result in chronic exposure, which increases vulnerability to neurological and metabolic problems, even while occasional consumption may carry little risk. To lower these hazards, safer food formulations and clear labeling must be given top priority in public health initiatives.

CONCLUSION

When routinely eaten, colorants, taste enhancers, and pollutants connected to packaging, such as phthalates and PFAS, pose significant health hazards. Hormonal imbalances, metabolic abnormalities, cardiovascular troubles, and an increased risk of cancer are just a few of the health problems that have been connected to these compounds. Long-term exposure has a concerning cumulative effect, particularly in communities with substantial fast food consumption. This study highlights the urgent need for improved food additive laws, more transparent ingredient labeling, and stronger food safety requirements. There is also an urgent need to promote healthier eating habits and inform customers about the possible risks connected to fast food. Future research should focus on developing safer alternatives and monitoring chemical exposure levels. Overall, reducing chemical hazards in fast food is essential for promoting long-term public health and well-being

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**REVOLUTIONIZING AGRICULTURAL SUSTAINABILITY: A COMPREHENSIVE ANALYSIS OF THE IMPACT
OF MICRO-IRRIGATION SYSTEMS IN PUNE DISTRICT, MAHARASHTRA**

Dr. Amit Jadhav

School of Liberal Arts, Ajeenkya D Y Patil University, Pune

amit.jadhav@adypu.edu.in

ABSTRACT

This research paper critically examines the impact of Micro Irrigation Systems (MIS) on agricultural sustainability in Pune district, Maharashtra—a region facing severe water scarcity and groundwater stress. Maharashtra was the first Indian state to implement a state-specific micro-irrigation scheme in 1986–87, and since then, adoption has steadily increased, especially in drought-prone areas. The study is based on a field survey of 224 farmers—160 MIS users and 64 non-users—across Daund, Shirur, Indapur, and Baramati talukas during the 2022 crop season. It evaluates water usage, irrigation practices, pump capacity, and crop productivity for five major crops: sugarcane, grapes, pomegranate, onion, and custard apple.

Findings reveal that MIS significantly reduces total water consumption through shorter irrigation durations and controlled water delivery, even with more frequent irrigation events. MIS users consistently demonstrate improved water efficiency, reduced energy use, and increased crop yields and incomes compared to non-users. The study underscores MIS as a vital strategy for addressing water stress, improving resource management, and promoting sustainable agriculture in semi-arid regions like Pune.

While state initiatives support MIS expansion, adoption remains limited. The study recommends stronger policy incentives, awareness programs, and financial support to maximize MIS coverage and ensure long-term agricultural sustainability across Maharashtra.

KEYWORDS

Water savings, cropping patterns, MIS, Conventional methods of irrigations, Groundwater

INTRODUCTION

Researchers have proved that micro irrigation enhances the volume of crop output and crop quality. A farmer can realize improve crop price due to quality improvement, on the other hand early arrival of drip irrigated crop in the market (*Dhawan B. D.*, 2000).¹Likewise, there other side benefits of MIS such as improvement of fertility of land etc. The study covers all those aspects toward the economic justification for expenditure on MIS.

MIS intervention in Maharashtra:



The first effort on irrigation in the state started since the formation of Maharashtra state in 1960. The state government appointed its first irrigation commission in 1966. The first irrigation initiatives were Godavari canal, the Gin left bank canal, the chankapur tank etc. over the past 50 years state government had been undertaken various major, medium and minor irrigation projects.

The first micro irrigation plan in Maharashtra was introduced in 1986-87. Maharashtra emerged as the first state of India, who started a state specific scheme for promoting Micro irrigation, while others are operating centrally sponsored scheme on MIS. The spread of MIS is quite encouraging in Maharashtra since 1986-87. Over the period 1991-92, 1997-98 and 2000-01, Maharashtra, alone accounted for nearly 50 percent of the India's total drip irrigated area of India. (A Narayanamoorthy (2005a) ² Progressive farmers in Nasik, Jalgaon, Ahmednagar, Aurangabad, Pune, Sangli, Sholapur, Kolhapur and other districts in the State switched over to the drip system mainly in sugarcane, grapes, banana, pomegranate, orange, mango, and cotton.

Recently, the state government has initiated remarkable steps toward MIS, by shifting the conventional flood irrigation method to micro-irrigation encompassing 40,913 villages across Maharashtra in three phases. The target is to create additional water storage of 4000 *mm*³. Additional dry land to be covered by agriculture is pegged at 7.5 lakh hectares. The state vision document-2030 unveils the long-term plans of the state government to adopt micro-irrigation for effective water management and higher farm production across villages to make agriculture sustainable in the long run with higher income for farmers. The state government has sought financial assistance of Rs 7,187 crore and Rs 3,500 crore to accomplish its target (*The Indian express* (Ap 20, 2017) ³ another significant movement laid by the state government of Maharashtra in Jul 2017, is making drip irrigation mandatory for sugar cane cultivation over 3.05 lakh hectares in the state. Farmers who opt for drip irrigation will be given loans at 2% rate of interest with a cap of Rs85,400 per hectare (*The Indian express* (Jul 19, 2017) ⁴. Although the state government is promoting MIS through various subsidy schemes to a range of crops, MIS is not so much diffused as against its potentiality. As per Irrigation Association of India and FICCI (2016) analysis on future prospect of MIS in India, MIS coverage in the state is only 7.3% of its total MIS potential area of 2714000 ha (FICCI (2016)⁵.

Irrigation in Pune:

More than 50% area of Pune is located in an arid and semi- arid region, where normal annual rainfall varies from 468 to 4659 mm across the Taluka (S. S. P. Mishra (2013) ⁶. The rainfall is unevenly distributed across the Talukas. The western part of the district falls in the highest rainfall intensity zone and the eastern part falls in lowest rainfall intensity. Unlike the other region of India, more than 50 percent of rural population of Pune is directly and indirectly depends on agriculture for livelihood.

Pune contributes significant to the state agriculture production of some important crops. Apart from this Pune emerged as one of the most industrially developing districts of Maharashtra. Due to the rapid urbanization and population growth, demand for agriculture product has continuously increasing in the district. Farmers are expanding cultivation area, intensifying crop cultivation and shifting cropping pattern to meet the growing demand. The present growth and development in agriculture has increased the demand for water in agriculture. Farmers are over-exploring the ground water and moving to reach the wastewater and other marginal water resource. As a result of which, severe water stress and increasing conflicts occurs in the region, especially to the drought affected Talukas (like Purandar, Baramati, Indapur, Daund, Shirur, Junnar, Ambegaon, Khed, Haveli and Bhore). This situation is leading us toward the 'absolute water crisis' in near future. Some of the talukas has already reached the 'critical' stage. The great majority of farmer of Pune settlement are located in these Talukas. The region is characterized by low agricultural development due to poor rainfall and soil. Farmers have no option and have to copped up with drought or wait for monsoon. But this is not the final remark. Micro Irrigation technology could give them solution for it.

It can be seen from the below table that, out of the total cropped area of 1173000 ha in the district 27.26% area is under irrigation which is above the state percentage of 17.82%. The Irrigation Intensity is similar with the state percentage of 118.56%. Ground water in the district is predominantly used for irrigation sector; it accounts for 54 % of net irrigated area⁷.

Table 1.1: Area irrigated by different sources of Irrigation Area in '100'ha

	Pune	Maharashtra
Gross Cropped Area	11730	216185
Irrigation		
Surface Irrigation	1244	9875
Ground Irrigation	1455	22616
Total Net Irrigation	2699	32491
Total Gross Irrigation	3200	38522
% to Gross Irrigated Area to Cropped Area	27.26%	17.82%

Irrigation Intensity	118.56%	118.56%
Gross Irrigated Area		
----- X100		
Net Irrigated Area		

Source: Statistical Abstract of Maharashtra State 2009-10, Director of Economic and Statistics, Govt of Maharashtra, Mumbai Pp-298 -303⁷

RESEARCH OBJECTIVE

- i. To understand irrigation schedule and water use pattern for each of crop cultivation under different irrigation system

Concept and definition of Irrigation:

The process of providing water to crops is known as irrigation. According to FAO, irrigation is defined as the artificial application of water to the crop for the purpose of food and fiber production overcoming deficiencies in rainfall and help in creating stabilized agriculture.

Irrigation is as old as the civilization. Irrigation has been practiced in Egypt, China, India and other parts of Asia for a long period of time. Irrigation has started more than 7500 years ago in Mesopotamia. Irrigation in India has been practiced since Maurya's time nearly for 5000 years ago.

Irrigation is now considered as a science of watering agriculture. With the pace of modernization of agriculture with hybrid seed and crop intensification, the need of irrigation in agriculture has been rapidly extended in a greater volume. The adoption of irrigation method depends on the availability of water and the type of crop. The irrigation technology is categories in two systems viz conventional irrigation system and micro irrigation system (MIS). There are several methods of irrigation is practiced in each of the systems. Some of them are presented in the below table.

Table.1.2. Methods of Irrigation

Conventional Irrigation system	Micro Irrigation system
Furrow Irrigation	Drip Irrigation
Basin Irrigation	Sprinkler Irrigation
Flood Irrigation	Bubbler Irrigation
Sub-surface irrigation etc.	Centre Pivot irrigation etc.

Micro irrigation System:

Micro irrigation is one of the latest innovations in irrigation technology. As per USDA, micro irrigation is defined as the frequent application of small quantities of water on or below the soil surface as drops, tiny streams, or miniature spray through emitters or applicators placed along a water delivery line⁴. The basic feature of MIS is lies with the fact that under this system crop water is distributed under low pressure through a piped network, which makes the system as most water saving and water use efficient technology in irrigating agriculture.

MIS encompasses a number of methods or concepts such as bubbler, drip, subsurface drip, mist or spray. The most popular micro irrigation system in the globe is drip and sprinkler and described as under:

Drip irrigation: As per USDA, Drip irrigation (DI) is defined as a method of MIS wherein water is applied at the soil surface as drops or small streams through emitters⁵. Under this system water is delivered at or near the root zone of plants, drop by drop. The most commonly used Drip Method of Irrigation (DMI) in India area Conventional drip systems, Indigenous pot drips, Subsurface drips, Bucket drip kits, Micro-tubes, Easy Drip, Family drip kits and locally manufactured and assembled kits like Pepsee etc.

Sprinkler Irrigation: Sprinkler or overhead irrigation, defined to the system where water is piped to one or more central locations within the field and distributed water to crops through the air by overhead high-pressure sprinklers or guns. These systems are suitable for irrigating crops where the plant density is very high.

RESEARCH METHODOLOGY

The research framework involves a comprehensive survey of 224 farmers in Daund, Shirur, Indapur, and Baramati Taluka, collecting primary data on socio-economic variables, farm practices, and irrigation methods during the 2022 crop season. Through an in-depth analysis of farmer demographics, cropping patterns, and water availability, the study aims to provide insights into the effectiveness of MIS in enhancing crop yield, reducing costs, and improving socio-economic conditions.

Data period:

A comprehensive field survey was conducted with 224 randomly selected farmer (160 MIS user and 64 Non-User) to collect the data on various socio-economic and farm level variables were collected during Oct-Nov 2022 for the crop year 2022 among the growers of sugarcane, grapes, pomegranate, onion and custard apple from Daund, Shirur, Indapur and Baramati.

DISCUSSION

The study highlights significant differences in water use patterns and consumption between Micro Irrigation System (MIS) user and non-user farmers in Pune District. These differences provide valuable

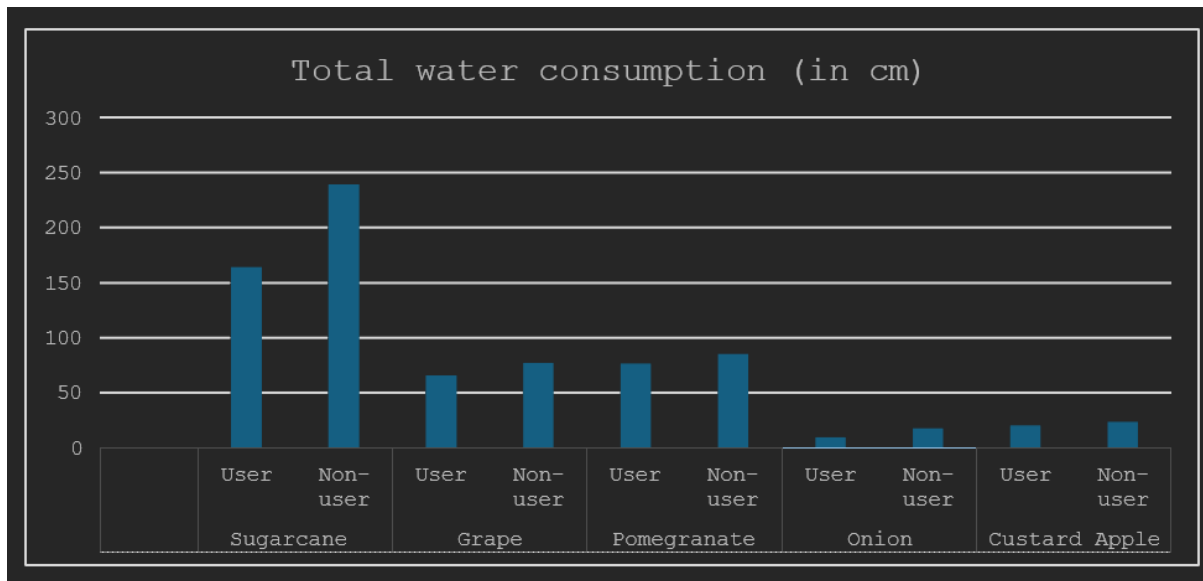
insights into how advanced irrigation technologies can enhance water efficiency and resource management. The comparative analysis underscores that adopting MIS technologies not only conserves water but also optimizes irrigation efficiency and supports better crop management. For a water-scarce region like Pune, this shift from conventional to advanced irrigation systems is essential for sustainable agricultural growth. It can be explain though the help of table No. 1.3

Table: 1.3 Water use pattern and water consumption among user and non-user farmer

Crops	Irrigation Method	Average size of Pump set (in HP)	Average number of irrigation applied in a year	Average duration of watering per irrigation (in hour)	Total water consumption (in cm) =(column 3*4*5*1000)/1000
1	2	3	4	5	6
Sugarcane	User	3.64	44.42	1.02	164.93
	Non-user	3.67	39.04	1.68	239.89
Grape	User	4.62	14.38	1.00	66.43
	Non-user	4.17	16.00	1.17	77.78
Pomegranate	User	3.67	24.96	0.84	77.13
	Non-user	4.46	15.69	1.23	86.17
Onion	User	3.17	4.55	0.72	10.33
	Non-user	3.54	5.13	1.01	18.34
Custard Apple	User	3.67	6.27	0.92	21.12
	Non-user	3.75	4.88	1.31	23.99

Source: Compiled and calculated by the author from field survey data

The table 1.3 presents water use patterns for five crops—Sugarcane, Grape, Pomegranate, Onion, and Custard Apple—cultivated under advanced and traditional irrigation systems. The data highlights the differences in pump size, number of irrigations, watering duration, and total water consumption. These variations reflect how irrigation practices influence water use efficiency.



Sugarcane:

Pump Size: Both user (3.64 HP) and non-user (3.67 HP) farmers use similar pump capacities. The similar pump capacities between users and non-users indicate that efficiency improvements are not dependent on larger equipment but rather on better irrigation management techniques.

Number of Irrigations: User farmers apply more frequent irrigations (44.42/year) compared to non-users (39.04/year), reflecting a more regulated schedule. MIS User farmers irrigate more frequently, which aligns with a regulated and controlled irrigation schedule that optimizes water delivery to crops.

Duration per Irrigation: Users irrigate for shorter durations (1.02 hours) than non-users (1.68 hours), indicating efficient water application. The shorter irrigation durations observed among users reflect precise water application, minimizing wastage and reducing overwatering risks.

Water Consumption: Users consume significantly less water (164.93 cm) compared to non-users (239.89 cm). This suggests that advanced irrigation methods effectively reduce water wastage despite more frequent watering.

The comparison of irrigation practices for sugarcane reveals that MIS user farmers, employing advanced irrigation methods, achieve superior water efficiency despite slightly higher irrigation frequency. This analysis underscores the importance of adopting advanced irrigation techniques to enhance water use efficiency, promote sustainable agriculture, and optimize resource utilization in water-intensive crops like sugarcane.

Grape:

For grape cultivation, the data indicates that user farmers employing advanced irrigation systems achieve better water efficiency through the following practices:

Pump Size: Users (4.62 HP) tend to use slightly larger pumps than non-users (4.17 HP), possibly to ensure precision irrigation. The slightly larger pumps used by users (4.62 HP) suggest an emphasis on precision in water application, ensuring uniform distribution to meet crop needs effectively.

Number of Irrigations: Users irrigate less frequently (14.38/year) than non-users (16.00/year). Users irrigate less frequently (14.38/year) compared to non-users (16.00/year), indicating that advanced systems allow for optimized schedules that align with the water retention capacity of the soil and crop requirements.

Duration per Irrigation: Users water for 1.00 hour per session, slightly less than non-users (1.17 hours). Users irrigate for a shorter duration (1.00 hour per session) than non-users (1.17 hours), reflecting the efficiency of controlled water application methods.

Water Consumption: Users consume less water (66.43 cm) than non-users (77.78 cm), demonstrating efficient water management under advanced systems. Users consume significantly less water (66.43 cm) than non-users (77.78 cm), demonstrating that advanced irrigation systems minimize water wastage while ensuring adequate hydration for optimal crop growth.

This analysis highlights the role of advanced irrigation systems in reducing water consumption and improving resource management for grape farming. It underscores the potential for adopting modern techniques to enhance sustainability and efficiency in water use.

Pomegranate:

Pump Size: User farmers utilize smaller pumps (3.67 HP), reflecting efficient resource utilization without compromising water delivery, possibly due to the precision of advanced irrigation systems.

Number of Irrigations: Users irrigate more frequently (24.96/year) than non-users (15.69/year). User farmers utilize smaller pumps (3.67 HP), reflecting efficient resource utilization without compromising water delivery, possibly due to the precision of advanced irrigation systems.

Duration per Irrigation: Users have shorter watering durations (0.84 hours) than non-users (1.23 hours). Reducing overwatering and ensuring precise water application.

Water Consumption: Users consume 77.13 cm of water, while non-users consume slightly more (86.17 cm), indicating that advanced systems optimize water use even with higher irrigation frequency. Demonstrating the effectiveness of advanced systems in conserving water while maintaining crop health.

This analysis underscores that advanced irrigation systems not only optimize water use but also support better crop management through frequent, precise, and controlled watering. Adopting such systems can significantly enhance the sustainability of water usage in pomegranate farming.

Onion:

Pump Size: Users (3.17 HP) use smaller pumps than non-users (3.54 HP), reflecting efficient resource usage while maintaining adequate water delivery.

Number of Irrigations: Users irrigate slightly less frequently (4.55/year) than non-users (5.13/year). Indicating that advanced systems optimize the timing of irrigation to meet crop water requirements effectively.

Duration per Irrigation: Users irrigate for a shorter duration (0.72 hours) compared to non-users (1.01 hours). It reducing unnecessary water usage and preventing overwatering.

Water Consumption: Users consume only 10.33 cm, while non-users consume almost double (18.34 cm). This significant difference underscores the efficiency of advanced irrigation methods for water-sensitive crops like onions. This highlights the substantial water savings achieved with advanced irrigation methods, which are particularly crucial for water-sensitive crops like onions.

This analysis demonstrates that adopting advanced irrigation systems is essential for reducing water consumption while ensuring optimal crop health and productivity. The substantial reduction in water use for onions underscores the potential of these systems to promote sustainable agricultural practices

Custard Apple:

Pump Size: Both users (3.67 HP) and non-users (3.75 HP) employ similar pump sizes. Indicating that the efficiency gains among users are attributed to improved irrigation practices rather than equipment differences.

Number of Irrigations: Users irrigate more frequently (6.27/year) compared to non-users (4.88/year). Suggesting that advanced systems enable consistent and controlled watering tailored to the crop's water needs.

Duration per Irrigation: Users water for a shorter duration (0.92 hours) than non-users (1.31 hours), reducing overwatering and improving water application efficiency

Water Consumption: Users consume slightly less water (21.12 cm) than non-users (23.99 cm), again highlighting the benefits of efficient water application methods. Demonstrating that advanced irrigation methods optimize water use, even with a higher irrigation frequency.

Table No. 1.2 clearly demonstrates that advanced irrigation methods (user systems) lead to more efficient water use patterns across different crops. This is achieved by combining frequent irrigation with shorter watering durations, which minimizes water wastage. Traditional systems (non-user) are less efficient, as evidenced by higher water consumption despite less frequent irrigation. Adopting advanced irrigation systems could significantly contribute to sustainable water management in agriculture.

CONCLUSION



This study provides a comprehensive evaluation of the effectiveness of Micro Irrigation Systems (MIS) in enhancing agricultural sustainability in Pune district, Maharashtra. By comparing water usage patterns, pump capacity, frequency, and duration of irrigation between MIS users and non-users across five key crops—sugarcane, grapes, pomegranate, onion, and custard apple—the research highlights the significant benefits of MIS adoption in water-scarce regions.

The findings clearly indicate that MIS significantly reduces total water consumption across all selected crops. This is achieved not by reducing the number of irrigations but by optimizing irrigation duration and precision. For example, despite more frequent irrigation events, MIS users applied water more efficiently, leading to substantial water savings—especially notable in water-intensive crops like sugarcane and onions. Furthermore, the study shows that MIS adoption contributes to lower energy costs (through reduced pump usage), better crop management, and enhanced crop productivity and income.

The region's dependency on groundwater and its vulnerability to erratic rainfall make MIS not only desirable but necessary. The research validates MIS as a practical solution to bridge the gap between rising agricultural water demand and declining water availability. In drought-prone talukas such as Daund, Shirur, Indapur, and Baramati, MIS offers a pathway toward resilient, sustainable agriculture and resource conservation.

Despite state government initiatives and subsidies, MIS adoption remains below its full potential, indicating the need for further policy support, awareness campaigns, and financial incentives. The study calls for a more aggressive promotion of MIS, particularly in regions experiencing water stress.

In conclusion, micro-irrigation is not merely a technological upgrade but a strategic necessity for long-term agricultural sustainability. Widespread MIS implementation can significantly enhance water use efficiency, improve crop outcomes, and contribute to rural economic upliftment—ultimately supporting Maharashtra's vision for sustainable agricultural development.

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MICROSTRIP ANTENNAS USING FRACTAL GEOMETRIES

Dr. Mihir Dam

Department of Electronics

Vidyasagar College for Women, 39 Sankar Ghosh Lane, Kolkata 700 006, India,

mihir.dam@gmail.com

ABSTRACT

This article reviews how fractal shapes are used in Microstrip antennas to create smaller, wideband, and multiband designs for wireless communication. Fractal geometry uses self-similar or its own scaled down replica for increasing the perimeter of a given shape. Fractal antennas help to shrink antenna size while supporting multiple frequency bands. Here, several fractal patch geometries like Koch snowflake, Sierpinski carpet, Sierpinski gasket, Hilbert Curve, Minkowski etc. are discussed. Working of these types of antenna rely on self-similarity and space-filling patterns. More iteration can make design complex without always boosting performance.

KEYWORD

Microstrip Antenna, fractal shape, Koch snowflake, Sierpinski carpet, Sierpinski gasket, Hilbert Curve, Minkowski

INTRODUCTION

Wireless communication has become an essential part of modern communication system in almost every sector, both in military and commercial systems. With the advancement of technology communicating objects are getting smaller day by day. As key part of these systems is the antenna, so the antennas must meet the requirements of their integrating environment in terms of smaller size and adorability. The conventional Microstrip patch antennas (MPA) were a good choice but having limitations of narrow bandwidth and do not provide multiband characteristics. The modern antennas are needed to provide wide bandwidth, high gain, small size, and good performance. They also need to support multiple frequencies and meet the needs of both commercial and military uses. Microstrip patch antennas with fractal shapes is a good choice as it provide multiband characteristics with improvements in bandwidth characteristics. Fractal properties enhance antenna performance primarily through their space-filling and self-similar characteristics. The space-filling property reduces the physical size of the antenna while increasing its effective electrical length, which contributes to size reduction without compromising performance. The self-similarity property of fractal patch antenna provide the multiband and wideband response by overlapping multiple resonance frequencies. This technique is used the antenna to operate efficiently over a broad range of frequencies. These properties help the researchers to design antenna with compact shape, enhanced bandwidth,

multiband operation, and improved radiation characteristics. Recently antenna with fractal geometry are used in different area like wireless communication, WiMAX and WLAN Applications, MIMO Antenna, Satellite Communication, Multiband Operations etc [1-5]. Microstrip patch antennas with fractal shapes have been investigated by many researchers [1-22]. Among them the term fractal first introduced in [6]. The concept of fractal antenna is come from the fractal structures available in the nature [6]. Antenna with Fractal shape is one such category which offers miniaturizations well as have multi-band characteristic. These are composed of multiple iterations of a single elementary shape and are used to describe a family of complex shapes that possess an inherent self-similarity and self-affinity in their geometrical structure.

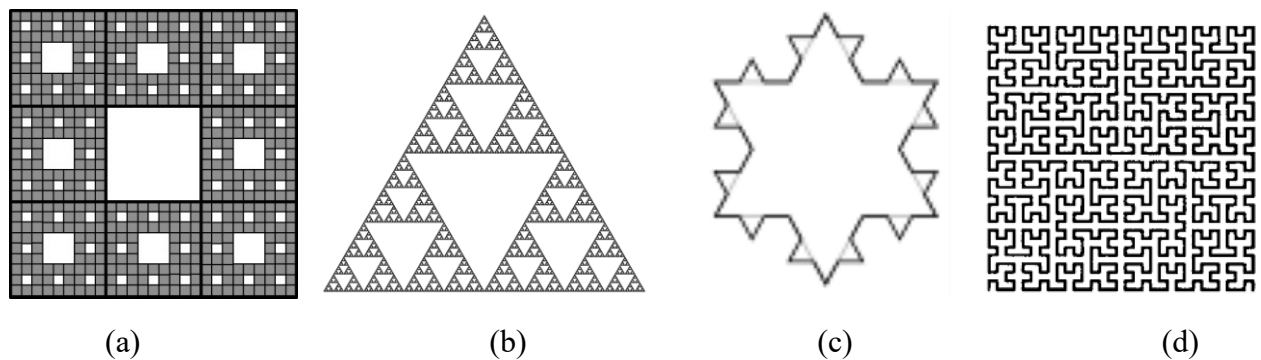


Fig 1. (a), (b), (c) and (d) some common examples of Fractal Geometries

A fractal patch is a rough or fragmented geometric shape that can be subdivided in parts, each of which is (at least approximately) a reduced-size copy of the whole antenna structure. there are many fractal geometries are available in open literature like Sierpinski carpet [12-15], Sierpinski gasket [16-18], Koch snowflake [19-20], Hilbert Curve [21], Minkowski [22] etc. This article reviews how these fractal shapes are used in Microstrip antennas to create smaller, wideband, and multiband designs for wireless communication and other application.

Fractal Geometries: The concept of fractal shape is initially introduced by Mandelbrot [6] in 1982. Mandelbrot [6] described a number of complex structures which have the property of self-similarity in their geometrical structure, i.e. each part of the structure is the replica of the whole. So, the Fractals are generally self-similar and independent of scaling. Fractals also describe many real-world objects, such as clouds, mountains, turbulence, coastlines and river pathway etc. A “fractal” is a geometrical shape that can be split into parts, each of which is a reduced size copy of the whole. Each fractal is composed of multiple iterations of a single shape. Properties of Fractal Geometries: are

- a) Space Filling Properties: Space filling property is based on space filling curves.
- b) Self-Similarity: A self-similar object is exactly or approximately similar to a part of itself

These structures are classify in two types: deterministic and random. The deterministic structure such as Sierpinski gasket [12-15] and the Von Koch Snowflake [19-20]. Few fractal structures are depicted in fig 1. Random fractals also have element of unpredictability that permits the replication of natural observable facts. Many fractal shapes exist in nature and have various properties like recursive, infinite, space filling and self-symmetry. The random fractal geometries founds in clouds, mountains, turbulence, coastlines, river pathway and lightning bolts etc as shown in fig 2.

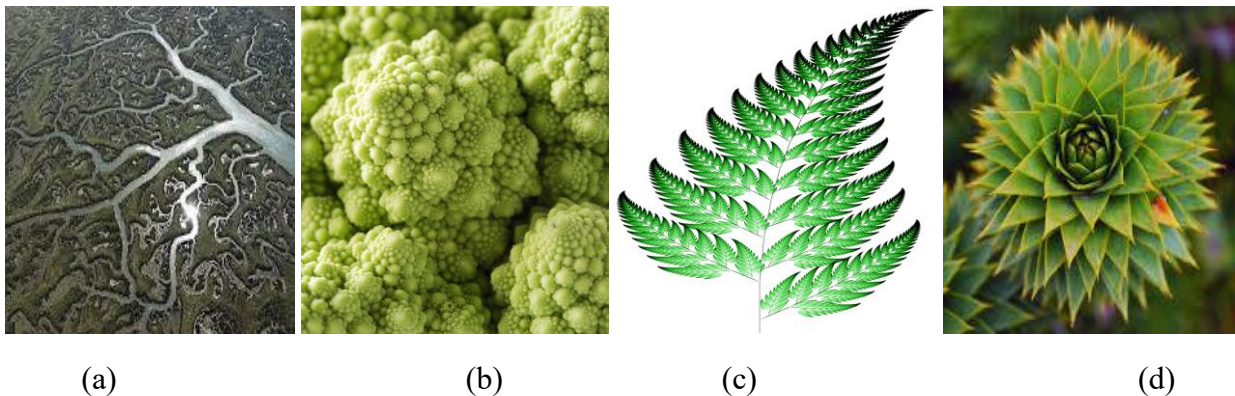


Fig 2. (a), (b), (c) and (d) Few Fractal shapes excising in nature

Sierpinski structure: This structure was invented by Polish mathematician Waclaw Sierpinski in 1915. There are two basic types of Sierpinski structure:

a) Sierpinski Carpet: The Sierpinski carpet geometry which is fractal geometry, having the property of self-similarity that can be most commonly used for antenna applications [12-15]. The fundamental form of the Sierpinski carpet is a square or rectangle in the zero iteration. To achieve the first iteration, divide the square or a rectangle into nine smaller, equal squares or rectangles, and then remove the central square or rectangle from the original structure. Repeated the same procedure multiple times to obtain subsequent order of iterations in the structure as shown in fig 3.



Fig 3. Sierpinski Carpet geometry

b) Sierpinski Gasket: Sierpinski gasket, also known as Sierpinski triangle geometry which is can be designed similar to sierpinski carpet geometry except it uses triangle in place of square or rectangle [16-18]. The initial shape of the Sierpiński gasket is derived from an equilateral triangle. The initial step is to divide an equilateral triangle into four identical smaller equilateral triangles, each measuring half the size of the original triangle, then remove the central triangle. Three triangles of the same size remain on the structure after the central triangle is removed; this is known as the first iteration. The initial iteration provides a self-similar structure where each shape is a reduced version of the original triangle. This technique compressed the size of the antenna by a factor of two. In the second iteration,

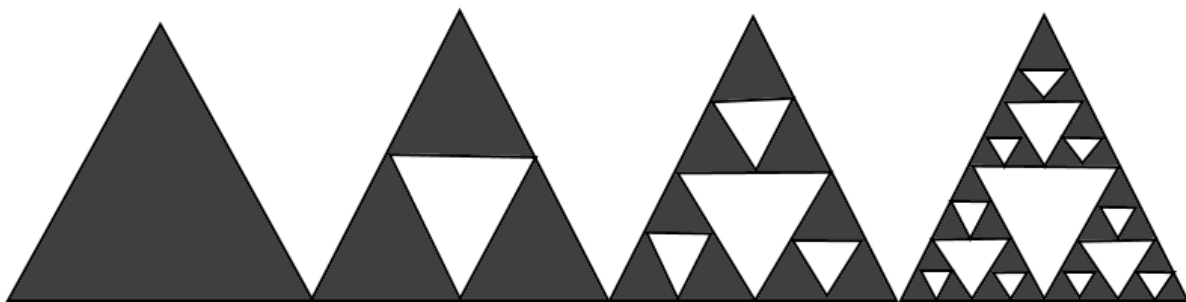


Fig 4 . Sierpinski Gasket geometry

each remaining triangle is substituted with three smaller triangles. This procedure is repeated multiple times to achieve subsequent iterations as depicted in fig 4.

Koch Curve:

The standard Koch curve is constructed geometrically in a simple manner. It begins with a straight line as the starting point. This line is divided into three equal segments, and the middle segment is substituted with two segments of equal length. This is the First version of the geometry, referred to as the generator. The process is applied repeatedly to create higher iterations a shown in Fig. 5. Using this

fractal shape, we can design both monopole and dipole antennas. The method for forming a Koch snowflake is identical to that of constructing a Koch curve, with the difference being that the foundation is a triangle, indicating that the process is applied three times for each iteration.

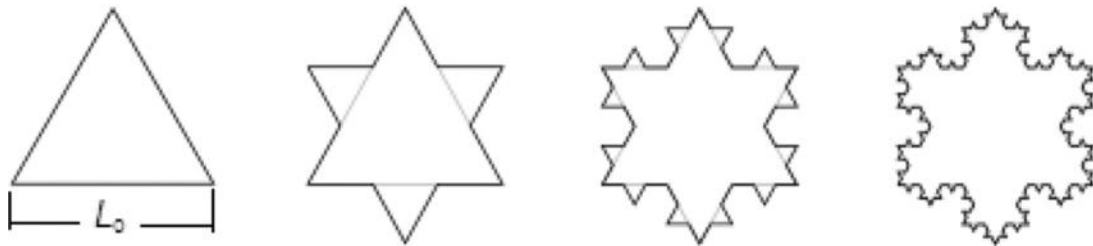


Fig 5. Steps for construction of the Koch curve geometry

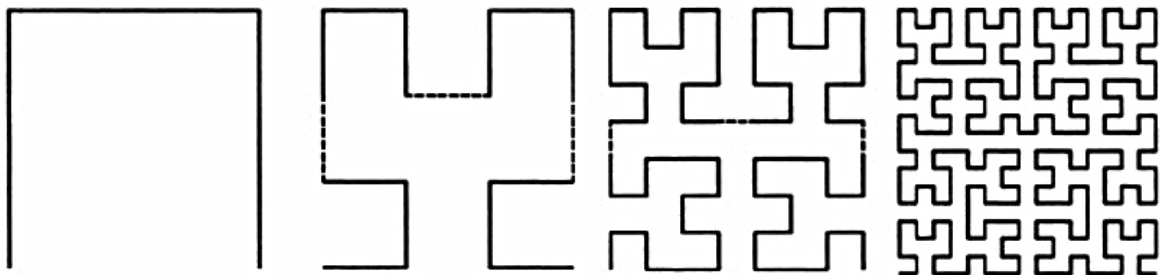


Fig 6. Hilbert Curve Fractal shapes

Hilbert Curve:

This shape represents a space-filling curve, as increasing the iterations suggests an effort to occupy the area it occupies. Furthermore, this shape possesses certain characteristics: it avoids self-intersection (as the line segments do not cross), simplicity (since the curve can be drawn in one continuous motion), and it exhibits self-similarity. A typical Hilbert Curve is shown in fig. 6.

Minkowski Geometry

Minkowski Geometry is being invented by a Jewish German Mathematician Hermann Minkowski in 1907. The Minkowski curve's geometric shape is created by the generator structure and the straight line (initiator). The Iterated Function System (IFS) can also be used to achieve the desired Minkowski fractal shape. Koch curves, which use equilateral triangles, are somewhat similar to Minkowski geometry, which uses rectangles.

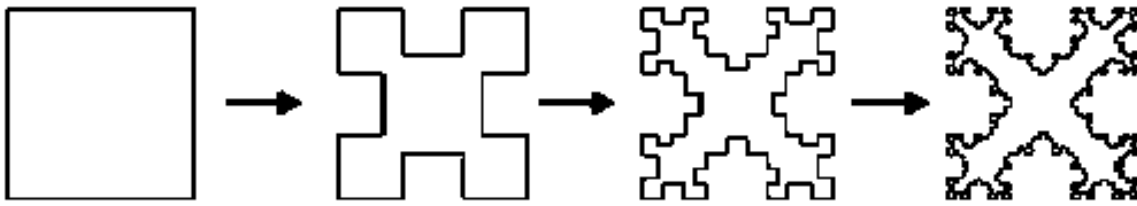


Fig 7. Minkowski Geometry

Merits and Demerits of Fractal:

Merits:

- Fractal antenna generally compact in size.
- It provides better input impedance profile.
- Fractal antenna provide Wideband/multiband response
- Its performance consistence performance over huge frequency range.
- Here Addition of inductance and capacitance is possible without external discrete components.

Demerits:

- Their fabrication and design is little complicated.
- It provide lower gain in some cases
- It is having numerical limitations.
- Its performance starts to decrease after first little iteration

CONCLUSION

This review paper summarizes a brief survey about the fractal antenna and its applications. Through characterizing the fractal geometries and the performance of the antennas, it can be summarized that increasing the fractal dimension of the antenna leads to a higher degree of miniaturization. Also, it is possible to use fractal structure to design small size, low profile, and low weight antennas. Applications of fractal geometry are increasing in the fields of science and engineering. This overview of fractal antenna presented a comprehensive overview of the research area we call fractal antenna engineering. Triangular Koch Curve antenna geometry shows multiband behavior thus it can be used as multiband antenna while the Sierpinski gasket design, after iteration resonates at single frequency. We can reduce the size of antenna and as well as get the better performance by fractal antenna engineering. Fractal antenna can be used for various wireless applications such as Satellite communication, mobile communication, Bluetooth, GSM, RFID, WiMAX, GPS, WLAN, RADAR, Point-to-point high speed modern wireless communication.



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**ENHANCING PATIENT COUNSELING IN COMMUNITY PHARMACY SETTINGS: STRATEGIES,
CHALLENGES AND BEST PRACTICES**

Priyanka Mukesh Lad^{1*}, Zufa Akhtar Zaman Ansari²,
Kanal Bhavan Gami³, Vanita Saharan⁴, Mamta Pandey⁵, Mr. Ganesh Mahale⁶, Mrs. Sarika Bhasarkar⁷
Premlila Vithaldas Polytechnic, SNDT Women's University, Juhu Campus, Santacruz, Mumbai - 400
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^{1*}Corresponding Author and Student of Diploma in Pharmacy at P. V Polytechnic, SNDTW.U.

²Student of Diploma in Pharmacy at P. V Polytechnic, SNDTW.U.

³Student of Diploma in Pharmacy at P. V Polytechnic, SNDTW.U.

⁴Head of Pharmacy Department, P. V Polytechnic, SNDTW.U.

⁵Professor of Pharmacy Department, P. V Polytechnic, SNDTW.U.

ladpriyanka90@gmail.com

ABSTRACT

Community pharmacists are in regular communication with patients and take part in making clinical interventions along with the countless technical tasks done behind the counter. Dispensing medicines to the patients or their representative are not the only duty of pharmacist but also dispensing the right drug to the right person with right information. Community pharmacist has a major role in providing effective counseling which ensures optimal therapeutic outcomes. Pharmacist's role is important in improving patient's understanding in the management of their medical condition. Effective patient counselling helps in reducing medication errors, minimizing incidents of adverse events and drug interactions and improving patient compliance. This article provides information on the barriers faced by pharmacists and patients, strategies to overcome those barriers and the emerging trends and best practices in providing an effective patient counseling.

KEYWORDS

Patient Counseling, Strategies, Challenges, Best Practices

INTRODUCTION

Safe and effective drug therapy depends on patient being well informed about their medication. Health Care is provided in India at primary, secondary, tertiary Health Care level and at each level most patients receive medication as part of their treatment due to heavy patient load, many prescribers have little time to explain the proper use of medication to their patient. Patient counselling is the guidance provided to the patient by the pharmacists about the right use of medicines. It is instructing the patient about various aspects of medicines like route of administration, duration of drug, contraindications, precautions, common side effects, storage and disease conditions. Patient



counselling is one of the major duties of a pharmacist other than dispensing of drug. As the pharmacist approach the counter, they observe the patient's nonverbal cues for any barriers that need to be overcome while communicating with the patient. Pharmacists face various barriers in a community pharmacy setting while counseling the patient. Some barriers are patient-centered such as counseling the caregiver instead of the patient, low level of education and physical condition of the patient which is difficult to overcome. Whereas some are institution-centered like delay of discharge order, lack of privacy etc. which can be counteracted by strict implementation of policies. For ensuring better medication adherence and the optimum therapeutic efficacy, it is mandatory to counteract the barriers and challenges faced by a pharmacist in communication with the patient and implement best pharmacy practices to enhance patient counseling. A positive pharmacotherapeutic outcome depends on an effective pharmacist consultation. Although individual pharmacist has their own way of counseling a client, they must follow certain key practices like introducing themselves, identifying the right patient using patient details, providing comfort and ensuring privacy to the patient along with solving their queries.

Strategies to Enhance Patient Counseling

i. Establish trust:

Pharmacist should make the patient comfortable by showing understanding and empathy towards the patient's situation which helps build a trusting relationship. The pharmacist should begin with a proper introduction and greeting them with a smile after which the patient tends to feel free to give complete details on past medical and medication history. Provide privacy and confidentiality to make the patient feel comfortable in discussing personal medical issues ensure complete privacy.

ii. Promote patient involvement:

Pharmacist should encourage patients to ask questions and express their concerns to ensure they feel involved and understood. Asking Open ended questions help obtain more information; also, pharmacist should say the reason for asking questions so as not to offend the patient.

iii. Enhance non-verbal communication:

Pharmacist should ensure that he/she makes appropriate eye contact with the patient to convey sincerity and attention. Relaxed body language makes patients feel more comfortable and encourages open communication.

iv. Listening Actively:

Listening to the patient's concerns, needs and questions is essential to promote clear interactive communication. Responses such as nodding head and words like "yes, go on" can reduce distractions and implement passive listening.



v. Use simple and clear language:

Pharmacist should use clear and simple language for conveying medication information to the patient. Ask the patient to repeat the information in their own words to confirm their understanding. Pharmacist should know the local language of the locality to ensure better communication. Highlight the important aspects like the purpose of the medication, how to take it and potential side effect.

vi. Acknowledge emotional state of the patient:

Pharmacist should be sensitive to signs of anxiety, fear, or stress and address emotional concerns during the conversation.

vii. Provide Customized Information:

Pharmacist should offer materials that are specific to the patient's treatment plan and condition, personalized to their needs such as customized labels, auxiliary labels, patient information leaflets, and pictograms

viii. Improving Time Management:

Prioritizing patient counseling and integrating it into daily workflows can help address time constraints

ix. Building Collaborative Relationships:

Strengthening communication with other healthcare providers to share patient information and improve continuity of care.

Challenges in Patient Counseling

At first, we need to identify challenges faced by pharmacist that may be needed to overcome for effective patient counseling. The challenges which are often observed while patient counseling are as follows:

i. Time constraints:

Pharmacists often manage a high volume of prescriptions and administrative tasks, leaving little time for thorough patient counseling. This can limit their ability to provide detailed information and address patient concerns. In many cases, pharmacists juggle with multiple responsibilities, such as verifying prescriptions, managing inventory, and responding to other healthcare professionals, which can limit the time available for patient interaction.

ii. Patient's Perception of Pharmacist's Role:

Some patients may not view pharmacists as healthcare providers capable of offering advice beyond filling prescriptions, which can reduce engagement during counseling sessions.

iii. Lack of Patient Engagement:



In India, many patients are unaware that pharmacist may provide counseling. Some patients may show disinterest in counseling or be non-compliant with their medication regimen, making it difficult for pharmacists to ensure adherence.

iv. Language and Health Literacy:

Some patients may not speak the same language as the pharmacist, making it difficult to effectively communicate important information about medication use. Many patients may have limited understanding of medical terms or health information, making it difficult for pharmacists to explain how to properly use medications and understand potential side effects.

v. Lack of privacy:

Pharmacies often lack private spaces for confidential counseling, which can discourage patients from asking sensitive questions or discussing health conditions openly.

vi. Patient Non-Adherence:

Even with proper counseling, patients may not follow medication instructions due to forgetfulness, misunderstanding, or personal beliefs, limiting the effectiveness of the pharmacist's guidance.

vii. Polypharmacy:

For patients on multiple medications or complex therapies, providing comprehensive counseling can be challenging, particularly when dealing with drug interactions and special administration instructions.

viii. Workplace Environment:

High stress, heavy workloads, and understaffing in pharmacies can hinder pharmacists' ability to provide focused and thorough patient counseling.

ix. Lack of trust in pharmacist:

Patients may not trust the pharmacist's advice, especially if they have had previous negative experiences with the healthcare system.

x. Hesitance to Ask Questions:

Patients may feel intimidated or rushed, making them reluctant to ask questions about their medications or express concerns during counseling sessions.

xi. Fear of Stigma or Judgment:

Patients may be hesitant to share important health information, especially related to sensitive conditions (e.g., mental health, sexual health), due to fear of judgment or embarrassment.

Best Practices in Patient Counseling



Best pharmacy practices ensure the safe, effective, and ethical delivery of pharmaceutical care. These practices help pharmacists provide high-quality care to patients, optimize medication use, and promote better health outcomes. Key best pharmacy practices include:

1) Patient-Centered Care

i. **Thorough Patient Assessment:** Collect detailed information on patient history, allergies, current medications, and lifestyle factors.

ii. **Counseling and Education:** Provide clear instructions on medication use, potential side effects, and lifestyle modifications to support treatment.

iii. **Clarify Misconceptions:** Address any misunderstandings or confusion in their knowledge.

2) Accurate Prescription Processing

i. **Double-Check Prescriptions:** Verify prescriptions for accuracy, completeness, and potential interactions.

ii. **Follow-Up on Medication Errors:** Investigate and address any medication errors immediately to ensure patient safety.

iii. **Adherence to Legal Requirements:** Ensure all prescriptions meet legal and regulatory standards

3) Ethical Practices

i. **Confidentiality:** Protect patient information in accordance with privacy laws and ethical guidelines.

ii. **Informed Consent:** Ensure that patients are fully informed about their treatment options and possible outcomes.

iii. **Non-Discriminatory Care:** Provide care without bias, regardless of a patient's background or condition.

4) Promote Medication Adherence

i. **Simplify Regimens:** Offer advice on simplifying dosing schedules or suggest combination therapies when appropriate.

ii. **Use of Reminders:** Encourage the use of medication reminders, such as apps or pillboxes.

iii. **Follow-Up:** Regularly check in with patients, especially those on long-term treatments, to address any challenges with adherence.

5) Embrace Technology

i. **Tele pharmacy:** Offer remote consultation services to expand access to care, especially in underserved areas.

6) Cultural Competence

i. **Respect for Diversity:** Be aware of and respect cultural differences that may influence a patient's health beliefs, practices, and medication use.



7) Educate on Side-Effects and Safety

i. Provide information on potential side effects and how to manage them, emphasize symptoms that require immediate medical attention and make the patient aware of possible drug interactions with other medications, alcohol, milk, caffeine and certain food products.

By adhering to these best practices, pharmacists can enhance patient outcomes, ensure medication safety, and contribute to the overall well-being of the communities they serve.

CONCLUSION

In conclusion, enhancing patient counseling is essential for improving health outcomes and patient satisfaction. Effective strategies include establishing trust, time management, enhancing non-verbal communication, and providing personalized information with the help of counselling aids such as customized labels, auxiliary labels, etc. for better communication.

However, challenges such as time constraints, diverse literacy levels, lack of privacy, patient non-adherence, lack of patient engagement, polypharmacy and cultural differences must be addressed. Overcoming these obstacles involves adopting a patient-centered approach and ensuring ongoing education for healthcare providers.

Best practices emphasize patient centered care, ethical practices, embracing technology cultural competence and patient education. By integrating these strategies and addressing challenges pharmacists can create a more effective counseling environment, ultimately leading to better patient engagement and adherence.

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ANATOMICAL STUDIES OF THE LEAF AND STEM OF TINOSPORA CORDIFOLIA (WILLD.) MIERS HOOK**F. & THOMS. IN DIFFERENT REGION OF HAZARIBAG JHARKHAND, INDIA**Zeba Ali Shervani¹, Sangeeta Singh², P.K. Mishra³

Department of Botany, Vinoba Bhave university, Hazaribag, Jharkhand, india

ABSTRACT

The Anatomical study of *Tinospora cordifolia* would detail the microscopic structure of the plants various parts, Notably the stem and the leaves, to understand its special characteristics and facilitate in exact identification, particularly to differentiate it from analogous plant species.

KEYWORDSAnatomical, *Tinospora cordifolia*, microscopic, identification**INTRODUCTION**

Medicinal plants are in use almost throughout the world and specially in India since time immemorial. Various ancient Ayurvedic and Unani literature speak very highly about medicinal plant and their possible use in treatment of different diseases. It is climbing deciduous shrub with succulent stem. Leaves are heart shaped and juicy with long petioles up to 12-15 cm which are roundish & pulvinate. Flowers are unisexually; male flowers are clustered & female flowers are solitary. *Tinospora cordifolia* is one of the most important medicinal plants and is called magical herb due to curing many diseases (Srivastava 2011). It is known for building up the immune system and body defense against infecting organism. There are many common names of *Tinospora cordifolia* such as Amrita, Guduchi, Giloy, Gulancha and heart leaf moonseed. There is many information available in pharmacology, anticancer activity etc, however scattered information is available on anatomy of *T. Cordifolia* (Akhter 2010, (Khosa 1971). To fill up the gaps on ecology of *Tinospora cordifolia* the work was performed.

RESEARCH OBJECTIVE

To perform the Anatomical study of stem & leaf of *Tinospora cordifolia* growing in different areas of Hazaribag (JHARKHAND).

MATERIAL AND METHODS

Plants were procured from different parts of Hazaribag (Jharkhand), stem and leaf samples of almost equal diameter were taken from growing in different ecological condition. Anatomical studies were done by cutting section, staining them with safranin and preparing slides. The thickness of different layers of tissues were recorded to see whether there is any variation because of ecological condition. The micrometer was used to measure the thickness of different slides.

RESULT & DISCUSSION

Table No 1: T.S. of *Tinospora cordifolia* stem from different stations.

Source	Epidermis		Periderm		Chlorenchyma		Pericycle		Vascular Bundle & its Arrangement
	No of layers	Thickness in mm	No of Layers	Thickness in mm	No of Layers	Thickness in mm	No of Layers	Thickness in mm	
Botanical Garden VBU	2-3	5	6	4	5-6	10	5	7	11 Bunches of vascular bundle, all are in same plane
Hirabag Chowk	3	12	5	4	9-10	12	8-9	10	10 Bunches
Pugmil	2-3	9	4	4	7-9	14	5	9	11 Bunches, in Alternate form
Dept. of Botany VBU	2-3	8	6	4	10	15	7	8	10 bunches

P<0.05

Table No. 2: T.S. of *Tinospora cordifolia* leaf from different stations

Source	Epidermis		Palisade mesophyll cell		Vascular Bundle	
	No of layers	Thickness in mm	No of layers	Thickness in mm	No of layers	Thickness in mm
Botanical Garden VBU	1-2	4	4-5	7	7-8	12
Hirabag Chowk	3-4	7	4-6	8	8-12	20
Pugmil	2-5	6	4-6	5	7-9	15
Dept. of Botany VBU.	2-3	5	4-5	7	5-6'	10

P<0.01- P<0.05

Tinospora cordifolia stems from different study stations have been depicted in Table No.1. Epidermis was 2-3 layers in all the study stations. It was as high as 12mm thick in Hirabag chowk and lowest being 5mm in Botanical Garden, VBU. The number of periderm layers was lowest in Pugmil area and highest in Botanical Garden. The thickness of the periderm was 4mm in all the study stations. Pericycle layers varied from 5 in Botanical Garden of VBU and Pugmil area to 8-9 in Hirabag Chowk. The thickness of the pericycle was 7mm in Botanical Garden of VBU to 10 mm in Hirabag Chowk. The number and arrangement of vascular bundles varies in every study station. It was 11 and lying-in same plane in Botanical Garden of VBU, 10 and alternate arrangement in Hirabag Chowk, 11 and alternate arrangement in pugmil area. Whereas there were 10 vascular bundles in the stem of *Tinospora* growing in Department of Botany, VBU. The results were statistically significant at $p < 0.05$. Similarly, the transverse section of leaf was also done, and its results are given in Table No.-9. Epidermis was 1-2 layered and 4mm thick in botanical garden of VBU, 3-4 layered and 7 mm thick in Hirabag Chowk, 2-5

layered and 6mm thick in pugmil area and 2-3 layer and 5mm thick in Department of Botany, VBU campus. Palisade mesophyll cells were 4-5 and 4-6 layered in different areas. Whereas its thickness was 5mm in pugmil to 8mm in Hirabag Chowk area. The vascular bundles were least thick (5-6 celled and 10mm) in Dept of Botany, VBU campus whereas it was thickest (8-12 layered and 20mm) in Hirabag chowk. The results were significant at $p < 0.01$ - $P < 0.05$. Thickness of leaf epidermal layer, number of periderm layers and number of chlorenchyma layer was highest in plant growing in Hirabag Area and was followed by plants growing in pugmil area. Correlation of soil condition and secondary growth of stem further justified for *Tinospora cordifolia* growing in Hirabag area. Pollution status once again affected Pugmil plants. Good condition of chlorenchyma indicates better photosynthetic activity. The thickness of leaf epidermal layer and thickness of photosynthetic layer of leaf was better in Hirabag Area which again proves good ecological condition of that area.

CONCLUSION

Thickness of epidermal layer, number of periderm layers and number of chlorenchyma was highest in plants growing in Hirabag area and was followed by plant growing in pugmil area. Correlation of soil condition and secondary growth of stem further justified for *Tinospora cordifolia* growing in Hirabag area pollution status once again affected pugmil plants. Good condition of chlorenchyma indicates better photosynthetic activity.

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RELATIVE LENGTH GUT OF RASTRELLIGER KANAGUTRA INDIAN MACKEREL

Gedam Ajit K¹, Phulwade Durgesh N²

¹Jijamata College of Arts, Science, Bhenda Tq. Nevasa, Dist. Ahmadnagar. (M.S).

²Nanasaheb Y.N. Chavan Arts, Science and Commerce College, Chalisgaon.

durgeshphulwade@gmail.com

ABSTRACT

Observing the morphological characters of alimentary canal of Rastrelliger Kanagutra Indian Mackerel it is observed that the stomach is absent. The structure of digestive tract can be differentiated into three distinct regions, the anterior intestine (oesophagus, prestomach), the narrow middle intestine and the posterior broad intestine. Following the oesophagus the alimentary canal widens to form intestinal swelling. The mean alimentary canal length (ACL) Mean was Mean of Total Length is 23.836., Mean of Intestine Length is 44.533., Mean of Relative Length Gut is 1.866997596.cm.

INTRODUCTION

The Indian mackerel, Rastrelliger kanagurta is an important fishery resource in the Indian EEZ especially along the southwest coast of India as well as an important forage item for the highly prized food fishes such as seer fishes and tunas occupy higher trophic levels. The Indian mackerel, Rastrelliger kanagurta is a pelagic shoaling fish that form commercial fisheries along the coasts of the countries bordering the Red Sea, Oman Sea, Arabian Gulf, India, Sri Lanka, Bangladesh, Myanmar, Thailand and Malaysia. Studying the feeding habit of fishes does have great importance both in Fisheries and Aquaculture. (2).

Indian mackerel (Rastrelliger kanagurta, Cuvier) shows a worldwide distribution and forms a part of commercial fisheries in countries bordering Red Sea, Oman Sea, Arabian Gulf, Pakistan, India, Sri Lanka, Bangladesh, Myanmar, Thailand and Malaysia¹⁻³. India contributes 90% of the world mackerel production, out of which 77% is from west coast and 23% is from east coast of India. Its fishery is second in importance to that of oil sardine in the multispecies structure of Indian marine fishery⁴. From the point of fisheries management, a holistic knowledgebase on biology, life history and behaviour of species in the region is crucial. Age, growth and fishery related work about Indian mackerel has been done in several countries. In west coast of India, extensive work has been done on the fishery and health status of Indian mackerel. Study on mackerel from Indian Ocean as a whole, has also been done^{20, 21}. Fewer studies related to its feeding habits have been done in the south-east coast of India. But no such work has been done along the West Bengal coastal region. In West Bengal, Indian mackerel is showing an increasing catch trend over the last decade. This fish is not in much demand in West Bengal, but is highly popular in southern states of India. If transported to Southern states, fishery of Indian mackerel may emerge as an earning source for West Bengal. A knowledge base

about the biology and fishery of this fish will be helpful to manage the fish stock for prolonged exploitation. The present study was to get information about the feeding habit, health status and reproductive biology of Indian mackerel in West Bengal coastal province. Objective of the present study is to observe the seasonal variation of feeding habit of Indian mackerel with respect to salinity and rainfall and to examine the health status and breeding habit of Indian mackerel in West Bengal coastal water. (3).

The Indian mackerel *Rastrelliger kanagurta* (Cuvier, 1816) has wide distribution in the tropical Indo-west Pacific region forming one of the commercially important fisheries in several countries bordering the Red Sea, Oman Sea, Arabian Gulf and Pakistan, India, Sri Lanka, Bangladesh, Myanmar, Thailand and Malaysia. About five-fold increase in the catches in recent years has clearly indicated that the fishery appears as an emerging resource in the country. Other than the report of Jayabalan et al. (2014) on the age and growth of the Indian mackerel from the Sohar coast of Oman, characteristics of the species from the Omani waters. Therefore, the present study was undertaken during 2007-2009 to understand the reproductive aspects of the species from the coast of Mahout in Oman bordering the Arabian Sea. The results obtained would help to plan for sustainable harvest of the Indian mackerel from the Omani waters. (5).

MATERIAL AND METHODS

Live fish specimen of *Rastrelliger Kanagutra* Indian Mackerel were collected from Local fish Market Chhatrapati Sambhaji Nagar, (M.S.) India. Immediately the specimens were fixed in 4% formaldehyde. The intestine was separated from the viscera and the length was measured from the insertion of the stomach to the urinogenital aperture and morphological studies of the various parts of the alimentary canal of *Rastrelliger Kanagutra* Indian Mackerel was carried out. To study the relationship between total length and alimentary canal length and relative length of gut, statistically by Mean analysis, a total number of 100 specimens each of *Rastrelliger Kanagutra* Indian Mackerel was studied. (6).

RESULT

While observing the morphological characters of alimentary canal of *Rastrelliger Kanagutra* Indian Mackerel it is observed that the stomach is absent. The structure of digestive tract can be differentiated into three distinct regions, the anterior intestine (oesophagus, prestomach), the narrow middle intestine and the posterior broad intestine. Following the oesophagus the alimentary canal widens to form intestinal swelling. The alimentary canal length (ACL) was Mean of Total Length is 23.836., Mean of Intestine Length is 44.533., Mean of Relative Length Gut is 1.866997596.cm. (Table).

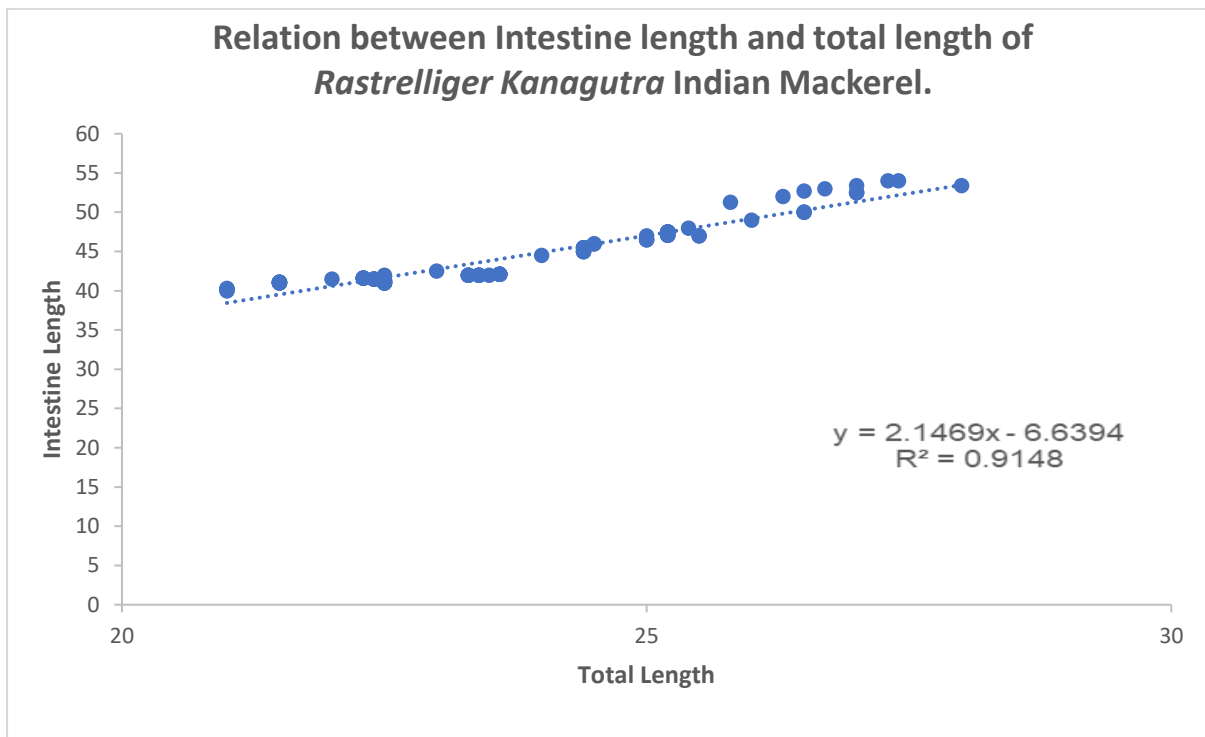
In the correlation of Intestine length is 2.1409 and Total length is 6.6394. The regression equation is $y=2.1409 x+6.6394$. $R^2= 0.9148$.

Table: Relative Length Gut of Rastrelliger Kanagutra Indian Mackerel.

Sr. No.	Total Length (cm).	Intestine Length (cm).	Relative Length of Gut. (RLG)= ACL/TL.	Sr. No.	Total Length (cm).	Intestine Length (cm).	Relative Length of Gut. (RLG)= ACL/TL.
1	22	41.5	1.886363636	51	22.4	41.5	1.852678571
2	23.5	42	1.787234043	52	23.3	42	1.802575107
3	25	47	1.88	53	24.4	45	1.844262295
4	26	49	1.884615385	54	22.5	41	1.822222222
5	22.5	42	1.866666667	55	23.6	42.1	1.783898305
6	21	40	1.904761905	56	25.2	47.5	1.884920635
7	23	42.5	1.847826087	57	22.5	41	1.822222222
8	24.5	46	1.87755102	58	23.6	42.1	1.783898305
9	25	46.5	1.86	59	25.2	47.5	1.884920635
10	26.5	50	1.886792453	60	24.4	45.5	1.864754098
11	27	52.5	1.944444444	61	23.4	42	1.794871795
12	21	40.2	1.914285714	62	25.2	47.1	1.869047619
13	21.5	41	1.906976744	63	21.5	41.1	1.911627907
14	22.4	41.5	1.852678571	64	22.3	41.6	1.865470852
15	23.3	42	1.802575107	65	22.5	41.3	1.835555556
16	24.4	45	1.844262295	66	21.5	41	1.906976744
17	22.5	41	1.822222222	67	22.4	41.5	1.852678571
18	23.6	42.1	1.783898305	68	23.3	42	1.802575107
19	25.2	47.5	1.884920635	69	24.4	45	1.844262295
20	24.4	45.5	1.864754098	70	22.5	41	1.822222222
21	23.4	42	1.794871795	71	23.6	42.1	1.783898305
22	25.2	47.1	1.869047619	72	25.2	47.5	1.884920635
23	21.5	41.1	1.911627907	73	25	46.5	1.86
24	22.3	41.6	1.865470852	74	26.5	50	1.886792453
25	22.5	41.3	1.835555556	75	27	52.5	1.944444444
26	25.2	47.5	1.884920635	76	21	40.2	1.914285714
27	22.5	41	1.822222222	77	21.5	41	1.906976744
28	23.6	42.1	1.783898305	78	22.4	41.5	1.852678571
29	25.2	47.5	1.884920635	79	23.3	42	1.802575107
30	24.4	45.5	1.864754098	80	24.4	45	1.844262295
31	23.4	42	1.794871795	81	22.5	41	1.822222222
32	25.2	47.1	1.869047619	82	23.6	42.1	1.783898305
33	21.5	41.1	1.911627907	83	25.2	47.5	1.884920635
34	22.3	41.6	1.865470852	84	27	53.4	1.977777778
35	22.5	41.3	1.835555556	85	26.5	52.7	1.988679245
36	22.5	41	1.822222222	86	27.3	54	1.978021978
37	23.6	42.1	1.783898305	87	25.8	51.3	1.988372093
38	25.2	47.5	1.884920635	88	26.7	53	1.985018727

39	24.4	45.5	1.864754098	89	25.5	47	1.843137255
40	23.4	42	1.794871795	90	26.3	52	1.977186312
41	25.2	47.1	1.869047619	91	27.4	54	1.97080292
42	21.5	41.1	1.911627907	92	24.5	46	1.87755102
43	22.3	41.6	1.865470852	93	25.4	48	1.88976378
44	22.5	41.3	1.835555556	94	21	40.3	1.919047619
45	28	53.4	1.907142857	95	24	44.5	1.854166667
46	25	46.5	1.86	96	21.5	41.1	1.911627907
47	26.5	50	1.886792453	97	22.3	41.6	1.865470852
48	27	52.5	1.944444444	98	22.5	41.3	1.835555556
49	21	40.2	1.914285714	99	22.5	41	1.822222222
50	21.5	41	1.906976744	100	25.5	47	1.843137255
Mean of Total Length is 23.836.		Mean of Intestine Length is 44.533.		Mean of Relative Length Gut is 1.866997596.			

Graph:





Rastrelliger Kanagutra Indian Mackerel



Intestine of *Rastrelliger Kanagutra* Indian Mackerel

DISCUSSION

Pradhan (1956) has-given the monthly length-frequency distribution tables from 1948-49 to 1952-53 of mackerel from the Karwar centre; but an actual estimation of the mean size of the fish at different ages is not available. According to him mackerel ranging from 6 to 11 cm. with an average size of 10 cm. occur in the months July to September and these are presumably the offspring of fish which has spawned in the previous season, the spawning being from June to September. It is also presumed that the mackerel of average size of 10 cm. occurring in July is 1 year old. The suggestion that this group disappears after September and a new group of older fish replaces it in the inshore waters from October onwards in the commercial fishery needs verification by a study of the habits of the fish. Sekharan (1958) gives the monthly length-frequency curves based on data collected at West Hill from 1934-35 to 1940-41 by the Madras State Fisheries Department and tries to trace the progression of the monthly modes in order to infer about growth rate and average sizes at different ages. The data show in general the appearance of a group having modal sizes between 12 and 15 cm, sometimes in July-September period and it is traced through subsequent months. This group is assumed to be 1 year old, probably on the ground that young mackerel with 6 cm. mode noticed in June '40 must be 0 year class and therefore 12-15 cm. size-group found in July-September period in other years should be 1 year class. The hypothesis put forward by him regarding the rapid growth rate



of the mackerel during June to September period is valid only in relation to the juvenile fish and not in relation to the adults. Data show that the juvenile fish grows to about 7 cm. in 3 months between July-September. If therefore the rapid growth rate of 7 cm. in 3 months is recognised for the juvenile mackerel it will be relevant to expect an even faster growth rate before the fish attains this size. Hence it appears to be not correct to assume that mackerel of size 12-15 cm. is about 1 year old. (1).

Seshappa (1958) observed no rings on scales of the Indian mackerel below 22 cm, while all individuals above 23 cm. showed clear rings. The nature and periodicity of the formation of the scale ring has not been established finally but the suggestion is that it may be a spawning mark. The very slow progression of the modal length and persistence of the same mode for months together during the fishery season is a feature which requires explanation. After a rapid phase of growth in the juvenile stage there is a significant slowing down of growth noticeable especially in the case of fish above 20 cm. The addition of fast-growing recruits from waves of spawning to a slow-growing population of older recruits in the fishery appears to be the main reason for the above situation. Constant removal of older fish by fishing may also to some degree contribute to this phenomenon. It cannot yet be suggested with any certainty if there is a partial migration of the adult 'would-be spawners to offshore grounds for spawning. (1).

Pradhan (1956) analysed length frequency data of mackerel from Karwar and came to certain conclusions on the age of mackerel. In July-September juveniles of size range 6 to 11 cm are occasionally caught. In the first half of September, a slightly large group of 12 to 16 cm occurs in the fishery. This group is succeeded in October by a still larger size group of 18 to 20 cm which usually constitutes the mainstay of commercial fishery. Higher size groups of 21 to 22 cm are met with during February to March. Mackerel in the maximum size range of 22 to 25 cm are caught during the spawning season i.e. from June to September. The cycle is repeated from the commencement of the next mackerel season. Sekharan (1958) analysed the length data on mackerel collected by him at Malpe. The data showed that the fishery drew its support mainly from single age group consisting of 180 mm: 190 mm and 210 mm groups. He also stated the normal modal size of one year old mackerel could be assumed to be 120-150 mm. According to him these one year olds grow to a size of 210 to 230 mm at the end of the second year of their life. George and Banerji (1964) made a study of the length frequency data on mackerel collected at Cochin for seven seasons from 1957-58 to 1963-64 and also reanalysed the length data published by Pradhan (1956) and Sekharan (1958). They have reported the modes in different months for all the seven seasons, starting from a size of 9.5 cm when it is two months old and stated that the fish grows to a size of 21.6 cm at the end of 12 months. Noble et al. (1992) gave the length frequency distribution in the mackerel catches along the west and east coast of

India. Bulk of the catch of west coast was contributed by larger size group from 160 mm with the peak of at 200 mm, while along the east coast the maximum catch was contributed by size below 160mm with the peak at 90 mm and second peak 210 mm. Pratibha et al. (1998) reported the mackerel caught in trawl net ranging in size from 145 to 275 mm with mode at 210 mm. Yohannan and Sivadas (2003) reported that the average length frequency distribution of mackerel along the west coast of India is constituted by size group 110-150 mm with mode at 145 mm, while along the east coast, larger size groups of 175 -215 mm with modal size 195 mm are recorded. Further, Pratibha et al. (2004) observed gear wise length distribution of *R. kanagurta* and noted that the length range in purse seine was 55-295 mm and 55-280 mm in trawl. Small fishes were more prominent in purse seine with mean length ranging from 176 mm to 211 mm whereas in trawl, smaller fishes in the length range of 55 mm to 150 mm. Drift gill net landed only large size mackerel of length 155 mm to 285 mm with mean length 212 mm to 236 mm. In Pattabale, the length ranged from 185 mm to 285 mm with mean length from 245 mm to 250 mm were common. In Ranibale and Kotibale the size ranged from 110 mm to 260 mm and 125 mm to 265 mm respectively. Abdussamad et al. (2006) reported the size composition in trawls 60-275 mm fishes with mean 172 mm and 95-100mm, 135-140mm and 225-230mm as major modes supported the fishery. Abdussamad et al. (2010) studied the size composition of Indian mackerel by three different gears in Tuticorin coast. They have reported that the catch by sardine gillnets was supported by 60-145mm with 101.8 mm as mean size and 100-105 mm modal class. The catch in small meshed gillnets comprised of relatively larger fishes of 115-310 mm with mean of 215.7 mm. In trawls, it was 110-314 mm with mean size of represented 204.1 mm and 110-315 mm modal class. (4).

Several studies on the biology and stock assessment of Indian mackerel from various coasts are available (Radhakrishnan, 1962; Rao, 1967; Sousa and Gislason, 1985; Gopakumar et al., 1991; Noble et al., 1992; Yohannan and Abdurahiman, 1998a, b; Rohit and Gupta, 2004; Moazzam et al., 2005; Abdussamad et al., 2010). In Omani waters, the Indian mackerel is common (Randall, 1995) and the resource is harvested by the artisanal fishers using the gears such as gillnets and seines (Al-Abdessaalam, 1995). The estimated landings of this fish increased from 1,994 t in 1998 to 10,124 t in 2009 (GoSO, 2009). (5).

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**PHARMACOLOGICAL MANAGEMENT OF ALLERGIC RHINITIS: A REVIEW OF CURRENT GUIDELINES
AND EMERGING THERAPIES, DIAGNOSIS AND PREVENTION**

Ashwini Dhase

Pravara Rural Education Society's College of Pharmacy (for women), Chincholi-422103 Nashik,
Maharashtra

ashwinidhase9226@gmail.com

ABSTRACT

Millions of individuals suffer from allergic rhinitis (AR), a serious health issue that has led to the development of several guidelines aimed at standardizing and improving the treatment of the condition. The AR guidelines' approach has changed from opinion-based to evidence-based medicine, as is the case with many other medical specialties. About one in four people in westernized nations suffer from allergic rhinitis, which is typified by the following symptoms: sneezing, watery discharge and congestion, nasal irritation, nasal inflammation, rhinorrhea, and nasal blockage. Allergy and nonallergic rhinitis (NAR) are the two main classifications: when an allergen triggers the nasal symptoms, allergic rhinitis results. NAR arises when blockage and rhinorrhea are brought on by nonallergic, noninfectious triggers including weather changes, exposure to cigarette smoke or caustic odours, variations in barometric pressure, etc. Immunoglobulin E (IgE)-mediated responses to inhaled allergens produce allergic rhinitis (AR), one of the most prevalent chronic illnesses in the world. Pharmacotherapy, immunotherapy, and allergen avoidance are all part of the treatment of allergic rhinitis. Leukotriene receptor antagonists, intranasal cromones, oral and intranasal antihistamines, intranasal corticosteroids, oral and intranasal decongestants, oral and intranasal anticholinergics, and allergy avoidance are among the pharmacologic treatments available today. Intranasal corticosteroids and oral antihistamines of the second generation. Even when there is proof of safety, pharmacological therapies are frequently avoided during pregnancy due to concerning information in patient records and medication labels. Beclomethasone dipropionate, budesonide, flunisolide, fluticasone propionate, mometasone furoate, and triamcinolone acetonide are among the various intranasal corticosteroids that are available. All of them work well to prevent perpetual allergic rhinitis and to cure seasonal allergic rhinitis. AR is a global health issue that causes significant burden and disability globally, and it frequently co-occurs with conjunctivitis and asthma.

KEYWORDS

Allergic rhinitis, Nonallergic rhinitis, Management, Antihistamine, Corticosteroids, Immunotherapy.

INTRODUCTION



Up to 40% of the world's population suffers with allergic rhinitis, a condition whose prevalence is rising globally. Fortunately for patients, many of the medication treatments for allergic rhinitis are now over-the-counter (OTC), which makes them affordable and easily accessible [1]. While the frequency of non-allergic rhinitis looks to be 19 million and mixed rhinitis 26 million, the prevalence of allergic rhinitis in the United States of America varies from 9% to 42%, or roughly 58 million people. One of the most prevalent medical disorders that significantly lowers quality of life is rhinitis. In addition to symptoms related to the upper respiratory tract, sleep and psychological disorders, reduced productivity at work, and impaired academic performance must be taken into account [2]. Rhinitis is a diverse disorder that can occur without inflammation, as in the case of so-called idiopathic (formerly known as "vasomotor") rhinitis, but it has also been linked to inflammatory reactions, as in allergic rhinitis. About one in four people in westernized nations suffer from allergic rhinitis, which is typified by the symptoms of congestion, watery discharge, sneezing, and itching of the nose [3]. It is a prevalent issue in childhood and adolescence that has a detrimental effect on one's physical, social, and mental health. Immunoglobulin E (IgE)-mediated early-phase and late-phase hypersensitivity responses, typically to inhalant allergens, are the cause of allergic rhinitis (AR), an under diagnosed inflammatory illness of the nasal mucosa that shares similarities with allergic asthma, rhino-sinusitis, and allergic conjunctivitis. The high correlation between asthma and rhinitis was not entirely explained by common risk factors, such as atopy, despite minor differences in the connection based on sensitization to specific allergens [4]. House dust mites, grass and tree pollens, animal hair from cats, dogs, and horses, and rarely moulds are examples of common allergies. It has been suggested that allergic asthma and allergic rhinitis are symptoms of the same illness. Our goal was to find out how allergic rhinitis and allergic asthma are related [5].

There are several phenotypes, including those with clear symptoms like running and sneezing that are easy to identify and others with primary obstruction that may make the diagnosis difficult to make. AR carries a threefold risk of enduring into middle age and predates the onset of asthma in preadolescence, adolescence, or adulthood. Rhinitis has an impact on health, both physically and psychological with a direct relationship to allergen exposure [1]. AR lowers quality of life by interfering with social life, work productivity, sleep, and education. AR has been categorized as a significant chronic respiratory disease because of its high prevalence and negative effects on quality of life. Many AR patients choose to self-treat or even ignore their symptoms rather than seek treatment from a primary care physician or specialist. As a result, the community chemist can be a useful tool for identifying and evaluating AR symptoms [6]. A significant financial burden is also linked to rhinitis. The indirect costs of rhinitis include everything listed above, but there are also direct costs, such doctor

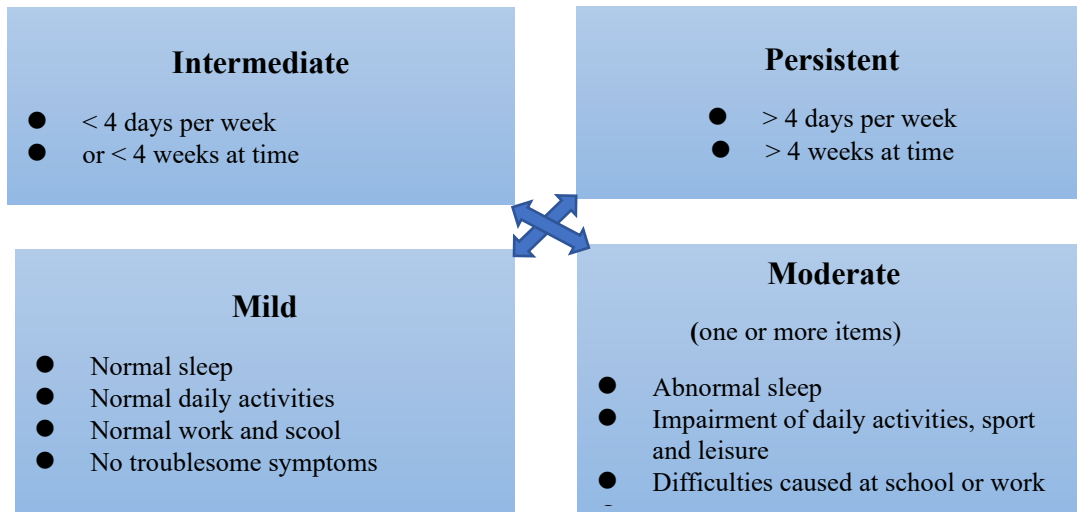
visits, lab work, and prescription drugs [2]. In patients with AR, the BHR rate was significantly correlated with the blood eosinophil count, baseline lung function, and the persistence of rhinitis. However, the BHR rate was unaffected by environmental factors, the number of sensitized allergens, the wheal size ratio of allergen to histamine, the serum immunoglobulin E level, and personal or family medical history. The only significant predictor of BHR in AR patients, according to multivariate analysis, was the persistence of rhinitis [7].

DEFINITION OF RHINITIS

Exposure to indoor or outdoor allergens, such as dust mites, insects, animal dander, moulds, and pollen, can cause allergic rhinitis, a common and chronic immunoglobulin E-mediated respiratory disease that can impair quality of life and productivity. Asthma and conjunctivitis are common comorbidities of allergic rhinitis [8]. There are two stages to the allergic reaction: early and late. Early-phase symptoms appear nearly instantly after being exposed to the allergen in question and go away in a few hours [9]. More inflammatory cells, such as neutrophils, T lymphocytes, and eosinophils, are drawn to the nasal mucosa by the inflammatory mediators, which also recruit and activate them [6]. The interaction between IgE and the allergen causes mast cells to deregulate and releases inflammatory mediators like histamine, leukotrienes, prostaglandins, and cytokines within minutes of the exposure. Symptoms including sneezing, itching, rhinorrhea, and nasal congestion that last longer than an hour on two or more days in a row are caused by these chemicals. Additional symptoms that have been recorded include headaches, facial and ear pain, snoring, sleep difficulties, itchy throat and tongue, and throat clearing. When an allergen causes these symptoms, it is known as allergic rhinitis. Chronic rhinitis without endonasal infection or systemic allergic inflammation (negative SPT, negative total blood IgE, and RAST tests) is known as non-allergic rhinitis. The patient's age and symptom intensity should guide the course of treatment. Patients should be urged to stay away from recognized allergens and taught about their condition [2].

SYMPTOMS OF RHINITIS

Nasal symptoms brought on by animal exposure and damp/cold air were the best predictors of asthma and CBE, respectively (odds ratios >3). A third of adults in southern Sweden experienced severe nasal symptoms, either nonallergic or allergic. Asthma and chronic bronchitis/emphysema were shown to frequently combine with nasal symptoms, indicating that pan-airway engagement is widespread in both conditions [10]. High nasal discomfort scores were linked to bronchial symptoms in those with persistent rhinitis, and many of these individuals had bronchial hyperresponsiveness throughout the year. Compared to healthy individuals, subjects with persistent rhinitis were more likely to experience airway inflammation and bronchial symptoms, which are probable risk factors for asthma [11].



TYPES OF RHINITIS

1) Allergic Rhinitis: According to ARIA, allergic rhinitis is a distinct endotype. An IgE-mediated reaction to a variety of environmental allergens, such as dust mites, pollens, cockroach frass, animal dander, rats, and moulds, results in an inflammatory illness. Consequently, skin-prick testing is used to establish the diagnosis [12]. Non-specific hyperreactivity and allergic reaction are closely related in allergic rhinitis, especially in chronic allergic rhinitis. It is considerably more challenging to comprehend and quantify nasal hyperreactivity in non-allergic rhinitis, a clinical entity that encompasses a diverse range of disorders [13].

2) Nonallergic Rhinitis: The diagnosis of noninfectious nonallergic rhinitis (NAR), a diverse collection of nasal disorders, necessitates negative systemic IgE testing. The prevalence of the NAR subtypes among adult patients ranges from 20% to 70%, and they impact up to 200 million people globally [12].

3) Seasonal Allergic Rhinitis (also known as hay fever, or intermittent): The symptoms of seasonal allergic rhinitis (SAR) are typically clearly recognized and directly linked to exposure to seasonal allergens, such as fungus or pollen from grass, trees, and weeds. Depending on the region and climate, the "season's" allergy duration can change [6]. The 'seasonal' and 'perennial' classifications of allergic rhinitis patients have historically failed to take into consideration the sub clinical inflammatory state that many of them experience. Even sub-threshold doses of allergen have been shown to induce inflammatory cell infiltration in the nasal mucosa in patients with seasonal and perennial allergic rhinitis. This infiltration includes nasal and conjunctival eosinophilia, increases in the expression of cellular adhesion molecules, and other indicators of inflammation, but it does not produce overt allergy symptoms [14].

4) Perennial Allergic Rhinitis (or persistent): The symptoms of perennial allergic rhinitis (PAR) can last up to 75% of the year, be present for more than four days a week and for more than four weeks, and

are more difficult to diagnose since they can be confused with those of sinusitis, respiratory infections, and other rhinitis conditions [6].

5) Rhinosinusitis: Because the sinuses and nose share anatomical, neurological, and circulatory routes, sinusitis and rhinoitis often coexist. For patients who have sinus irritation symptoms, rhinosinusitis is the preferable word. Acute and chronic rhinosinusitis are both possible:

a) The acute: Rhinovirus (common cold), coronavirus, adenovirus, para-influenza virus, respiratory syncytial virus, or enterovirus are the most prevalent causes of the infectious acute type of rhinosinusitis, which accounts for around 90% of cases [12].

b) The chronic: Since infection plays a small impact, the chronic rhinosinusitis phenotype makes it more difficult to define an endotype. Nasal and sinus symptoms, including nasal congestion, purulent discharge, facial pain, and poor olfaction are indicative of chronic rhinosinusitis [12].

6) Hormonal rhinitis: Pregnancy-related rhinitis and menstruation-related rhinitis are two kinds of hormonal rhinitis. 6.69 Up to 20% to 30% of pregnant women may get rhinitis of pregnancy, a frequent illness [12].

7) Gustatory rhinitis: Acute onset of copious watery rhinorrhea upon intake of specific spicy foods is the hallmark of gustatory rhinitis, however it can also happen after eating in general [12].

8) Drug-induced rhinitis: Three subtypes of systemic drug-induced rhinitis can be distinguished: idiopathic (unknown), neurogenic, and local inflammatory. A number of structural anomalies can lead to and exacerbate rhinitis [12].

Pathophysiology: Allergen-specific T cells and allergen-specific IgE antibodies are produced as a result of the initial allergen exposure and sensitization in allergic rhinitis, which involves antigen-presenting cells, T, and B lymphocytes [15]. Significant insight into the pathophysiology of allergic symptoms associated with rhinitis and conjunctivitis has been gained from a better understanding of the immune and inflammatory mechanisms underlying the pathogenesis of these allergic disorders. Additionally, possible novel therapeutic targets have been identified to disrupt the pro-inflammatory pathways that contribute to persistent symptoms of rhinitis and conjunctivitis [16]. Measurements of the cells and mediators released during the early- and late-phase allergic reaction, as well as nasal challenge with allergen or pro-inflammatory mediators, have helped to clarify the processes of allergic rhinitis [17].

a) Sensitization to allergens: The mucosal surface's antigen-presenting cells (APCs), also known as dendritic cells, process allergens and display certain allergen peptides on the major histocompatibility complex (MHC) class II molecule. This molecule and antigen complex function as a ligand for T-cell receptors on naive CD4+ T cells, causing them to differentiate into allergen-specific Th2 cells that secrete multiple cytokines that cause B cells to switch isotypes and produce particular IgE and

eosinophil, mast cell, and neutrophils proliferation [18]. Wintertime ASNC-induced inflammatory alterations are more frequently seen, which implies that exposure to allergens promotes the spread of nasal inflammation to lower airways [19].

b) **Early and late reactions:** According to the time sequence, there are two types of reactions: the early reaction, which includes sneezing and rhinorrhea that arise within 30 minutes and go away, and the late reaction, which manifests nasal blockage about 6 hours after allergen exposure and goes away gradually. By releasing chemical mediators like histamine, prostaglandins, and leukotrienes, stimulated mast cells cause nasal symptoms [18].

c) **Neurogenic inflammation:** The so-called retrograde axonal reflex occurs when cytotoxic proteins from eosinophils damage respiratory epithelium, exposing nerve endings. Nonspecific stimuli then activate sensory nerve fibers, stimulating both sensory afferent and surrounding efferent fibers [18].

d) **Non-specific hyperresponsiveness:** One of the clinical features of allergic inflammation is non-specific hyperresponsiveness. The nasal mucosa becomes reactive to everyday stimuli as a result of eosinophilic infiltration and destruction, resulting in nasal symptoms as sneezing, rhinorrhea, nasal itching, and obstruction [18].

EPIDEMIOLOGY:

In 2014, allergic rhinitis affected 19.1 million adults and 6.1 million children, making it the most common chronic illness affecting both adults and children [20]. Higher socioeconomic status, positive epicutaneous allergen testing, IgE levels exceeding 100 IU/mL before the age of six, and an atopic family history are risk factors. Current rhinoconjunctivitis symptoms are more common in high-income countries than in low-income ones, while the prevalence of severe symptoms was higher in the latter. Asthma co-morbidity is prevalent, especially in North America, Oceania, and Africa. For medical practitioners, this worldwide map of symptom prevalence is clinically significant [21]. Since mixed allergic and non-allergic rhinitis affects 44–87% of persons, not all sneezes have an exclusively allergic cause. The financial burden of rhinitis is substantial, despite the fact that many people dismiss its symptoms as an inconvenience rather than a medical condition [9]. The current evidence points to an airway inflammatory state in AR patients that is in between that of healthy people and those who have clinical asthma. Additionally, it has been suggested that CD8(+) T cells' production of IFN-gamma may offer protection against the emergence of airway hyperresponsiveness [22]. The symptoms of seasonal allergic rhinitis, which is widespread around the world, have been demonstrated to hinder children's capacity to learn in lab settings. Children's critical exams are frequently conducted in the summer, when grass pollen is at its highest [23].

DIAGNOSIS:

Upon physical examination, patients with allergic rhinitis typically share a number of abnormalities. There is evident rhinorrhea, pale pink or bluish enlargement of the nasal turbinate mucosa, and post-nasal drip, which causes a prolonged clearing of the throat. Additionally, patients may get conjunctivitis and runny eyes. Due to venous pooling in the blood vessels, the "allergic shiner" dark and swollen lower eyelids is frequent, particularly in children with allergic rhinitis. Chronic allergic rhinitis patients commonly touch their noses in the "allergic salute," which causes a "allergic crease" to form across the nose bridge. Patients may also display a "adenoid facies" when congestion causes them to breathe through their mouths frequently. The severity, pattern, timing, and triggers of the patient's symptoms should all be ascertained when collecting information from them. Additionally, the serum-specific IgE level, family history, coexisting conditions, occupational exposure, diagnostic tests, and environmental details can all support an allergic cause of the rhinitis. Treatment will be guided by the patient's existing drugs as well as any other medications they have used to treat their symptoms [20]. The human nasal mucosa produces neurotrophin nerve growth factor, which can cause all of these alterations on sensory nerves. Patients with perennial allergic rhinitis have higher levels of this substance in their nasal secretions than do healthy control subjects. Additionally, when allergic illness patients are provoked by allergens, nerve growth factor is abruptly released into their nasal fluids. Allergic rhinitis is nearly always present in patients with atopic asthma [24].

1) Skin testing: The most crucial method for identifying problematic allergens is skin testing. The scratch, prick/puncture, intradermal, and patch tests are among the several testing techniques. The age of the patient, the test sites, and certain medications especially antihistamines can all affect this test. Serum-specific IgE level, even though the first technique to identify serum-specific IgE was the radio-allergosorbent test (RAST) [18].

2) Clinical history: The foundation for identifying and categorizing pediatric rhinitis, which is typified by two or more nasal symptoms—itching, sneezing, obstruction, and rhinorrhea is the type of symptom, timing, length, and frequency, as well as exacerbating factors. AR symptoms appear within minutes of such exposure and persist for hours. Nasal blockage, hyposmia, postnasal mucous discharge, and nasal hyperreactivity are examples of late-phase symptoms [25].

PREVENTION AND CONTROL:

Individuals who suffer from allergic rhinitis should stay away from things that are known to aggravate their symptoms, such as dust mites, pillowcases, dogs, and cigarette smoke. It has been demonstrated that using nasal saline irrigation, either by alone or in conjunction with conventional therapies, can reduce the need for allergy medications overall while improving symptoms and quality of life in cases with allergic rhinitis. Breastfeeding, air filtering systems, and postponed exposure to solid meals during

infancy or to pets during childhood are additional instances of suggested therapies that have not been shown to be helpful [8].

Pharmacology of rhinitis:

Allergen-specific T cells and allergen-specific IgE antibodies are produced as a result of the initial allergen exposure and sensitization in allergic rhinitis, which involves antigen-presenting cells, T, and B lymphocytes. The release of mediators of hypersensitivity, including histamine, and acute nasal symptoms are caused by the cross-linking of IgE on mast cells upon re-exposure to pertinent allergens. The late-phase allergic response is caused by inflammatory cells infiltrating nasal mucosal tissue within hours, especially Th2 T lymphocytes, eosinophils, and basophils [15].

Pathological factors in allergic rhinitis:

a) Immune cell mediators: The buildup of inflammatory cells in tissue sites at particular mucosal surfaces is one of the characteristics of allergic disorders. Nasal smears and biopsies from patients with allergic rhinitis have shown elevated levels of mast cells, basophils, T cells, and especially eosinophils [26]. Re-exposure to a particular allergen causes receptor-bound IgE molecules to aggregate, producing mediators that trigger the allergic reaction. The eosinophil is the main cell type attracted to mediator release sites [27].

b) Mast cells: The natural nasal mucosa contains constitutive cells called mast cells. They are known to be important cells in hypersensitivity reactions of type 1. It has long been believed that mast cells play a key role as effector cells in acute allergy reactions linked to IgE [26].

c) Eosinophils: Two to five percent of granulocytes in a nonallergic person are eosinophils, which are granular bilobed leukocytes that are easily stained by eosin. Numerous chemotactic elements chemically attract tissue locations to eosinophil progenitors released from the blood marrow into the circulation [26]. Even when rhinitis was absent, eosinophil infiltration was found in the nasal mucosa of asthmatic patients, which lends more credence to the idea that rhinitis and asthma are clinical manifestations of the same illness [28]. In conditions like asthma, eosinophils may have the ability to control the inflammatory and immunological responses [29].

d) Basophils: Peripheral blood contains extremely few basophils, and while they are absent from healthy, non-inflammatory tissues, mediators released by other cell types, such as mast cells, draw them to inflammatory regions. The inflammatory mediators present in allergy late-phase reactions are mostly produced by activated basophils [26].

e) T lymphocytes: The effector actions of both antigen-specific and nonspecific inflammatory cells, including B cells and eosinophils, are coordinated and enhanced by T lymphocytes [26].

TREATMENT OF RHINITIS:

1. Intranasal Corticosteroids: For more severe cases of allergic rhinitis, intranasal corticosteroids are thought to be the first line of treatment. Intranasal steroids are very useful in treating nasal congestion, which is frequently the primary symptom of chronic allergic rhinitis, because corticosteroids target the inflammatory pathways. They help alleviate other rhinitis symptoms such as rhinorrhea, sneezing, and nasal itching [26]. After passing through the cell membrane and attaching themselves to cytoplasmic steroid receptors, steroid particles move into the nucleus and attach themselves to a particular DNA location. Following this binding, changes in protein synthesis result in an anti-inflammatory effect. By suppressing the release of cytokines such as IL-4, IL-5 and IL-13, intranasal corticosteroids decrease IgE production, eosinophilia, and both early and late responses.

Eosinophils and basophils drop within a week after intranasal corticosteroids are given. The most effective corticosteroids in this class for managing allergic rhinitis are those that are inhaled through the nose, such as beclomethasone, budesonide, triamcinolone acetonide, fluticasone propionate, mometasone furoate, and fluticasone furoate [18]. The claim that sufficient drug concentrations can be reached at receptor sites in the nasal mucosa supports the use of topical intranasal corticosteroids. There are few adverse effects, including headache, epistaxis, stinging, burning, and dryness [30]]. The majority are given once or twice a day for prolonged periods of time. They are usually harmless, and there isn't much proof that long-term use can depress the hypothalamic-pituitary-adrenal axis [9]. Corticosteroid nasal inhalation markedly increased peak expiratory flow in the morning and evening. The addition of INCS spray to oral inhaled corticosteroids did not significantly alter asthma results. Therefore, intranasal Corticosteroid drugs significantly enhance some asthma-specific outcome indicators in individuals with both asthma and AR, according to the findings of this meta-analysis [31]. Intranasal corticosteroids help patients with allergic rhinitis sleep better and, as a result, have a higher quality of life by reducing nasal congestion [32].

2. Oral antihistamine: For the treatment of allergic rhinitis, oral antihistamines are widely accessible and advised. Rhinorrhea, sneezing, itching, nasal blockage, and ocular discomfort are among the symptoms that it effectively reduces in both adults and children. The symptoms of allergic rhinitis are caused by smooth muscle contraction, mucus secretion, vascular permeability, and sensory nerve stimulation, which are all brought on by antihistamines blocking histamine at the H1 receptor [20]. Most medications in this class work by acting as antagonists at H1 receptors, which is how they provide relief. In general, H1 antihistamines are thought to be ineffective for treating nasal congestion. Therefore, in patients with this symptom, combined therapy with an oral antihistamine with a decongestant can be useful. With a quick onset of action, these topical antihistamines are used twice a day [26]. Since histamine has been found to replicate a number of characteristics of allergy, asthma,

and anaphylactic shock, it was the first mediator to be linked to these conditions' mechanisms. Apart from its well-established impacts on acute inflammatory and allergic reactions, histamine has recently been shown to control a number of critical immune response processes. Histamine modifies the activation, polarization, chemo-taxis, and effector functions of immune system cells as well as their maturation [33]. Due to their sedative qualities, all first-generation and some second-generation antihistamines may have negative effects on learning and cognitive function. Non-sedating second-generation antihistamine therapy is the best option for treating this population since it has been demonstrated to enhance learning potential [34].

a) First-generation antihistamines: First-generation antihistamines, which include hydroxyzine, diphenhydramine, clemastine brompheniramine, and chlorpheniramine, have been in use since the early 1940s [20]. Due to their non-selective interactions with other receptors, they are linked to sedation, mental impairment, mucosal dryness, psychomotor dysfunction, and possible anticholinergic side effects like constipation, dry eyes, dry mouth, and urine retention, all of which can lead to numerous issues in clinical practice [18]. Compared to second-generation antihistamines, older antihistamines are more fat soluble and more easily penetrate the blood-brain barrier, which causes these side effects. First-generation sedating antihistamine use has been linked to higher car crashes and workplace injuries, poor academic performance, and impaired driving [8].

b) Second-generation antihistamines: Since second-generation oral H1 antihistamines are more effective and have fewer sedative and anticholinergic adverse effects, they are advised [6]. Infrequent sedation is caused by terfenadine, astemizole, fexofenadine, cetirizine, loratadine, levocetirizine, and desloratadine because they are more selective for the H1 receptors [20]. With the exception of cetirizine, second-generation antihistamines have a better adverse effect profile, produce less sedation, and have more complex chemical structures that limit their passage through the blood-brain barrier, thereby lowering sedation and other negative effects on the central nervous system [8].

3. Intranasal antihistamines: Levocabastine and azelastine are two examples of intranasal H1 antihistamines that are helpful for mild-to-moderate allergic rhinitis. Itching, sneezing, and rhinorrhea have all been found to be lessened by topical antihistamines. When it comes to treating eye symptoms, they are ineffectual and less effective than intranasal corticosteroids. Patients with seasonal AR who are not responsive to oral antihistamines can benefit from twice-daily intranasal azelastine. They have a metallic taste and mild drowsiness as side effects [18].

4. Decongestants: By affecting adrenergic receptors, which results in vasoconstriction in the nasal mucosa and reduce inflammation, oral and intranasal decongestants alleviate nasal congestion linked to allergic rhinitis. Oral decongestants are less effective than intranasal versions at reducing blockage

[6]. Phenylephrine, oxymetazoline (Afrin), and pseudoephedrine are the most widely used decongestants. Sneezing and dry noses are frequent side effects of intranasal decongestants. The side effects of oral decongestants include headache, tachycardia, dizziness, tremor, increased blood pressure, intraocular pressure, sleeplessness, lack of appetite, and urine retention [8]. Since patients may develop rhinitis medicamentosa, it is generally not advised to use the medication for longer than three to five days [6].

5. Intranasal cromolyn: For certain patients, intranasal cromolyn alleviates the symptoms of allergic rhinitis [26]. As a mast cell stabilizer, intranasal cromolyn prevents and treats symptoms like sneezing and nasal congestion by blocking the influx of calcium into mast cells, which stops inflammation and the release of mediators from the allergic response. Since intranasal cromolyn may not be as efficient as corticosteroids and because consistent administration of the medication is necessary for maximum effectiveness, it is not regarded as first-line therapy for allergic rhinitis. Counselling regarding administration strategy is crucial because the effectiveness of cromolyn depends on its capacity to cover the entire nasal lining. Given that the initial effectiveness of treatment will take 4–7 days [20]. It is believed that the over-the-counter medication intranasal cromolyn prevents mast cell degranulation [8]. It is best to start treatment before symptoms appear because it doesn't make them better after they do. It could need to be taken up to four times every day [26].

6. Intranasal anticholinergic: Xylometazoline prevented the congestion, while ipratropium decreased rhinorrhea. Perennial rhinitis has been treated using anticholinergics in combination with other topical medications. With minimal impact on congestion and sneezing symptoms, it effectively reduces the watery discharges linked to parasympathetic stimulation of the nasal mucosal glands and prevents the activation of these glands. Although these medications often don't have any negative systemic effects, they can induce local discomfort and crusting [35]. Ipratropium bromide, a topical anticholinergic drug, has been examined for its ability to prevent hypersecretion brought on by methacholine and rhinitis. Irritating responses, permanent nonallergic rhinitis, temperature-induced rhinitis, viral infection rhinitis, and allergic rhinitis are among the several rhinopathies that were evaluated [36].

7. Leukotriene receptor antagonist: Comparable to loratadine, montelukast reduces nasal and ocular symptoms in people with seasonal AR and relieves nasal blockage. Although there is debate over the additive or synergistic effect of montelukast and loratadine, montelukast plus cetirizine, when given six weeks prior to the pollen season, successfully stopped the flare-up of seasonal AR symptoms [18]. The function of cysteinyl leukotrienes in leukotriene receptor antagonist (LTRA) therapy [37]. Pranlukast hydrate, zafirlukast, and montelukast are the LTRAs that are currently on the market. Asthma symptoms, respiratory function, frequency of as-needed inhaled β_2 -agonist inhalation, airway

inflammation, and airway hyperresponsiveness are all significantly improved by these LTRAs' bronchodilator effect and inhibition of airway inflammation [38].

8. Anti IgE antibody: By binding to free IgE, the anti-IgE recombinant humanized monoclonal antibody omalizumab reduces serum free IgE and disrupts the connections between mast cells and eosinophils. Omalizumab pretreatment (300 mg) just before and during the pollen season for 12 weeks at 3- to 4-week intervals has been shown to significantly reduce AR symptoms in patients with severe seasonal AR. It also suppresses inflammatory reactions in blood or nasal mucosa and expression of FcεR1 on the surface of mast cells or eosinophils [18]. By preferentially recognizing IgE, this antibody prevents IgE from attaching to both FcεR1 and FcεR2, which prevents mast-cell and basophil activation. Omalizumab treatment significantly lowers inflammatory leukocytes and FcεR1 expression through this method [26]. With reduced concurrent medication use and better quality of life, rhumAb-E25 was safe and effective in reducing birch pollen-induced SAR symptoms as compared to a placebo. This study demonstrates the anti-IgE antibody's therapeutic potential in SAR [39].

9. Avoidance: For people whose rhinitis symptoms intensify, it is advised to stay away from environmental triggers such strong odours (perfumes, soaps, paint, etc.) and air pollutants (smoke fumes, tobacco smoke) that aggravate respiratory irritations [9]. According to the 2008 ARIA guidelines, there is insufficient data to support the benefit of avoiding pet animal dander or house dust mites. Nonetheless, a prior study found that using 60°C hot water for cleaning effectively eliminates house dust mites and other allergens when compared to 30°C water (26.8% vs. 0.6%). Avoidance of occupational AR is required [18].

THERAPIES

Immunotherapy: Patients with moderate to severe persistent allergic rhinitis are advised to undergo immunotherapy, the only treatment that alters the fundamental allergic mechanism by causing desensitization and creating an energetic state for offending allergens [20]. Originally, immunotherapy was used to treat pollen-induced seasonal AR. Currently, its indications have been expanded to include various allergy illnesses caused by fungus, animal dander, house dust mites, or hymenoptera [18]. Prescribers should correctly evaluate indications, concomitant illnesses, and whether patients will adhere to allergen immunotherapy; there is no recommended upper or lower age restriction to begin the treatment [20]. Immunotherapy, for instance, is rarely suitable for elderly patients, preschoolers, or people with serious heart or lung conditions. Immunotherapy often takes three to five years to be effective. Timing of treatment is crucial with anti IgE because immunotherapy necessitates identification of allergen and numerous injections.



Some tactics have been employed, such as DNA immunotherapy, immunotherapy (ASIT), and particular allergen peptide-based immunotherapy [26]. Subcutaneous injections of increasing doses of extracts of the offending allergens are administered until a maintenance dose is achieved. For at least three years, the maintenance dose is given [18]. Adults and children with dust mite, birch, Parietaria, ragweed, grass pollen, dog and cat dander, certain moulds, and cockroach-induced allergic rhinitis who receive repeated subcutaneous injections of allergens and whose symptoms cannot be adequately controlled by pharmacotherapy can benefit from subcutaneous immunotherapy, which is effective in reducing symptoms and medication requirements over the long term. Patients are at a low risk of experiencing a systemic allergic reaction, and the treatment must be monitored for 30 to 60 minutes after injection [6]. Up to seven years after the end of treatment, specific immunotherapy can have long-term clinical effects and may help children with allergic rhino conjunctivitis avoid developing asthma [40].

CONCLUSION:

Both adults and children are susceptible to the prevalent chronic condition known as allergic rhinitis. It might result in decreased productivity at work and school if improperly handled. By combining pharmacologic medication and creating a long-term management plan, such as with the help of pharmacists, nurse practitioners, and physician assistants, allergic rhinitis can be successfully self-managed on an outpatient basis. Since over-the-counter medications are easily accessible at pharmacies, treating allergic rhinitis often begins there. Clinicians and pharmacists can educate patients on the importance of adherence to therapy. There are numerous drug classes that are both efficient and well-tolerated for treating AR. The use of second-generation oral antihistamines or intranasal steroids is supported by evidence. With a favourable safety profile and a notable decrease in AR symptoms, INCS have been shown to be superior to other medication classes. Patients with mild, intermittent AR may benefit from antihistamines to help with their symptoms. The community chemist can play a significant role in treating this disease by helping patients choose products based on their symptoms, teaching them how to use the products appropriately, and referring them to a doctor when needed. Both classes of medications are available without a prescription.

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ROLE OF APIS CERANA AND TETRAGONULA IRIDIPENNIS IN FORAGING PASSIFLORA EDULIS POLLEN

R. Sreebha

Department of Botany, V.V. Vanniaperumal College for Women, Virudhunagar District, Tamil Nadu,

India

sreebha@vvvcollege.org

ABSTRACT

This study investigates the role of pollen grains from passion fruit (*Passiflora edulis*) flowers as a source of nutrition and attraction for pollinating bees in the Perunchani reservoir region of Tamil Nadu, India. The analysis focuses on pollen abundance, morphology, viability, and the corresponding foraging behaviour of *Apis cerana* and *Tetragonula iridipennis*. Observations revealed rapid pollen depletion within 30 minutes of anthesis due to active foraging by both bee species. While every flower developed into fruit, crop loss occurred due to wild animal predation. The findings emphasize the ecological value of *P. edulis* in supporting bee populations and sustainable apiculture, while highlighting the need for crop protection strategies.

KEYWORDS

Passion fruit, Pollen grains, Bee pollination, *Apis cerana*, *Tetragonula iridipennis*, Foraging behaviour, Apiculture, Perunchani reservoir.

INTRODUCTION

Passiflora edulis is a high-value tropical fruit crop reliant on insect-mediated pollination for optimal fruit set and seed development. Its floral morphology is not conducive to wind pollination, making biotic agents essential (Kumar & Sharma, 2018). Bees, particularly *Apis cerana* and *Tetragonula iridipennis*, play a pivotal role in the pollination of this species in tropical regions (Raju, 2014; Heard, 1999).

The Perunchani reservoir in Tamil Nadu creates a favorable microclimate that supports continuous flowering and a rich diversity of pollinators. The presence of wild passion fruit (*Passiflora foetida*), locally called "Chokkan pazham," further contributes to the floral diversity in the area. Pollen serves as a vital source of protein for bees, directly affecting foraging decisions and colony development (Naug, 2009).

Despite the availability of other floral resources, bees heavily visit *P. edulis* flowers, suggesting their high nutritional value and suitability for apiculture (Singh et al., 2018). This study aims to examine bee foraging patterns, pollen traits, and fruit set outcomes in *P. edulis* grown in cultivated and semi-wild conditions.

MATERIALS AND METHODS

Fieldwork was carried out near the Perunchani reservoir (8.3844°N, 77.3744°E), an area characterized by evergreen and moist deciduous vegetation. Both cultivated and wild passion fruit plants were studied. Observations recorded floral opening, bee visitation, and foraging duration.

MAP 1



Figure 1. Map of Perunchani Reservoir in the Kanyakumari District (India)

Flowers were observed from 12:30 PM onwards, coinciding with their anthesis. Bee visitation by *Apis cerana* and *Tetragonula iridipennis* was monitored in 30-minute intervals. Pollen was collected using sterile tools and stained with acetocarmine to assess viability and morphology, following the methods described by Shivanna and Rangaswamy (1992).

Pollinator identification was confirmed using field guides, and butterfly activity was also recorded. Farmer interviews and site visits were conducted to assess fruit set and predation.

RESULTS

Passion fruit flowers bloomed in the early afternoon, and both *Apis cerana* and *Tetragonula iridipennis* began foraging shortly after anthesis. Within 30 minutes, all pollen was removed from the anthers. No pollen remained by the next day, and flowers wilted rapidly.

Microscopic analysis revealed that *P. edulis* pollen grains were large (32-48 μm), spherical, and tricolpate, with finely reticulate exine. Viability exceeded 88%, indicating high reproductive potential (da Silva et al., 2013). Comparatively, *Passiflora foetida* had smaller flowers and lower pollen output. Despite floral diversity, *P. edulis* was the most preferred species among bees. Notably, no butterfly species were observed visiting its flowers, supporting the hypothesis of bee-specialized pollination (Tandon et al., 2003).

All observed flowers set fruit, demonstrating effective pollination. However, fruit predation by monkeys near the forest edge resulted in near-total crop loss, according to farmer interviews.



Figure 2. a-h. *Passiflora edulis* a. a *Passiflora edulis* plant b. Dominance of *Apis cerana* visiting *P. edulis* c. Foraging behaviour of *Apis cerana* d. Dominance of *Tetragonula iridipennis* e. Foraging behaviour of *Tetragonula iridipennis*. f. Fruits in *Passiflora edulis* g. Pollen grains in stamens h. Pollen grains i. *Passiflora foetida* plant.

DISCUSSION

The study confirms the importance of *P. edulis* as a primary pollen source for local bee species. The synchronization of anthesis with peak foraging hours enhances pollination efficiency. Both *Apis cerana* and *Tetragonula iridipennis* effectively collect pollen, supporting similar findings from other tropical studies (Ganesan & Rajan, 2015; Kumar & Dubey, 2020).

Year-round blooming facilitated by the Perunchani microclimate ensures continuous bee support and apicultural potential (Nair & Thomas, 2016). The absence of butterfly visitation suggests pollinator specificity and floral trait adaptation to bees (Raju, 2012).



While the presence of wild *Passiflora* species increases ecological richness, cultivated *P. edulis* offers more viable pollen and floral rewards, making it preferable for bee sustenance and honey production (Premarathne & Ranwala, 2017). Nonetheless, fruit loss due to monkey raids poses a significant economic challenge, similar to observations from other forest-adjacent cultivation zones (Partap & Ya, 2012).

CONCLUSION

Passiflora edulis in the Perunchani region acts as a reliable pollen source for *Apis cerana* and *Tetragonula iridipennis*. Its late-blooming pattern matches bee foraging rhythms, resulting in effective pollination and fruit set. Despite this, crop loss from wildlife predation remains a concern. Future strategies should integrate pollinator conservation with wildlife management to optimize both apicultural and agricultural gains.

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**EFFECT OF INTERACTION OF DIFFERENT HORMONES CONCENTRATION ON SPORE GERMINATION
PERCENTAGE OF RICCIA GANGETICA ON 45TH DAY IN HALF KNOP'S LIQUID CULTURE MEDIUM**

Dr. Kusum Changeriwal

Associate Professor in Botany

SPC Government College Ajmer (Rajasthan), India

kusumchangeriwal@gmail.com

ABSTRACT

The present study shows the percentage of spore germination of *Riccia gangetica* in the 45th day interaction of different hormones concentration in Half Knop's Liquid Culture Medium. *Riccia gangetica* survive by means of spore formation and the spore germinates under conditions of moisture, shading and high humidity till a time span when a plant develops. Noteworthy that it takes time a minimum of 40 days in order to germinate. Result is presented in Table-1 shows that the interaction of BAP/Kinetin shows highest germination followed by BAP/GA₃ and Kinetin/GA₃. There was least regeneration in ABA/Coumerin.

KEYWORDS

Brayophyte, Spore germination, GA₃, BAP, Coumerin

INTRODUCTION

Bryophytes are a subdivision of non-vascular land plants that comprise mosses, liverworts, and hornworts. Resembling more as ancestral groups of land plants, the bryophytes lack vascularity which is a structural feature common among land plants. Example of Bryophytes species occurs in a wide range of ecosystems including wet forests and arid rocky regions where they are essential to the processes of soil development and water conservation. They are also one of the food bases for numerous small invertebrates and animals. *Riccia gangetica* is a liver wort which shows sexual reproduction as well as asexual reproduction. Regarding spore germination, it is known that the spore with attached sporophyte can generate plants.

The germination of spores having attached structures can take place in nearly 40 days if the conditions in which the germination occurs are favourable. These factors include other factors like moisture, light and temperature. 0.01 percent GA₃ promoted spore germination and protonema growth in some species of Mosses (Vaarama and Taren 1959). Various researchers studied the impact of hormone on germination of *Brachiolejeunea* spore and focus on the understanding of artificial gametophyte growth and development in *F. Hygromrtrica* and *Ceratodon Purpureus* in liquid culture. Further they studied the effect of Kinetin and IAA on shoot development in same mosses (Miller and Lee 1916, Szweykowska and Machowiak 1962).

For spore germination IAA is most effective, GA₃ follows and then Kinetin (Sood 1972). A Carbohydrate, agar, pH, auxin, gibberellins, cytokinins cycocel and etherel and their effect on growth of Riccia crystallina were done researchers (Chopra and Sood 1973). In this species very little growth took place on medium without sugar, the best support for growth was reached when Sucrose was the carbon source, also glucoses and fructose, arabinose, xylose was less supportive and arabinose proved inhibitory. Normal growth was achieved with the support of gibberellins and the best result was from GA₃ equally or better than GA₁₃ or GA_{4/7}. Auxins (IAA, 2,4,5-T, O-CPA and NAA) except NAA did not cause normal growth. Kinetin stimulated growth and group regulators (cycocels, ethrel) stimulated growth at the lower levels.

The influence of gibberelic acid on Marchantia nepalensis thalli regeneration in room conditions (Shukla and Kaul 1977). In our in-vitro culture system, development and establishment of the outer protonema (sporelings the dominant structure) of F. Ericoides in appropriate conditions further validates the use of tissue culture methods in bryophyte spore research (Siluq-e-costa et.al 2017). In the abscisic acid (ABA) signalling pathways, the enzymes involved in both ABA biosynthesis and signal transduction are expressed in dry seeds, and ABA synthesis obviously declines after water immersion, such as biosynthesis activity for the key enzyme NCEB, transcription aspects are also associated with the protein kinase (Abdul Azeez 2023). The plant non-fermenting 1 related protein kinase. The transcription factor ABF.

MATERIAL AND METHOD

Living material of Riccia gangetica was collected from Udaipur during the rainy season. Capsules of Riccia gangetica Ahmad were surface-sterilized in a 2% calcium hypochlorite solution. To prepare a spore suspension, sterilized capsules were ruptured to liberate the spores. Well-shaken spore suspensions (0.01 ml) contained approximately 30-40 spores. The spores were spread on filter paper in each petri dish. The present study deals with the effect of the interaction of different hormones, made up with 5 ml HKM. 5 ml of each interaction of growth hormones was poured into each petri dish. Petri dishes were placed in a growth chamber under fluorescent tube light with an intensity of 3500-4000 lux and a temperature maintained at 25 ± 2°C. Observations were based on a minimum of three replicates, and each experiment was repeated twice. Different concentrations of the interaction of different hormones were used, including control, 1 ppm, 5 ppm, 10 ppm, 20 ppm, 30 ppm, 40 ppm, and 50 ppm.

RESULT AND DISCUSSION- BAP/IAA

The percentage of ultimate spore germination increased with increasing concentration up to 10 ppm in comparison to control. As depicted in the Table 1, the concentration shows the maximum

percentage (34.29) of spore germination beyond 10ppm, the percentage of germination decreased and become the minimum (0.95) at 50ppm concentration.

BAP/GA₃ - The maximum percentage of spore germination occurred at 10 ppm (39.05) concentration beyond this concentration the percentage of spore germination decreased gradually and become 3.81 percent at 50 ppm. Mean value for spore germination was 23.45 percent in BAP/GA₃

Table 1: Showing the effect of interaction of different hormones on spore germination percentage of Riccia gangetica on 45th day in Half Knop's Liquid Culture Medium

Interaction of hormones	Control	1 ppm	5 ppm	10 ppm	20 ppm	30 ppm	40 ppm	50 ppm	Mean
BAP/IAA	25.714	31.428	32.380	34.285	19.048	8.571	1.905	0.952	19.285
BAP/GA ₃	25.714	33.333	34.285	39.047	31.047	14.285	5.714	3.809	23.452
BAP/Kinetin	25.714	37.142	42.856	39.999	30.476	16.19	8.571	4.762	25.714
Kinetin/GA ₃	25.714	35.237	36.19	29.523	22.857	11.428	3.809	1.905	20.833
Kinetin/IAA	25.714	26.666	33.333	28.571	11.428	4.762	0.952	0.000	16.428
GA ₃ /IAA	25.714	34.285	30.476	20.952	7.619	1.905	0.000	0.000	15.119
BAP/Coumerin	25.714	21.905	15.238	8.571	5.714	0.000	0.000	0.000	9.643
BAP/ABA	25.714	23.809	9.523	8.571	6.666	0.952	0.000	0.000	9.405
Kinetin/ Coumerin	25.714	15.238	11.428	6.666	3.809	0.000	0.000	0.000	7.857
Kinetin/ABA	25.714	18.095	13.333	7.619	4.762	0.000	0.000	0.000	8.690
GA ₃ -Coumerin	25.714	11.428	6.666	2.857	0.000	0.000	0.000	0.000	5.833
GA ₃ /ABA	25.714	13.333	8.571	4.762	1.905	0.000	0.000	0.000	6.786
IAA/Coumerin	25.714	7.619	3.809	0.952	0.000	0.000	0.000	0.000	4.762
IAA/ABA	25.714	9.523	5.714	1.905	0.952	0.000	0.000	0.000	5.476
ABA/Coumerin	25.714	0.952	0.000	0.00	0.000	0.000	0.000	0.000	3.333
Mean	25.714	21330	18.92	15.619	9.778	3.873	1.397	0.762	12.174
SEm±	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	0.39
CD %	3.073	3.073	3.073	3.073	3.073	3.073	3.073	3.073	1.087
Between concentrations (B)									
SEm±					0.285				
CD 5%					0.7935				
Mean square of 45th day for spore germination									
Source		d.f.				45th day			
Between interaction of hormones (A)		14				1294.09**			
Between concentrations (B)		7				4143.43**			
Axl B		98				122.077**			
Error		240				3.65048			
** Significant at 1% level of significance									
BAP = 6-Benzylaminopurine GA ₃ = Gibberellic acid IAA = Indole acetic acid									

BAP/Kinetin - From 1 ppm to 20 ppm concentration show promotory effect in comparison to control. The highest percentage of ultimate spore germination was observed at 5 ppm (42.86) concentration as per Figure 1 and Figure 2. Mean value for spore germination was observed as 25.71 percent.

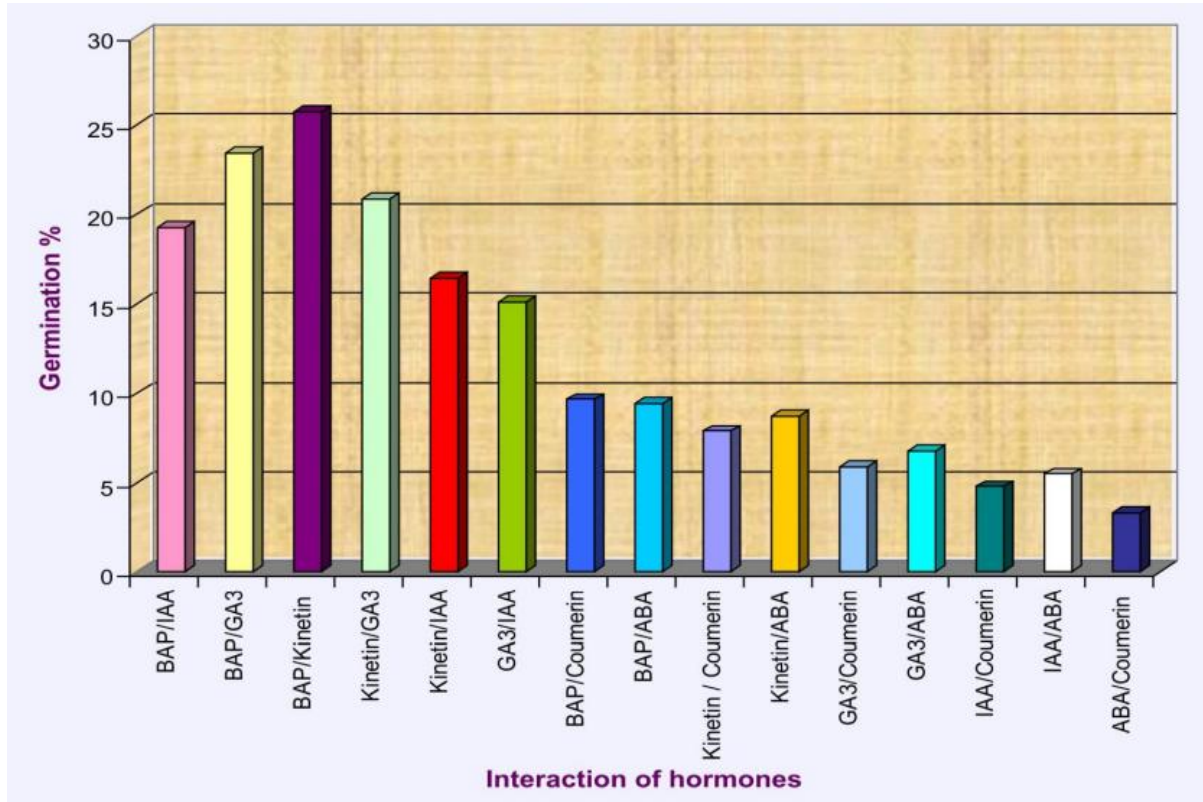
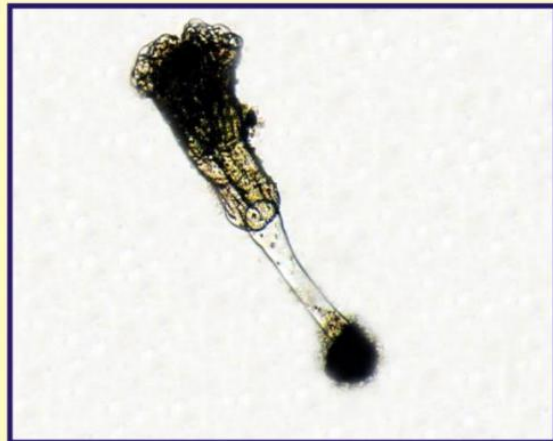


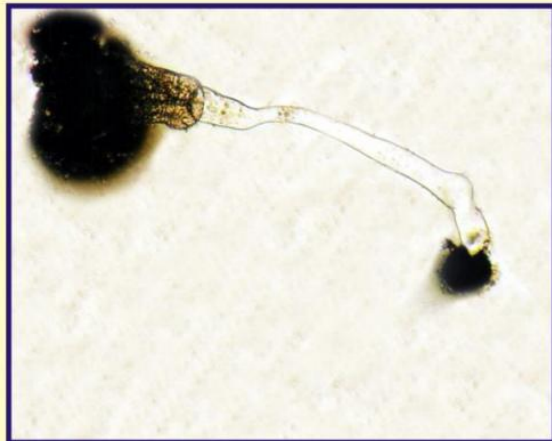
Figure 1: Effect of interaction of different growth hormones on spore germination percentage of *Riccia gangetica* on 45th day in Half Knop’s Liquid Culture Medium

Kinetin/ GA₃ - promoted germination up to 10 ppm concentration, whereas the maximum percentage (36.19) of ultimate spore germination occurred at 5 ppm concentration. Beyond this concentration the percentage of ultimate spore germination decreased gradually and become 1.91 percent (minimum) at 50 ppm concentration in comparison to control. 20.83 percent mean value was observed from these two hormones.

Kinetin/IAA - The maximum percentage of spore germination observed at 5 ppm (36.19) concentration. Beyond 5ppm the percentage of germination decreased and become minimum (0.95) at 40 ppm. No spore germination occurred at 50 ppm concentration. 16.50 percent mean value was recorded.



Control



10 ppm, BAP/IAA



10 ppm, BAP/GA₃



5 ppm, BAP/Kinetin



5 ppm, Kinetin/GA₃



5 ppm, Kinetin/IAA

Figure 2: Effect of interaction of different hormones on spore germination of *Riccia gangetica*



GA₃/IAA - The highest percentage of the ultimate spore germination occurred at 1 ppm (39.29) concentration. Beyond 1 ppm the percentage of germination decreased and become minimum (1.91) at 30 ppm concentration. Mean value for spore germination was 15.12 percent.

BAP/Coumerin - There Gradually decreases in percentage of ultimate spore germination as compared to control and germination occurred up to 20 ppm concentration, mean value observed for spore germination was 9.64 percent.

BAP/ ABA - Shows gradual decrease in percentage of spore germination in comparison to control. Germination occurred up to 30 ppm concentration, no germination was seen beyond this concentration. Mean value recorded for spore germination was 9.405 percent.

Kinetin/ Coumerin - No one concentration shows promotory effect in comparison to control. Spore germination was observed up to 20 ppm concentration. Mean value recorded for spore germination was 8.69 percent.

GA₃/Coumerin - All concentration shows inhibitory effect as compared to control, spore germination up to 10 ppm concentration. 5.83 percent mean value observed for spore germination.

GA₃/ABA - All concentration shows inhibitory effect, 20 ppm concentration shows low germination percentage like (1.91). 6.77 percent mean value was recorded for ultimate spore germination.

IAA/Coumerin - Spore germination occurred up to 10ppm concentration. 20 ppm and above concentration shows inhibitory effect in comparison to control. Mean value recorded for spore germination was 4.76 percent.

IAA/ABA - No concentration shows promotory effect in comparison to control. Spore germination observed up to 20 ppm concentration. Mean value observed for spore germination was 5.48 percent.

ABA/Coumerin - Both hormones are growth inhibitors.1 ppm concentration shows spore germination with very low germination (0.95) percent. 3.33 percent mean value was observed for spore germination.

Interaction between growth promotors (BAP, IAA, GA₃ and Kinetin) shows promotory effect at lower concentration. But interaction between growth inhibitors (ABA, Coumerin) and growth promotors shows inhibitory effect in comparison to control.

It is revealed from statistical analysis that the difference between interaction of hormones, difference between different concentration was significant and their interaction was also significant on 45th day. Effectiveness of various combination of hormones on spore germination was found in the decreasing order (from mean value) of BAP/Kinetin, BAP/ GA₃, Kinetin/ GA₃, BAP/IAA, Kinetin/IAA, GA₃/ IAA, BAP/ ABA, BAP/ Coumerin, Kinetin/ ABA, Kinetin/ Coumerin, GA₃ / Coumerin, IAA/ Coumerin, IAA/ ABA and



ABA/ Coumerin. The effect of interaction of Kinetin/ GA₃, Kinetin/ IAA and GA₃/IAA on regeneration from stem explants of physcomitrium japonicum and Semibarbula orientalis (Khuntaila 1991).

In Anisothecium molliculum abscisic acid, slightly stimulated bud initiation only at lower levels and inhibited it at higher levels (Dua 1983). When added together with Kinetin the individual effect of Kinetin and ABA was annulled to some extent by their interaction. In present investigation a far conclusion could be drawn that combination between growth promotors (BAP/IAA, BAP/GA₃) BAP/ Kinetin, Kinetin / GA₃, Kinetin / IAA and GA₃/ IAA shows promotory effect on germination percentage at lower-level concentration while higher concentration showed inhibitory effect. Combination between growth promotors and growth inhibitors BAP/Coumerin, GA₃/ ABA, IAA/Coumerin and IAA/ABA) and interaction between ABA/ Coumerin always shows reduction in germination percentage as compared to their control in all of the concentration.

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STUDY OF FRESH WATER CRAB DIVERSITY FROM GIRNA DAM, MALEGAON, MAHARASHTRA

¹Ms. Pratiksha S. Jadhav, ²Dr. Sanjay M. Nikam and ³Dr. Vikram Kakulte

^{1,3}Department of Zoology of MVP's KTHM College, Gangapur road, Shivaji Nagar, Nashik.

²N. V. P. Mandal's Arts, Commerce and Science college Lasalgaon Tal-Niphad Dist-Nashik (MH)

ABSTRACT

Girna Dam is located on western gats Maharashtra, India. This dam was built on Girna river in 1969 which is located near the Nandgaon in the Nashik District of Maharashtra, India. The main purpose for construction of this dam for water irrigation in surrounding agricultural fields and drinking water supply to North Maharashtra area. However, as it has good water storage capacity, therefore reservoir is good source of crustacean fauna. The main purpose of this study was to reveal the diversity of decapoda (Arthropoda Crustacea) specifically crab. This study investigates the diversity of freshwater Crab from different spot of Girna Dam, Malegaon, Maharashtra during the period from January 2025 to June 2025. A six month survey was conducted to assess the crab species belonging to the genera *Barytelphusa* and *Barusa*. The crab *Barytelphusa cunicularis* were found to be dominant in the summer session and females are more in number than the male in breeding session.

KEYWORDS

Fresh water Crab, diversity, Girna dam, *Barytelphusa*, *Barusa*.

INTRODUCTION

Decapod crustaceans are the most important members of tropical benthic communities. Kolhe S. S. et al. (2016) Rather than their eminent ecological roles number of larger and more abundant crustacean species represents important food resources. (Hendrickn et al. 1995). Along with fish other aquatic species like crab and prawns are rich source of protein hence commonly use as food in many part of the world.

Crabs are belong to the infra-order Brachyura , order Decapoda, and class Malacostraca are among the most diverse group of Crustaceans with over 7000 species are described in 98 families. (Ng et al 2008, De Crave et al. 2009; Ah Yong et al.2001) The relationship of the brachyuran families are not well understood, however due to the high morphological diversity. Guinot (1977,1978,1979) divided Brachyura infra-order into three section according to their gonophores positions: Podotremata, Heterotremata and Thoractremata. Brachyurans occupy near about all freshwater bodies, including strems, river, ponds, rice field besides semi terrestrial or terrestrial habitats, like tree holes. (Yeo et al., 2008; Ralesh L. Et al. 2017)

Padaghane et al. (2016) reported there are 6,700 species of fresh water and marine water crabs distributed all over the world. Out of these 1,306 species are belong from fresh water and 600 species of crabs belong from marine water and brackish water. He also reported that in India there are about 389 deferent species of crabs are present.

Vartak et al (2006) Describe the design methodology and economic importance of green crab fattening activity at village Mirya. Suseelan and Pillai (1993) made overview on crustacean resources (1984-92) of India and observation on the shrimps made by Susselan at al. (1993), Nandkumar et al (2005) reported species wise detail on size distribution ,sex ratio, Maturity and Spawning session and shrimp resource of Kerela along with possible management measures. In India Fresh water crabs have been poorly studied. Cumberlidge et al. (2009). Among the crustaceans even thought 94 species have already been reported from the country. (Pati.S.K. Unpublished data) Recently some new taxa of crab have been described from the veteran Ghats. Pati ans Sharma. (2013), Klasu et al (2014).

Freshwater crabs play a starring role in aquatic ecosystem functioning; it also support to small-scale fisheries and aquarium trade; considered as pest to paddy crops.(Ng,1988; Yeo et al., 2008; Cumberlidge et al., 2009; Ralesh L. Et al. 2017) Fresh water crabs live mainly in freshwater or shows terrestrial habitats and they never enter in brakish water or marine water for reproduction purpose. Cumberlidge and Ng (2009). Some fresh water crab have medicinal importance and either consumed completely or used in the preparation of medicines. (Yeo et al., 2008; Kumar et al ., 2017; Ralesh L. Et al. 2017) . Due to the low survey efforts concern of freshwater crab systematic are highly neglected, especially in India. (Cumberlidge et al., 2009; Ralesh L. et al. 2017).

Particularly the general structure of freshwater crab is explained by Ng (1988), Cumberlidge (1999) , and Ng and Tya (2001). The structure of the gonopods in male crab is identification characteristic to many genera and species of fresh water crabs. The gonopod structure (shape and size) have an important anatomical features along with other carapace morphology, including the structure of third maxillipeds, anterior male thoracic sternites, and male abdomen (Ng, 1988; Cumberlidge, 1999).

Considering the ecological, economical including food and medicinal importance and conservation importance of fresh water crab, the present work is envisaged to provide a systematic list and systematic account of the freshwater crabs of Girna dam. It also includes an identification key.

MATERIALS AND METHODS

Study Area: For the present study work girna dam and nearby region were selected for sample collection. Girna Dam is located on western gats Maharashtra, India. This dam was built on Girna river in 1969 which is located near the Nandgaon in the Nashik District of Maharashtra, India. The main purpose for construction of this dam for water irrigation in surrounding agricultural fields and drinking water supply to North Maharashtra area. However, as it has good water storage capacity, therefore reservoir is good source of crustacean fauna.

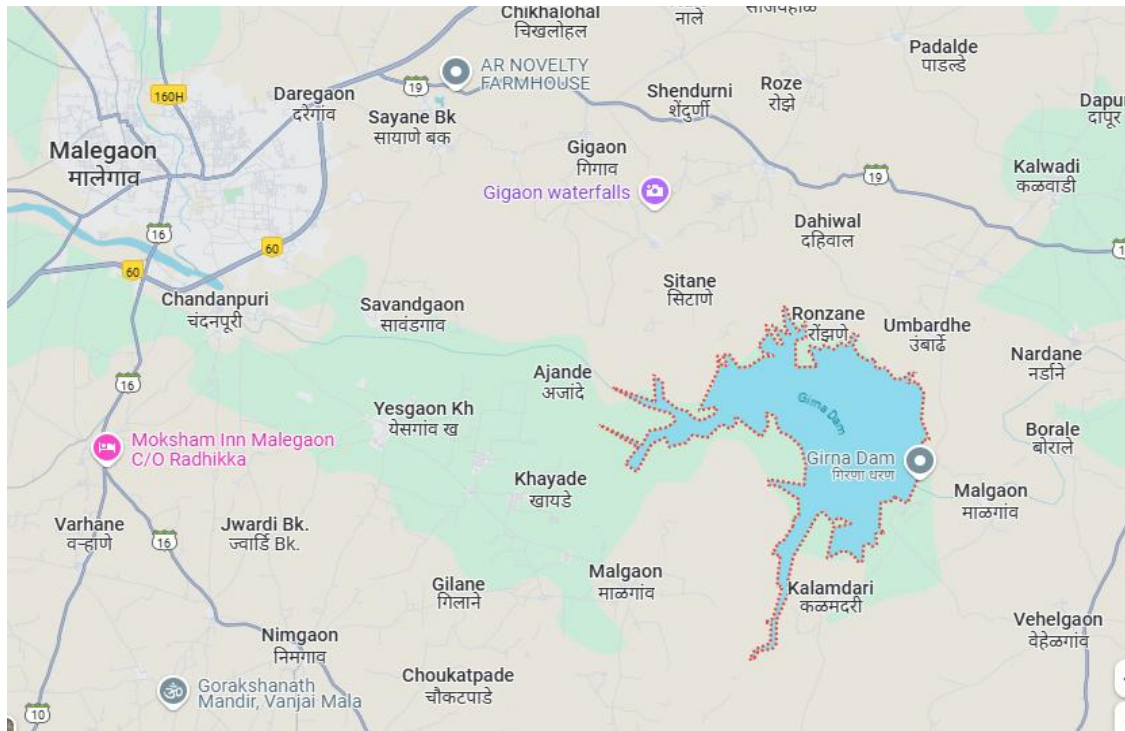


Fig: Girna Dam on Map (Source :- Googal Map)

Sample Collection and Preservation: During the present study, freshwater crabs were collected from different locations of Girna Dam by hand picking or digging them out of burrows in dry and wet substratum, especially during night. In addition crabs also caught by various traps with suitable bait were deployed and left overnight for large sized crab in large water bodies and in fact flowing streams. After that collected crabs were gradually killed in ice. (Ralesh L. et al. 2017) and preserved in 70% ethanol. (Ragunathan M.B. et al. 2007; Ralesh L. et al. 2017) with regular inspection to ensure that the same concentration is maintained.

Identification of Specimen: Fresh water crab specimens were identified using both morphological and male gonopod structures following Alcock (1910) Bott (1970a) and Bahir and Yeo (2005 and 2007) as well as Methods of measurement and terminology were adopted from Ng and Tay (2001) and Bahir and Yeo (2007). As well as identification of particular species done under the guidance of Dr. Sameer



Kumar Pati. (Assistant Zoologist, Zoological Survey of India, Western Regional Center, Pune -411 044 , India)

Photograph: For the photo capture of specimen use camera fuji xt2 +d750 and Photoshop cc app for editing original image of collected specimen.

TERMINOLOGY AND ABBREVIATIONS

The measurement method for carapace width and length is as described in Ng (1998), along with carapace width and length, height of the carapace (measured between the mid-dorsal and mid-ventral surface up to the bottom of the thoracic sternum) In addition width of the front side (measured along the frontal margin) are provided for some specimens. The terminologies for present research work of crab used that previously described by Ng (1998), Guinol et al (2013) and Davie et al (2025) , Pati et. al (2022). The terminologies for male gonopods essentially follow Ng (1998). The diagnoses of characters are based on adult crab following abbreviation are used for crab CW- Carapace width; CL- Carapace length; CH- Carapace height; FW- Front width; Coll- Collector of specimens; P2 P5 – Pereiopods 2 to 5 respectively; s1 s8 – Thoracic sternites 1 to 8 respectively; s2/s3, s7/s8 suture between adjacent thoracic sternites respectively, G1 – Male first gonopod ; G2 – Male second gonopod; VD- Minimum distance between female vulvae and SW- Maximum width of sternum.

RESULT

From the selected study area we found two different species of two different genera is as follows

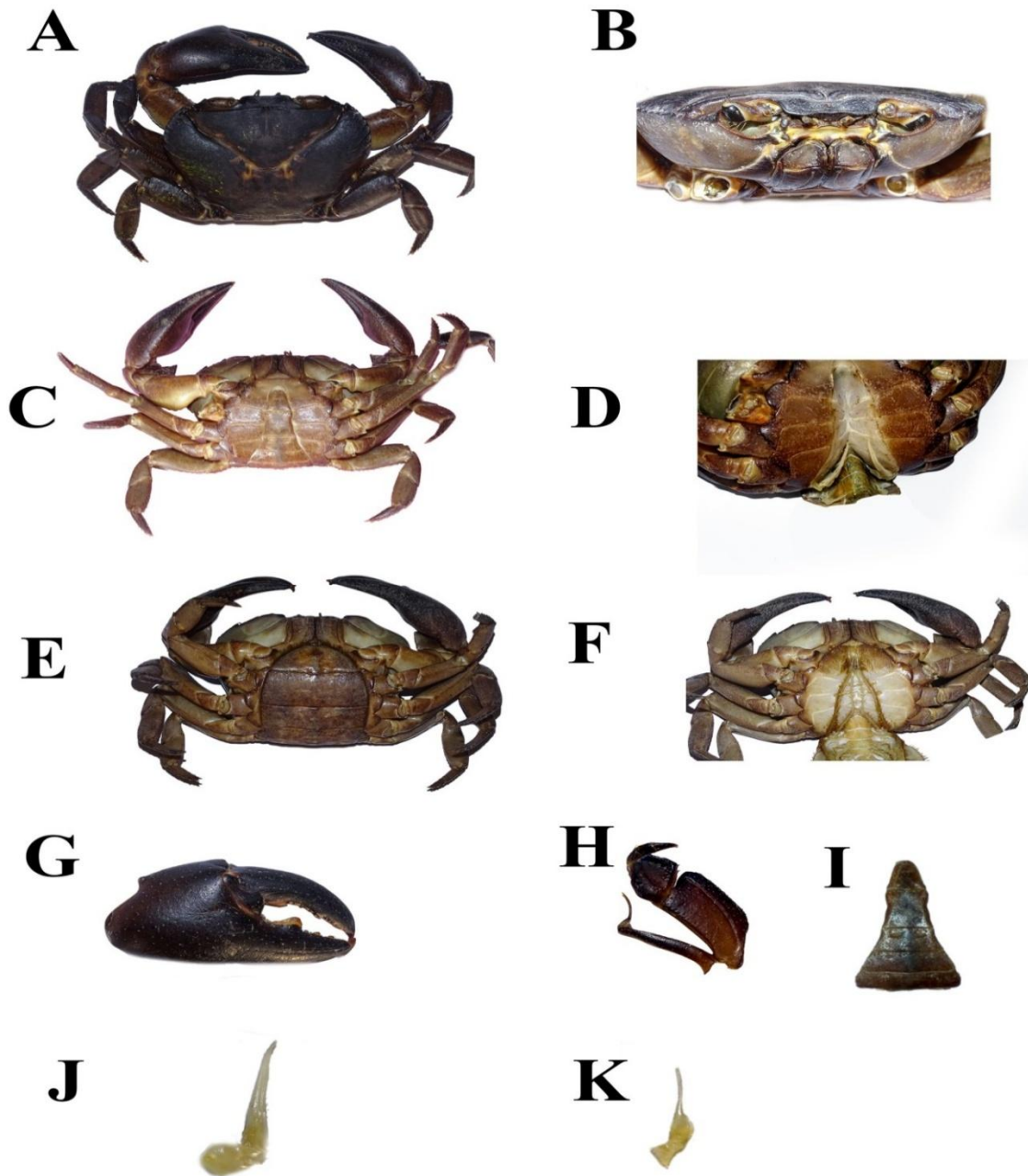


Fig 2: *Barytelphusa cunicularis* , A- Dorsal view, B- Frontal view of cephalothorax, C- Ventral view of male, D- Thoracic sternites with G1 , E- Ventral view of Female, F- , G- Outer view of major cheliped, H- Right third maxilliped, I- Pleon and telson, J- Right G1, K- Right G2

1) *Barytelphusa cunicularis* (Westwood insykes, 1836)

Identification Key for *Barytelphusa cunicularis*

Carapace relatively less broad, CW/CL with gently convex dorsal surface in frontal view and less strongly converging posterolateral margins; epigastric and postorbital cristae together forming gently concave ridge in dorsal view; G1 less sinuous , terminal segment relatively stouter and medially gently curved outward subterminal segment with relatively more concave inner margin

basally..... *Barytelphusa cunicularis* (India : Andhra Pradesh; Chhattisgarh; Dadr and Nagar Haveli and Daman and Diu; Goa; Gujarat; Jharkhand; Karnataka; Kerala; Madhya Pradesh; Maharashtra; Odisha; Puducherry; Rajasthan; Tamil Nadu; Telengana; Uttar Pradesh; Uttarakhand; West Bengal; Western Ghats)

Mention by Pati SK at el in 2022

MATERIAL EXAMINED: Syntype (multiple specimen) including four male and 5 female collected from Girna dam.

Diagnosis:

Carapace transversely subovate and wider than long. Carapace width is 75-95 mm, Carapace length is 57-70mm, height is 19-38 mm, Dorsal surface slightly convex in frontal view, Postorbital margins less strongly converging posteriorly. Frontal margin is broad, epigastric and postorbital cristae together forming gently concave ridge in dorsal surface and suborbital margin almost straight. Posteriorly cervical groove is distinct. H groove is clear.(fig – 2 A) Frontal width 16-20mm (fig – 2 B), Chelipeds are unequal in both sexes (fig – 2 A, C,E, F), Female pleon broadly tongu shaped (fig – 2 E, F) Oval shape vulva situated just beside the margin, with thoracic sternites 5, Male pleon is narrow or triangular (fig- 2C), G1 relatively less sinuos, with terminal segment, In female specimen vulva on s6, widely separated from each other.

Male: Carapace transversely subovate, dorsal surface gently convex in frontal view, anterolateral surface is gently inflated at front side, anterolateral margins convex. H groove separating anterolateral margin from anterolateral surface. Posterolateral margin slightly concave. Front side sloping downwards. H shape groove distinct (fig- 2A). Antennules long and folded, antennae long, sub-equal in length to eyestalk (fig- 2 B) First , second maxillipeds each with long flagellum and third maxillipeds cover most of buccal cavity when closed. Chelipeds generally smooth and unequal in size right chela larger and powerful than left (fig- 2 A, C, E, G) i.e crab exhibit right-handed dominance. Major chela greatly enlarged, blunt tooth on each finger and have distinct gap when finger closed (fig- 2G), dactylus is curved and moderately stout. Carapace is broad and sharp. Ambulatory legs stout and shorter than chelipeds. P3 longest margin glabrous, P2 P5 merus stout, lacking sub distal dorsal spine, with distinct sharp chitinous spine on margins (fig- 2A).

Thoracic sternites glabrous and broad. s1, s2 are separated by narrow groove. s2/s3 distinct as deep with narrow groove reaching lateral margins; s3/s4 visible as shallow depression laterally; s4/s5, s5/s6. S6/s7 medially interrupted; s7/s8 more shallow and narrow with transverse ridge interrupting longitudinal medial line (fig 2 C). Pleon narrow, Triangular with strong concave lateral margin (fig–2 C, l). Pleon somites 1,2 almost rectangular, narrow than pleonal somite 3, 3rd and 5th pleonal somites are

trapezoidal, Pleonal somit 6 is subquadrate and slightly broader as long with gently concave lateral margins rounded (fig- 2C, I), G1 is slender short gently sinuous with terminal segment slightly curved outwards at angle of about 20° C from longitudinal axis with narrow tip and reaching proximal half of s6 in situ (fig- 2 D, J). G2 distinctly shorter than G1 (fig- 2 K)

Female: Female probably attain adulthood at 50mm CW, when they have fully developed pleon. Female have been already reported to attain sexual maturity at 44mm CW (Diwan 1973, Gangotri et al 1978, Pati S. K. et al 2022) Adult, subadult and juvenile females possess all the non-sexual characters stated as those in male. Female *Barytelphusa cunicularis* typically molt before mating, specifically called 'Puberty molt' or 'Maturational molt' that prepares them for reproduction. A Mature female can carry nearly 1,000 eggs (Pathre and Patil 2010). The pleon in adult is distinctly broader, narrowly ovate and covers the entire thoracic sternum when closed (fig- 2 E). The telson in adult is broadly triangular, much broader than long with straight lateral margins and rounded apex with smooth hair like appearance on outer margin (fig – 2E).

Colour in Life: Carapace, chillipeds and ambulatory legs are dark black- brown in colour. In female *Barytelphusa cunicularis* colour is varies depending on the stage of ovarian development ranging from white and translucent (immature) to dark yellowish brown (mature).

Size: The maximum known size of *Barytelphusa cunicularis* is 135mm CW (Sakhare and Kamble 2014) Making it one of the largest fresh water crab species in the world.

Ecological note: The present specimens were collected from shallow to deep river, especially present under large boulders. Individual can be seen day time on land away from water bodies and also present in water in day or night time. These crabs occur in solitary. *Barytelphusa cunicularis* is one of the medium size crab among the fresh water crab of India. Tribal people collect the adult crab for food purpose. *Barytelphusa cunicularis* is very common to the state and found from low-lying areas to highland in deep forest.

Remark: *Barytelphusa cunicularis* was so far known from the state of Maharashtra, Tamil nadu, Karnataka, Kerala, west bengal and Andhra Pradesh.

2) *Barusa guerini* (H. Milne Edwards 1853)

Identification Key for *Barusa guerini*

Epigastric & postorbital cristae together forming strongly concave ridge in dorsal view (fig -3 A) chelipeds with relatively large inner distal major tooth on carpus (fig- 3 E). Male pleon somite 6 with strongly concave lateral margins (Fig. 3C). G1 almost straight, with terminal segment distally gently curved outward at angle of near about 15° from longitudinal axis [fig 3 D.H).

.....*Barusa guerini*. [India- Chhattisgarh Dadra

& Nay Nagar Haveli and Daman & Diu. Gujarat, frackhand, Madhya Pradesh Maharashtra, Rajasthan, Telangana, Uttar pradesh, Western Ghat.

Mention by Pati S.K. and Darren C.J. Yeo 2022

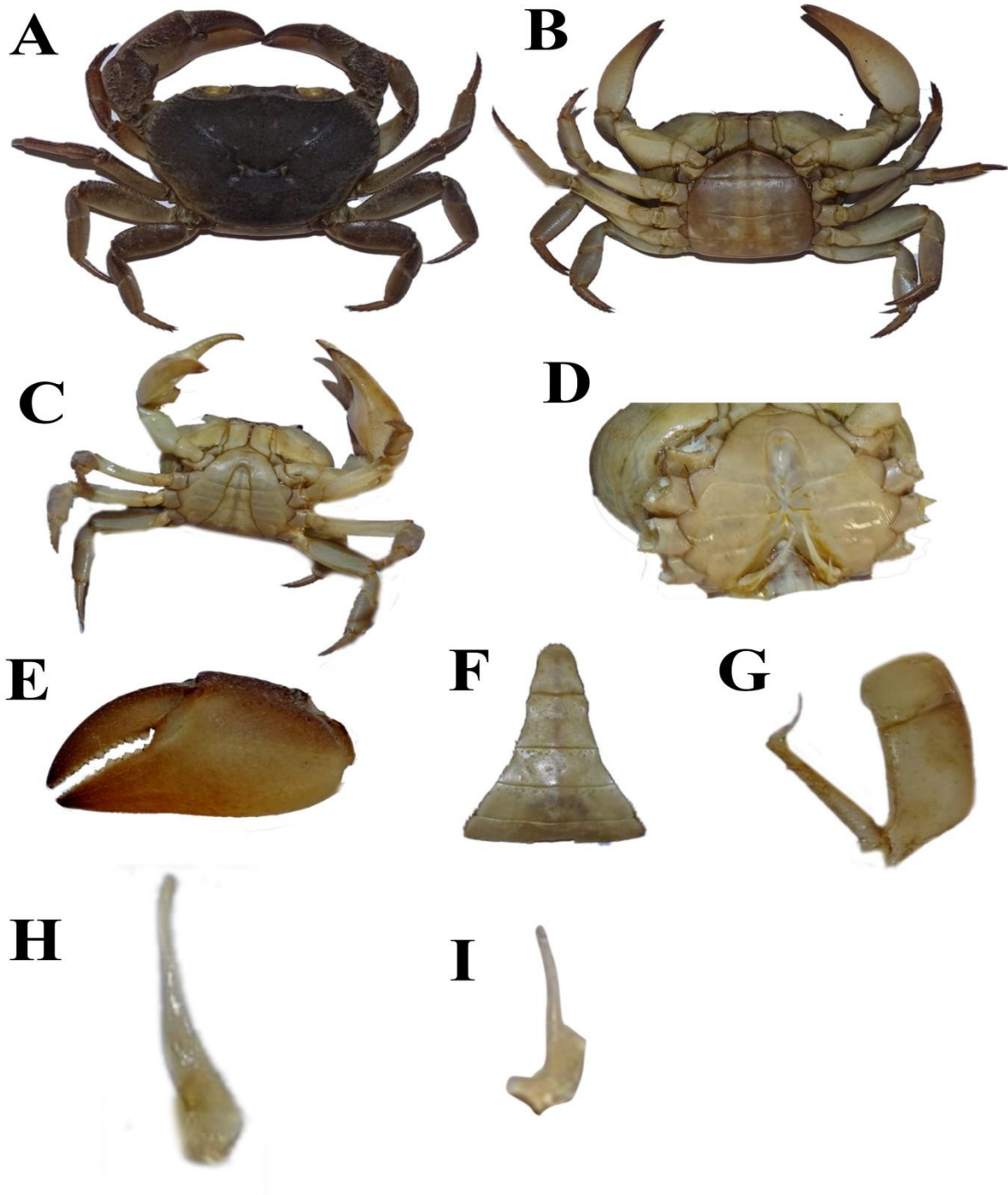


Fig 3: *Barusa guerini* A- Dorsal view B- Ventral view of Female, C- Ventral view of male, D- Thoracic sternites with G1, E- Outer view of major cheliped, F- Pleon and telson, G- Right third maxilliped, H- Right G1, I - Right G2

MATERIAL EXAMINED: syntype (multiple speamen, Collected from Giena Dam including 10 male & & female) Crab.

Etymology: *Barusa* is treated as a latin noun in nominative singular and formed from an arbitrary combination of first and last three letters of the genus name *Barytelphusa* (Alcock 1909) (Alcock, 1909a) Gender is feminine.

Diagnosis: Carapace transversely subovate, broader than long, posterolateral margins concave, more strongly converging posteriorly; epigastric and postorbital cristae together forming strongly concave ridge in dorsal view (Fig-3A), Eyes small relative to orbits.

Male: In male individual of *Barusa guerini* s1, s2 completely fused; s2/s3 not reaching lateral margins; (Fig- 3C). s2/s3 deep, narrow; s3/s4 indiscernible or only visible as shallow depression laterally. Male sternopleon cavity long, reaching imaginary line joining anterior parts of cheliped coxa. Cheliped carpus with relatively large inner distal major tooth (Fig- 3E) Antennae relatively short, half-length of eyestalk. Third maxilliped exopod with well-developed flagellum, equal in length to merus width (fig- 3G). Major cheliped with palm as long as high (fig- 3E)

Male pleon relatively triangular with concave lateral margins, pleonal somite 6 relatively less broad, Male telson relatively narrow (Fig- 3C, F). G1 relatively slender, almost straight, with terminal segment slightly curved outwards at angle of about 15° from longitudinal axis, tip straight (fig- 3H). G2 distinctly shorter than G1(fig- 3I).

Female: Females probably attain adulthood at 36 mm CW, when they have a fully developed pleon. Gangotri et al. (1978) reported that females attain sexual maturity at 45 mm CW, and a mature female can carry 300 eggs. Adult females of *Barusa guerini* possess all the same non-sexual character states as in males, including that of the cheliped carpus. Female pleon in adults with less convex and presence of lateral margins on pleonal somite 6 (Fig-3B). Female telson in adults with gently convex. The pleon in adult females is broadly ovate, and covers the thoracic sternum except for s1, s2, and lateral edges when closed (fig – 3B). Pleonal somite 1 is the shortest; pleonal somites 2 5 are progressively longer; and pleonal somite 6 is the longest, much broader than long, slightly longer than the telson, with the gently convex lateral margins.

The telson in adult females is broadly triangular, much broader than long, with the gently convex lateral margins and the round apex (fig- 3B). The adult vulvae are widely separated from each other and surrounded by a low, broad rim, and completely covered by a membranous operculum.

Colour in Life: Individuals are generally yellowish-brown, some individuals have white border on carapace, some crab have dark brown spot on their complete body.

Size: Crabs can attain a maximum size of at least 62.1mm CW as seen in male specimen examined (ZSI-WRC C.464)

Ecological Note: This species is collected from beneath the stone and small rock in river water. *Barusa guerini* inhabits, including mountain streams, river, ponds, paddy fields, but generally shows semi-terrestrial life habitats. (Pati & sharma, 2014a). The species is known to occupy both low and high elevations (Pati & sharma, 2014a). These crabs are omnivores and feed on fresh or decomposing vegetables and animal matter, including alga, leaves, earthworms, insect, molluscas. Fishes, frog, lizards (McCann, 1973). This species use as a food purpose on large scale.

Remark:

Barusa guerini was originally described as *Thelphusa guerini* by H. Milne Edwards (1853) but due to lack of information on the type specimens and exact type locality. *Barusa guerini* is a unique among congeners by having strongly concave ridge formed by epigastric and postorbital cristae when observed from the dorsal view. *Barusa guerini* is the most widely distributed species among its congeners. It found in India and precisely known from the state of Chhattisgarh, gujrat, Jharkhand, Madhya Pradesh, and Daman & Deu. The record of this species from Andhra Pradesh, Karnataka, and Tamil Nadu by Srivastava (2005, 2007a, 2007b, 2013)

CONCLUSION

Systematic list of decapods crustaceans especially crab from Girna dam of Maharashtra with their common name (local name) and local utilization pattern is mention here there are two species of crabs under two different genera were recorded from water sources Girna Dam and nearby area of malegaon Maharashtra. The one species is *cunicularis* under the genus *Barytelphusa* therefore scientific name of that crab is *Barytelphusa cunicularis* and common name is Black crab which is consumed freshly as a food by local people and export for the food purpose due to its medicinal values. Another on found species is *guerini* under the genus *Barusa* hence its scientific name is *Barusa guerini*, Local name of that species is milky crab due to its colour pattern variation. *B. guerini* also consumed freshly and export as a food.

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EVALUATION OF ANTI-INFLAMMATORY AND ANALGESIC EFFECT OF A TEST DRUG DERIVED FROM AYURVEDIC MEDICINE

Samiksha Ashok Bhamare¹, Dr Kiran B. Kotade², Sangita N Bhandare³

¹Mpharm, Scholar PRES's College of Pharmacy, PChincholi, Nashik, MS, India

²Hod, Pharmacology, PRES's College of Pharmacy, Chincholi, Nashik, MS, India

³Asst. professor, PRES's College of Pharmacy, Chincholi, Nashik, MS, India

samiksha7101996@gmail.com

ABSTRACT

Sukshma Rasayan, a traditional Ayurvedic polyherbal formulation, is reputed for its rejuvenative, immunomodulatory, and restorative benefits. The present review consolidates findings from various experimental studies that assess the anti-inflammatory and analgesic activities of Sukshma Rasayan in murine models. Standard protocols including carrageenan-induced paw edema, formalin-induced arthritis, hot plate test, and acetic acid-induced writhing were employed across studies to evaluate both peripheral and central mechanisms of action. The formulation demonstrated significant reduction in inflammatory markers and nociceptive responses, suggesting potent pharmacological activity. Key bioactive constituents are believed to modulate prostaglandin synthesis, oxidative stress, and cytokine profiles, contributing to its therapeutic effects. This review underscores the potential of Sukshma Rasayan as a complementary approach in managing inflammation and pain, and highlights the need for further clinical validation and mechanistic exploration.

INTRODUCTION

Overview of Inflammation and Pain Mechanisms:

Inflammation and pain are tightly linked biological responses that serve protective and healing roles—but when dysregulated, they can lead to chronic conditions.

Key Mechanisms of Inflammation

Initiation: Triggered by harmful stimuli like pathogens, injury, or irritants.

Vascular Response: Vasodilation and increased permeability allow immune cells and proteins to reach the site of damage.

Cellular Response: Neutrophils and macrophages migrate to the site via chemotaxis. These cells release cytokines, prostaglandins, and reactive oxygen species to neutralize threats.

Resolution: Anti-inflammatory mediators like IL-10 and TGF- β promote healing and tissue repair.

Pain Mechanisms in Inflammation

Peripheral Sensitization: Inflammatory mediators lower the threshold of nociceptors, making them more responsive to stimuli.



Central Sensitization: Persistent input from inflamed tissues alters spinal cord and brain processing, leading to heightened pain perception (e.g., hyperalgesia, allodynia)

Key Mediators:

Prostaglandins: Sensitize nerve endings.

Cytokines: Amplify pain signaling.

TRPV1 receptors: Activated by irritants like capsaicin and acid, contributing to pain hypersensitivity.

Traditional Use of Sukshma Rasayan

Sukshma Rasayan is a classical Ayurvedic polyherbal formulation known for its rejuvenative, immunomodulatory, and neuroprotective properties.

Historical and Therapeutic Significance:

Rasayana Therapy: In Ayurveda, Rasayanas are used to promote longevity, enhance immunity, and improve mental clarity.

Sukshma Rasayan is often prescribed for:

- Enhancing cognitive function and memory
- Supporting immune health
- Reducing fatigue and stress
- Improving vitality and resilience

Common Ingredients and Actions

While formulations may vary, typical components include:

- **Amla (*Emblica officinalis*):** Antioxidant and anti-inflammatory
- **Guduchi (*Tinospora cordifolia*):** Immunomodulator
- **Shankpushpi & Brahmi:** Nootropic herbs for mental clarity
- **Pippali (Long pepper):** Enhances bioavailability and supports respiratory health.

Modern Relevance

Experimental studies suggest that Rasayana formulations like Sukshma Rasayan may:

- Modulate cytokine levels
- Reduce oxidative stress
- Improve recovery in inflammatory condition

MATERIALS AND METHODS

Animal models used

Dosage and administration

Animal Models Used for Evaluation

To assess the anti-inflammatory and analgesic activities of Sukshma Rasayan researchers commonly employ well-established murine models that simulate both acute and chronic conditions.

Anti-inflammatory Models

Carrageenan-Induced Paw Edema

- Mimics acute inflammation via subplantar injection of carrageenan.
- Measures paw volume increase over time.

Cotton Pellet-Induced Granuloma

- Evaluates chronic inflammation by implanting sterile cotton pellets subcutaneously.
- Measures granuloma weight after drying.

Formalin-Induced Arthritis

- Simulates joint inflammation and chronic pain.
- Assesses swelling and histopathological changes.

Analgesic Models

Hot Plate Test

Evaluates central analgesic activity by measuring latency to paw licking or jumping.

Tail Flick Test

Assesses spinal reflex response to thermal stimulus.

Acetic Acid-Induced Writhing

Measures peripheral analgesic effect by counting abdominal constrictions.

Dosage and Administration

Dose Calculation

Standard Dose Range: Typically between 100–400 mg/kg body weight depending on the formulation and study design.

Calculation Formula:
$$\text{Dose (mg)} = \text{Body weight (kg)} \times \text{Selected dose (mg/kg)}$$

Preparation of Stock Solution

Dissolve the calculated dose in a suitable vehicle such as:

- Normal saline (0.9%)
- Carboxymethylcellulose (CMC) for suspension

Ensure the final volume does not exceed:

- 10 ml/kg for non-aqueous solvents
- 20 ml/kg for aqueous solvents

Route of Administration

- Oral (p.o.): Most common for herbal formulations.



- Intraperitoneal (i.p.): Used when rapid systemic absorption is desired.
- Subcutaneous (s.c.): Occasionally used for sustained release studies.

Frequency and Duration

- Single Dose: For acute models like carrageenan-induced edema.
- Repeated Dosing: For chronic models such as granuloma or arthritis, typically over 7–14 days.

RESULTS FROM EXPERIMENTAL STUDIES

Observed Effects on Pain and Inflammation

Experimental studies evaluating Sukshma Rasayan in murine models have demonstrated promising anti-inflammatory and analgesic effects.

Anti-inflammatory Effects

Carrageenan-Induced Paw Edema:

Sukshma Rasayan significantly reduced paw swelling within 3–5 hours post-induction.

Indicates suppression of acute inflammatory mediators like histamine and prostaglandins.

Formalin-Induced Arthritis:

Decreased joint inflammation and improved mobility.

Histological analysis showed reduced leukocyte infiltration and preservation of joint structure.

Cotton Pellet-Induced Granuloma:

Lower granuloma weight compared to control, suggesting inhibition of chronic inflammation pathways.

Analgesic Effects

Hot Plate and Tail Flick Tests:

Increased latency to pain response, indicating central analgesic activity.

Comparable to opioid-like effects without sedative side effects.

Acetic Acid-Induced Writhing:

Significant reduction in abdominal constrictions.

Suggests peripheral analgesic action via inhibition of prostaglandin synthesis.

Comparative Efficacy with Standard Drugs

When compared to conventional agents like Diclofenac or Ibuprofen, Sukshma Rasayan showed competitive efficacy with fewer adverse effects:

Parameter	Sukshma Rasayan	Standard Drug (e.g., Diclofenac)
Paw edema reduction	Moderate to high	High
Writhing inhibition	~60–70%	~80–90%



Parameter	Sukshma Rasayan	Standard Drug (e.g., Diclofenac)
Central analgesic latency	Comparable	Slightly higher
Side effects (e.g., gastric)	Minimal	Common (gastric irritation)
Histological preservation	joint Present	Present
Cytokine modulation	IL-6, TNF- α downregulated	IL-6, TNF- α downregulated

Studies suggest that Sukshma Rasayan may exert its effects via antioxidant activity, cytokine suppression, and modulation of prostaglandin pathways, offering a holistic approach with fewer adverse effects

DISCUSSION

Mechanisms of Action of Sukshma Rasayan

The pharmacological effects of Sukshma Rasayan are attributed to its multi-targeted actions on inflammatory and pain pathways, as observed in experimental mice models.

Cellular and Molecular Mechanisms

Cytokine Modulation:

Downregulation of pro-inflammatory cytokines such as TNF- α , IL-6, and IL-1 β .

Upregulation of anti-inflammatory mediators like IL-10, contributing to immune homeostasis.

Prostaglandin Pathway Inhibition:

Suppression of COX-2 enzyme activity, reducing prostaglandin E2 synthesis.

Leads to decreased nociceptive signaling and inflammation.

Antioxidant Activity:

Scavenging of reactive oxygen species (ROS) and lipid peroxides.

Enhances endogenous antioxidant enzymes like SOD, Catalase, and Glutathione Peroxidase.

Neurotransmitter Modulation:

Influences central pain pathways via opioid receptor agonism and GABAergic modulation.

Results in increased pain threshold and reduced hyperalgesia.

Immunomodulatory Effects:

Enhances macrophage and lymphocyte function.

Promotes balanced Th1/Th2 immune responses.

Relevance to Human Conditions

The findings from murine models suggest translational potential of Sukshma Rasayan in managing chronic inflammatory and pain-related disorders in humans.



Clinical Implications

Rheumatoid Arthritis & Osteoarthritis:

Cytokine suppression and joint tissue preservation mirror therapeutic goals in human arthritis.

Neuropathic Pain & Fibromyalgia:

Central analgesic effects and neurotransmitter modulation align with current treatment strategies.

Autoimmune Disorders:

Immunomodulatory properties may help regulate aberrant immune responses.

Gastrointestinal Inflammation:

Antioxidant and anti-inflammatory actions could benefit conditions like IBD and gastritis.

Postoperative and Cancer-Related Pain:

Potential adjunct to opioid therapy with fewer side effects.

The holistic and multi-modal action of Sukshma Rasayan offers a promising alternative or complementary approach to conventional pharmacotherapy, especially in conditions requiring long-term management with minimal toxicity.

CONCLUSION

Summary of Findings

Experimental evaluation of Sukshma Rasayan in murine models has revealed significant anti-inflammatory and analgesic properties, with effects comparable to standard pharmacological agents.

Key Observations

Anti-inflammatory Activity:

Reduction in paw edema and granuloma formation in acute and chronic inflammation models.

Histopathological evidence of reduced leukocyte infiltration and tissue damage.

Downregulation of inflammatory cytokines such as TNF- α , IL-6, and IL-1 β .

Analgesic Activity:

Increased pain threshold in hot plate and tail flick tests, indicating central analgesic effects.

Decreased writhing responses in acetic acid-induced pain model, suggesting peripheral analgesic action.

Mechanistic Insights:

Inhibition of COX-2 and prostaglandin synthesis.

Enhancement of antioxidant enzymes (SOD, Catalase, GSH).

Modulation of neurotransmitters and immune responses.

Comparative Efficacy:

Comparable to Diclofenac and Ibuprofen in reducing inflammation and pain.



Fewer adverse effects, especially gastrointestinal irritation.

Future Research Directions

To strengthen the translational relevance and therapeutic potential of Sukshma Rasayan, the following research avenues are recommended:

Suggested Areas of Exploration

Dose Optimization & Pharmacokinetics:

- Establishing effective dose ranges and bioavailability profiles.
- Studying metabolic pathways and active constituents.

Long-Term Safety Studies:

- Chronic toxicity and organ-specific safety assessments.
- Evaluation of immunogenicity and allergenic potential.

Molecular Target Identification:

- Elucidating specific receptor interactions and signaling cascades.
- Genomic and proteomic profiling to identify biomarkers.

Clinical Translation:

- Pilot studies in human subjects with inflammatory conditions (e.g., arthritis, fibromyalgia).
- Comparative trials with NSAIDs and opioids.

Formulation Development:

- Nanoformulations or sustained-release systems for enhanced delivery.
- Synergistic combinations with other Ayurvedic or allopathic agents.

Behavioral and Neurological Assessments:

- Exploring effects on mood, cognition, and neuroinflammation.
- Potential applications in neuropathic pain and neurodegenerative disorders.

These directions aim to bridge the gap between traditional Ayurvedic wisdom and modern biomedical science, paving the way for integrative therapeutics.

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TO STUDY METHODS FOR ANTIULCER ACTIVITY EVALUATION

Supriya Shrikant Mane¹, Dr Kiran B Kotade², Sangita N Bhandare³, Sujata K Sonawane⁴

¹Mpharm, Scholar PRES's College of Pharmacy, Chincholi, Nashik, MS, India,

²Hod, Pharmacology, PRES's College of Pharmacy, Chincholi, Nashik, MS, India,

³Asst. professor, PRES's College of Pharmacy, Chincholi, Nashik, MS, India,

⁴Asst. Professor, DKIP, Kolpewadi, Ahilyanagar, MS, India

supriyaalekar5@gmail.com

ABSTRACT**OBJECTIVE**

This review investigates the antiulcer potential of Acina syrup, a polyherbal formulation comprising *Emblica officinalis*, *Glycyrrhiza glabra*, *Asparagus racemosus*, *Ficus glomerata*, *Cuminum cyminum*, and *Garcinia indica*, using established in vivo experimental models.

METHODS

Various in vivo models—including pylorus ligation, ethanol-induced, NSAID-induced, and cold-restraint stress models—were explored to evaluate the gastroprotective efficacy of Acina syrup. Parameters such as ulcer index, gastric volume, pH, total acidity, and mucosal integrity were assessed.

RESULTS

The herbal constituents demonstrated synergistic effects in reducing ulcer severity, enhancing mucus secretion, and modulating gastric acid output. Antioxidant and anti-inflammatory mechanisms were central to the observed protection, with notable improvements in histopathological markers of mucosal healing.

CONCLUSION

Acina syrup exhibits promising antiulcer activity through multiple mechanisms, including cytoprotection, antioxidant defense, and acid suppression. These findings support its potential as a safe and effective herbal alternative for ulcer management, warranting further clinical validation.

INTRODUCTION

Peptic ulcer disease remains a significant global health concern, affecting nearly 10% of the population at some point in their lives. It arises due to an imbalance between gastric aggressive factors—such as hydrochloric acid, pepsin, NSAIDs, stress, and *Helicobacter pylori* infection—and protective mechanisms like mucus secretion, prostaglandin synthesis, and adequate mucosal blood flow.

While conventional therapies like proton pump inhibitors and H₂ receptor antagonists offer symptomatic relief, their long-term use is associated with adverse effects including nephrotoxicity,

hepatotoxicity, and drug resistance. This has spurred interest in herbal formulations that offer safer, multi-targeted approaches to ulcer management.

Acina syrup is a polyherbal preparation composed of:

- *Emblica officinalis* (Amla)
- *Glycyrrhiza glabra* (Licorice)
- *Asparagus racemosus* (Shatavari)
- *Ficus glomerata* (Cluster fig)
- *Cuminum cyminum* (Cumin)
- *Garcinia indica* (Kokum)

These herbs are traditionally known for their antioxidant, anti-inflammatory, mucoprotective, and digestive-enhancing properties. Their synergistic action is hypothesized to provide gastroprotective effects by neutralizing gastric acid, enhancing mucus secretion, and promoting mucosal healing.

To scientifically validate the antiulcer potential of Acina syrup, this study employs *in vivo* experimental models such as:

- Pylorus ligation
- Ethanol-induced ulceration
- NSAID-induced gastric damage
- Cold-restraint stress model

These models simulate various ulcerogenic mechanisms and allow for comprehensive evaluation of the syrup's protective efficacy, ulcer index reduction, and histopathological improvements.

MATERIALS AND METHODS

MATERIALS

1. Test Formulation

Acina Syrup: A polyherbal formulation containing:

- *Emblica officinalis* (Amla)
- *Glycyrrhiza glabra* (Licorice)
- *Asparagus racemosus* (Shatavari)
- *Ficus glomerata* (Cluster fig)
- *Cuminum cyminum* (Cumin)
- *Garcinia indica* (Kokum)

2. Animals

- Species: Wistar albino rats

- Weight Range: 150–250 g
- Sex: Either
- Housing: Polypropylene cages with wire mesh flooring to prevent coprophagy
- Conditions: 12-hour light/dark cycle, temperature $22 \pm 2^{\circ}\text{C}$, humidity 50–70%
- Diet: Standard pellet diet and water ad libitum
- Ethical Approval: Institutional Animal Ethics Committee (IAEC) clearance as per CPCSEA guidelines

3. Chemicals and Reagents

- Absolute ethanol
- Indomethacin or aspirin (for NSAID-induced model)
- Sodium hydroxide (for titration)
- Carboxymethylcellulose (vehicle)
- Evans blue dye (optional for mucosal permeability studies)

METHODS

1. Experimental Design

Groups: Minimum of 6 groups (n = 6 per group)

- Group I: Normal control
- Group II: Ulcer control (ulcerogen only)
- Group III: Standard drug (e.g., omeprazole or ranitidine)
- Group IV–VI: Acina syrup at low, medium, and high doses

2. Ulcer Induction Models

Ethanol-Induced Ulcer Model

- Fast animals for 18–24 hours
- Administer Acina syrup orally
- After 30 minutes, give 1 mL absolute ethanol orally
- Sacrifice animals after 1 hour
- Excise stomach, open along greater curvature, rinse, and examine for ulcers

NSAID-Induced Ulcer Model

- Fast animals for 24 hours
- Administer NSAID (e.g., indomethacin 40 mg/kg) orally
- After 1 hour, administer Acina syrup
- Sacrifice after 4 hours and assess ulceration

Pylorus Ligation Model

- Fast animals for 36–48 hours
- Anesthetize and perform pylorus ligation via midline incision
- Administer Acina syrup post-surgery
- After 4–6 hours, sacrifice animals
- Collect gastric contents for volume, pH, and acidity analysis
- Examine mucosa for ulcer index

3. Evaluation Parameters

- Ulcer Index: Based on severity and number of lesions
- % Protection: Compared to ulcer control
- Gastric Volume and pH
- Total Acidity: Titration with NaOH
- Histopathology: Tissue fixation and microscopic examination
- Biochemical Markers (optional): SOD, catalase, MDA levels

RESULTS FROM EXPERIMENTAL STUDIES

Certainly! Here's a synthesized summary of experimental results from in vivo studies investigating the antiulcer activity of Acina syrup, a polyherbal formulation containing *Emblica officinalis*, *Glycyrrhiza glabra*, *Asparagus racemosus*, *Ficus glomerata*, *Cuminum cyminum*, and *Garcinia indica*

Experimental Results Summary

1. Ethanol-Induced Ulcer Model

Observation: Acina syrup significantly reduced ulcer index compared to control.

Findings:

- Enhanced gastric mucus production
- Decreased mucosal damage
- Improved antioxidant enzyme levels (e.g., SOD, catalase)

Protection Rate: ~60–75% depending on dose

2. NSAID-Induced Ulcer Model

Observation: Rats pretreated with Acina syrup showed fewer and less severe ulcers.

Findings:

- Inhibition of prostaglandin suppression
- Restoration of mucosal integrity
- Reduction in inflammatory markers

Protection Rate: ~55–70%

3. Pylorus Ligation Model

Observation: Acina syrup reduced gastric volume and acidity.

Findings:

- Lower total acidity
- Increased pH of gastric contents
- Reduced ulcer index

Protection Rate: ~50–65%

4. Cold-Restraint Stress Model

Observation: Syrup-treated rats exhibited fewer stress-induced ulcers.

Findings:

- Stabilized gastric blood flow
- Reduced histamine-mediated damage
- Improved mucosal resilience

Protection Rate: ~60%

Comparative Data Snapshot

Model Type	Ulcer Index Reduction	% Protection	Key Effect
Ethanol-Induced	High	60–75%	Antioxidant & mucosal defense
NSAID-Induced	Moderate–High	55–70%	Anti-inflammatory
Pylorus Ligation	Moderate	50–65%	Antisecretory
Cold-Restraint Stress	Moderate	~60%	Stress mitigation

Histopathological Findings

Treated groups showed:

- Reduced epithelial erosion
- Preserved glandular architecture
- Minimal inflammatory infiltration

CONCLUSION

Acina syrup demonstrated significant antiulcer activity across multiple in vivo models. Its efficacy is attributed to:

- Synergistic herbal action
- Antioxidant and anti-inflammatory properties



- Mucosal protection and acid suppression

These results support its potential as a safe and effective gastroprotective agent, warranting further clinical validation.

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**PHARMACOGNOSTIC AND PHYTOCHEMICAL STUDIES OF LAUNAEA PROCUMBENS ROXB. RAMAYYA
& RAJGOPAL**

Prakash R. Kanthale

Dept. of Botany, Nutan Mahavidyalaya, Selu, Dist. Parbhani.

drkanthale1974.pk@gmail.com

ABSTRACT

Launaea procumbens (Roxb.) Ramayya & Rajgopal is small sized procumbent herb belongs to family Asteraceae, commonly called Pathari. Plant is used in traditional medicinal for the treatment of different ailments. The present study is focused on medicinal uses, pharmacognosy and phytochemical analysis of *Launaea procumbens* (Roxb.) Ramayya & Rajgopal. Plant is used in the treatment of rheumatism, gout, diabetes, fever, boil, kidney diseases, piles, skin diseases and painful micturition. Pharmacognostic studies of plant drug is carried out for evaluation of drug and to detect the adulteration. It includes dermal characters like stomata, trichomes and anatomical features etc. The plant was analyzed for its preliminary screening of phytochemicals. The aqueous leaf extract showed the presence of bioactive constituents comprising alkaloids, tannins, saponins, glycoside, and flavonoids. The present study is useful to standardize and evaluation of drugs

KEYWORDS

Launaea procumbens (Roxb.) Ramayya & Rajgopal, Pharmacognostic studies, phytochemical studies.

INTRODUCTION

Launaea procumbens (Roxb.) Ramayya & Rajgopal is small, erect procumbent herb. Stem branched long. Basal leaves are rosette, obovate narrowed at base with dentate margin. Head long on short bracteate, peduncle solitary or clustered along terminal subracemose inflorescence. All florets are pale yellow. Achenes oblong black, truncated apex. Pappus hairs white. Plant (Fig.1 A and B.) is used in folk medicine for the treatment of rheumatism, gout, diabetes, fever, boil, kidney diseases, piles, skin diseases and painful micturition (Mahmood, et.al.2012., Zareef, et.al.2023, Waheed, et.al.2023, Rao, et.al. 2021, Xavier et.al.2015, Iqbal1, et.al.2011 and Qureshi, et.al.2010.)

MATERIAL AND METHODS

I) Plant material

The leaves of *Launaea procumbens* (Roxb.) Ramayya & Rajgopal were collected from Medicinal plants Garden of Nutan Mahavidyalaya, Sailu of the Parbhani district of Maharashtra. The collected plant material was taxonomically identified by using renowned floras (Naik 1979, Naik et al 1998., Chetty et al. 2008 and Yadav and Sirdesai 2002). The voucher specimen of plant was preserved in Department of Botany, Nutan Mahavidyalaya Sailu. Leaves were shade dried and powdered. The powdered leaves

were successively extracted with different solvent. The fresh leaves and stem were used for the study of macroscopic and microscopic characters.

II) Preliminary phytochemical Screening

Phytochemical screening of leaves extracts of *Launaea procumbens* (Roxb.) Ramayya & Rajgopal in aqueous solvents was undertaken by using standard methods for the analysis secondary phytoconstituents like alkaloids, reducing sugar, anthraquinones, saponins, flavanods, tannins, glycosides, flavonoids, tannins, terpenoids and cardiac glycosides (Harborne, 1984).

III) Preparation of extract

Leaves powder was subjected to soxhlet extraction with water for 3-4 h (Daniel, 1991). The extracted solvent is evaporated to make the final volume one fourth of its original volume. Yield of extracts is 13.2 %. The extract is stored at 40c in airtight bottles for further study.

PHARMACOGNOSTIC STUDIES

Macroscopic study:

Morphological studies were done using simple microscope. The shape, apex, base, margin, taste and odour of leaves powder were observed.

Microscopic studies:

The free hand transactions of leaves and stem were taken and stained by using double stained differential staining technique and mounted in DPX (Johanson, 1940). The cellular and anatomical illustration were prepared by using camera lucida and some photograph were taken with the help of digital camera.

The leaf is peeled off for the study of stomata and the trichomes of upper and lower epidermis. For the study of vessels, the stem is macerated by using Jeffery's fluid and stained with aqueous 1% saffranin and mounted in glycerine and made semipermanent by ringing with DPX mountant. (Kokate, 1997).

OBSERVATIONS

Stomata: the leaf is amphistomatic. The stomaties of both the surfaces are anomocytic, the guard cells are surrounded by four subsidiaries, three subsidiaries cells are large and margin of subsidiaries are wavy. Number of stomata is more on lower surface of leaf (Fig. 3 A and B).

Vessels: The vessel elements show variation where, 33% of the vessel are with pitted thickening. Both the end wall plates are transverse with simple perforation. In 33% vessels are with reticulate thickening. both end wall plates are oblique with small beak. 33% vessels elements are with spiral thickening. Both end wall plates are oblique with simple perforation. (Fig.2 A,B and C)

Trichome: Unicellular unbranched trichomes are present on both surfaces of leaflets (Fig. 4).

T. S. of Stem: The T.S. of stem is circular in out line. The epidermis is single layered, with thin waxy cuticle. Many trichomes are present on both the surface of epidermis. Thick hypodermis present beneath the epidermis, followed by multilayered thin walled parenchymatous cortex. Next to the cortex a ring of many conjoint, collateral open vascular bundles are present. Multilayered parenchymatous pith is present in center (Fig. 5).

Phytochemical constituents: The preliminary phytochemical analysis of plant powder shows the presence of alkaloids, glycosides, flavonoids, saponins and Tannins. The Steroid, Phlobatannins, Terpenoids and Cardiacglycosides are absent (Table. 1).

Powder analysis: The leaves powder was characterized by its morphological features like green colour; presence of specific odour and bitter taste (Table. 2)

PHYTOCHEMICAL CONSTITUENTS

Sr.no	Phytochemicals	Test	sr. no	Phytochemicals	Test
1	Alkaloid	+	6	Phlobatannins	-
2	Glycoside	+	7	Saponins	+
3	Flavonoids	+	8	Terpenoids	-
4	Tannins	+	9	Anthraquinones	-
5	Reducing sugar	-	10	Cardiacglycosides	-

Table 1 Preliminary phytochemical screening of plant powder

Sr. no	Test	Observation	Inference
1	Colour	Green	Leaf of <i>Launaea procumbens</i>
2	Odour	Specific	Aromatic crude drug
3	Taste	Bitter	Drug contain alkaloid

Table 2 Preliminary test

DISCUSSION AND CONCLUSION

Launaea procumbens was used as a therapeutic agent for various diseases. Traditional uses, Pharmacognostic investigation, Phytochemical study and morphological information of *Launaea procumbens* are provided in this study. Pharmacognostic investigation and Phytochemical study of *Launaea procumbens*. is useful to detect the authenticity of medicinal useful of plant. The aqueous leaf extract contains glycosides, flavonoids, saponins, alkaloids and Tannins. The presence of phytochemicals and pharmacognostic investigation on the species support and proved its traditional uses. Phytochemicals are the non-nutritive factor produced by plant. Such phytochemicals are the



important for the medicinal values of plants (Al-Ansari et al., 2019). The preliminary test of leaf powder showed green colour, presence of specific odour and bitter test.

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Fig.1 A



Fig.1 B

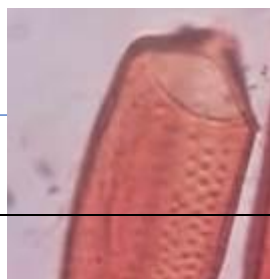




Fig.2 A

Fig.2 B

Fig.2C.



Fig.3 A

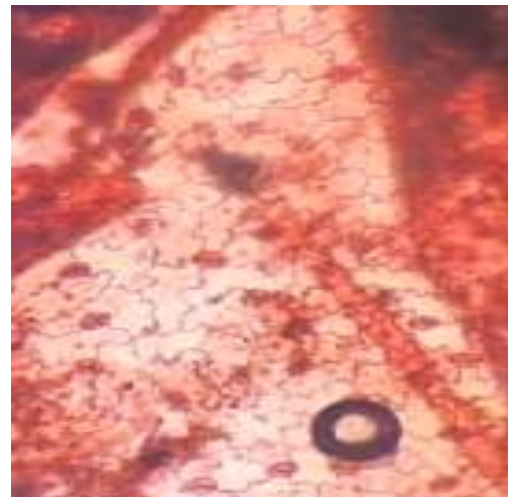


Fig.3 B

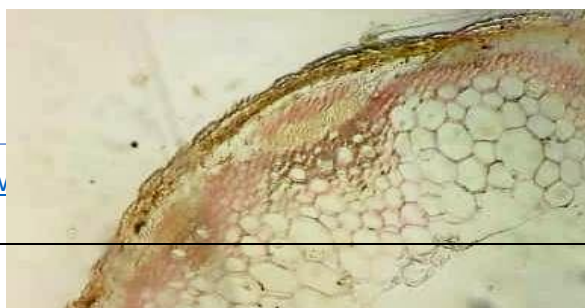
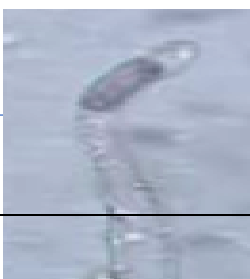




Fig.4 A

Fig.4 B

Fig.5.

NATURAL PRODUCTS FOR LIVER HEALTH: A COMPREHENSIVE REVIEW OF HEPATOPROTECTIVE EFFECTS



Ms. Abhale Shubhangi Macchindra¹, Dr. Kiran Kotade², Ms. Sangita Bhandari³, Mr. Vaibhav Kailas

Kashid⁴, Mr. Rushikesh Kailas Salve⁵

^{1,2&3}Pravara College of Pharmacy, Chincholi, Sinnar, Nashik,

^{4&5}MABD Institute of Pharmaceutical Education & Research, Babhulgaon, Yeola

shubhangiabhale20v@gmail.com

ABSTRACT

The liver plays a crucial role in metabolic, detoxification, and immune functions. With increasing incidence of liver disorders globally, the demand for effective hepatoprotective agents is growing. Natural products derived from plants, herbs, and dietary sources have shown significant promise in liver disease prevention and management due to their antioxidant, anti-inflammatory, and antifibrotic properties. This review summarizes the current knowledge on various natural products with hepatoprotective effects, their mechanisms of action, preclinical and clinical evidence, and potential applications in managing liver diseases such as hepatitis, cirrhosis, non-alcoholic fatty liver disease (NAFLD), and hepatocellular carcinoma.

KEYWORDS

Opuntia ficus indica, Garcinia indica, hepatotoxicity, fructose, antioxidant.

INTRODUCTION

Liver diseases are a major health concern worldwide, with causes ranging from viral infections, alcohol abuse, metabolic syndromes, and exposure to hepatotoxins. Conventional treatments often have limitations, including side effects and high costs. In recent years, increasing attention has been paid to natural products as complementary or alternative therapeutic options for liver protection. Many traditional medicinal systems, such as Ayurveda, Traditional Chinese Medicine (TCM), and Unani, have long employed herbs and plant-based formulations for liver ailments. This review aims to explore and consolidate evidence on natural products known for their hepatoprotective potential.

Pathophysiology of Liver Diseases

Liver diseases involve a complex interplay of oxidative stress, inflammation, lipid accumulation, fibrosis, and in some cases, carcinogenesis. Oxidative stress leads to lipid peroxidation, DNA damage, and cellular apoptosis, contributing to disease progression. Inflammation, triggered by cytokines like TNF- α and IL-6, further exacerbates liver damage. Understanding these mechanisms highlights the therapeutic targets where natural compounds can exert beneficial effects.

Mechanisms of Hepatoprotective Action of Natural Products

Natural products exhibit hepatoprotective effects through various mechanisms, including:

- **Antioxidant activity:** Scavenging free radicals and enhancing antioxidant enzyme activity.

- **Anti-inflammatory effects:** Modulating pro-inflammatory cytokines.
- **Antifibrotic properties:** Inhibiting hepatic stellate cell activation and collagen synthesis.
- **Enzyme modulation:** Regulating cytochrome P450 enzymes and enhancing detoxification.
- **Anti-apoptotic effects:** Preventing hepatocyte cell death.

Natural Products with Hepatoprotective Activity

OPUNTIA FICUS INDICA



Figure 1: Image of opuntia ficus indica

Taxonomical Classification

Kingdom: Plantae

Phylum: Tracheophyta

Class: Magnoliopsida

Order: Caryophyllales

Family: Cactaceae

Genus: Opuntia

Species: Opuntia ficus-indica

Scientific name: Opuntia ficus-indica (L.) Mill.

Synonyms: *Cactus ficus-indica* L., *Opuntia megacantha* Salm-Dyck, *Opuntia amyclaea* Ten.

Phytochemical Constituents

Phytochemical investigations of *O. ficus-indica* have revealed the presence of betalains (betanin, indicaxanthin), flavonoids (kaempferol, quercetin, isorhamnetin), polyphenols, ascorbic acid (Vitamin C), carotenoids, taurine, amino acids, pectins, and polysaccharides.

Reported Pharmacological Activity

Antioxidant activity Extracts of *O. ficus-indica* exhibit significant antioxidant activity due to their high content of betalains, flavonoids, and polyphenols, which scavenge reactive oxygen species and protect against oxidative damage.

Hepatoprotective activity Studies have shown that *O. ficus-indica* extracts can protect the liver against chemically induced hepatotoxicity by reducing lipid peroxidation, enhancing antioxidant enzyme activities, and preserving liver histoarchitecture, indicating its potential for managing NAFLD and related liver disorders.

Antidiabetic activity Cladode extracts have demonstrated hypoglycemic effects by reducing blood glucose levels, improving insulin sensitivity, and modulating lipid profiles, supporting their use in traditional diabetes management.

Anti-inflammatory activity The plant exhibits anti-inflammatory properties by reducing pro-inflammatory cytokines and mediators, aiding in the management of inflammatory conditions.

Antimicrobial activity Extracts of *O. ficus-indica* show antimicrobial activity against gram-positive and gram-negative bacteria, supporting its traditional use in treating minor infections.

GARCINIA INDICA



Figure 2: Image of garcinia indica

Taxonomical Classification

Kingdom: Plantae

Phylum: Tracheophyta

Class: Magnoliopsida

Order: Malpighiales

Family: Clusiaceae (Guttiferae)

Genus: Garcinia

Species: Garcinia indica

Scientific Name: Garcinia indica Choisy

Synonyms: *Garcinia purpurea* Roxb., *Garcinia cambogia* var. *indica*.

Phytochemical Constituents

The fruit rind of *Garcinia indica* contains hydroxycitric acid (HCA), garcinol, anthocyanins, flavonoids (such as quercetin and kaempferol), phenolic acids, and ascorbic acid (Vitamin C).

Reported Pharmacological Activity

Antioxidant Activity

Garcinia indica fruit extracts exhibit significant antioxidant activity due to the presence of anthocyanins, garcinol, and phenolic compounds, effectively scavenging free radicals and reducing oxidative stress.

Hepatoprotective Activity

The extracts have shown hepatoprotective effects against chemically induced liver damage by reducing lipid peroxidation, improving antioxidant enzyme activity, and maintaining liver histology, making it a potential candidate for managing NAFLD and liver disorders.

Anti-obesity and Lipid-lowering Activity

Hydroxycitric acid from *Garcinia indica* is reported to inhibit ATP citrate lyase, reducing fatty acid synthesis, suppressing appetite, and promoting weight loss, making it valuable in obesity and metabolic disorder management.

Anti-inflammatory Activity

Garcinol and other polyphenols from *Garcinia indica* exhibit anti-inflammatory activities by modulating inflammatory mediators and cytokines, supporting its use in inflammatory conditions.

Antimicrobial Activity

Extracts of *Garcinia indica* have demonstrated antibacterial activity against common pathogens including *Escherichia coli* and *Staphylococcus aureus*, supporting its traditional use in infections and gut health management.

Need for the study:

With the increasing global prevalence of lifestyle-related liver disorders, there is a growing demand for herbal formulations that can be developed as effective hepatoprotective agents. Current hepatoprotective drugs often cause adverse effects and may not be suitable for long-term use. This necessitates exploring natural, plant-based alternatives with fewer side effects.

Excessive fructose consumption, commonly found in processed foods and sweetened beverages, is linked to non-alcoholic fatty liver disease (NAFLD) and metabolic syndrome. There is an increasing need for safer and more effective treatments to manage fructose-induced hepatotoxicity.

Fructose metabolism leads to excessive oxidative stress and lipid peroxidation in liver cells, which is a major cause of hepatotoxicity.

Natural antioxidants from these plants may counteract oxidative damage and restore liver function. *Opuntia ficus-indica* (prickly pear cactus) and *Garcinia indica* (kokum) are traditionally used for their antioxidant, anti-inflammatory, and hepatoprotective properties. However, scientific validation of their combined effects against fructose-induced liver damage is limited.

CONCLUSION

This study concludes that both *Opuntia ficus indica* and *Garcinia indica* possess potent hepatoprotective properties against fructose-induced liver damage. Their efficacy is evident in the normalization of liver enzymes, restoration of hepatic histology, and maintenance of antioxidant status. The combination of OFI and GI provided the most significant protective effect, indicating a possible synergistic interaction. These findings support the potential use of these natural plant extracts as safe and effective alternatives or adjuncts to conventional therapies like silymarin for managing NAFLD and related metabolic liver disorders. Future studies should explore their molecular mechanisms and validate these findings in clinical settings.

FUTURE SCOPE

The hepatoprotective effects of *Opuntia ficus-indica* extract and *Garcinia indica* on fructose-induced hepatotoxicity in rats is a promising area of research. Studies have shown that *Opuntia ficus-indica* has antioxidant and anti-inflammatory properties, which can help protect the liver against damage caused by fructose.

As for the future scope of this project

- **Clinical Trials:** Conducting clinical trials to evaluate the efficacy and safety of *Opuntia ficus-indica* extract and *Garcinia indica* in humans with liver disease or at risk of developing liver disease.
- **Mechanistic Studies:** Further investigating the molecular mechanisms by which *Opuntia ficus-indica* extract and *Garcinia indica* exert their hepatoprotective effects, which could lead to the identification of new therapeutic targets.
- **Combination Therapy:** Exploring the potential of combining *Opuntia ficus-indica* extract and *Garcinia indica* with other natural products or pharmaceuticals to enhance their hepatoprotective effects.
- **Nutraceutical Development:** Developing nutraceutical products containing *Opuntia ficus-indica* extract and *Garcinia indica* that can be used to prevent or treat liver disease.

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STUDIES OF NEW REPTILIAN ROUND WORM CALOTES VERSICOLOR FROM SAILU

R. M. KHADAP

Department of Zoology, Nutan College Sailu. Dist. Parbhani-431503 M.S. India.

rmkhadap@gmail.com

ABSTRACT

The present communication deal with a new species of the genus Reptilionema (Chabaud et choquet 1953). The new nematode parasites worm Reptilionema sailuensis n.sp is studied from the peritoneal cavity of garden lizard Calotes versicolor from sailu, Parbhani District. It is remarkable difference from other known species of the genera Reptilionema, the present worm moderate length, mouth simple without lips, oesophagus muscular, valva post oesophageal male tail short caudal alae and papillae absent spicules sub equal and gubernaculum absent.

KEYWORDS

Reptilionema, Nematode Parasites, Reptilionema sailuensis n.sp

INTRODUCTION

The five number of male and female nematode parasites were collected from the Calotes versicolor from Sailu, District Parbhani. The genus Reptilionema described in the species. There are at present five genera included under the sub-family Splendidofilarinae Chabaud et. al Choquet 1953. latter on various species of the genus and gave a key to the species.

MATERIAL AND METHOD

During present study five number of male and female nematode parasites were collected from the host Calotes versicolor which was accidentally dead. Nematode parasites were fixed in hot 70% alcohol and preserved in fresh 70% alcohol containing 10% glycerine. The worms were cleared in lacto phenol and mounted in glycerin. Drawings were made with help of the camera lucida and measurements are expressed in millimeters.

RESULTS

Reptilionema sailuensis n.sp

The worms are thin, transparent, cylindrical and bluntly tapering at both ends. The cuticle is thin and smooth. The mouth is simple without lips the head bears a pair of lateral and two pairs of sub median papillae. The mouth does not possess any cuticular ring. The buccal capsule is absent. The head diameter is 0.01 and 0.05mm in the male and female respectively. The nerve ring is present at a distance of 0.07 and 0.13-0.15 mm from the head end in the two sexes. The oesophagus is short and muscular It is 0.20 and 0.48-0.61 mm long in the male and female respectively.

Male:

The body measure 7.75-7.92 mm and the maximum body diameter is 0.10-0.13 mm.

The tail end bluntly round, caudal alae and caudal papillae are absent. The spicule are short stout and sub equal; they are broad at the predimal and narrow at distal end. They measure 0.063 and 0.067mm.

The gubernaculu, is absent, the cloaca is subterminal and the tail measures 0.009 mm.

Female:

The body length is 15.63-18.52 mm and the body diameter is 0.21-0.24 mm. The

valva is far behind the oesophagus and open at 2.35mm from the head end. The female gonads show opisthodelphic condition. The ovarian lobe descends into the tail end. The female is oviparous. The anus is atrophied and the tail measure 0.12-0.16mm long.

DISCUSSION

All the species of the genus Reptilionema under this sub family whose are reported from different reptilian hosts. These genera are Conispiculum, Padit et al 1929, Piratuba Freitas et Lont 1941, Cardianema Alicata, 1933, Pseudothamugadia Lopez & Neyra, 1956 and Thamugadia Seurat, 1917. The number of Conispiculum and Piratuba possess an oesophagus divided in to two parts. The male in the species of both the genera possess caudal papillae. Oesophagus in the present form is muscular throughout and the male does not show any sign of caudal papillae. Moreover, the cloaca in the male of the present material is sub terminal. The female of Conispiculum and Piratuba have vulva in the middle region of the body. The female in the former is ovoviviparous and in the latter viviparous whereas the vulva is far behind the oesophagus in the present species. The Thamugdia can be differentiated from the present worm that the tail is digitiform in both the sexes of the former it is Pseudothamugadia species have oesophagus distantly divided into two portions. The male possess caudal alae and caudal papillae. The vulva in the female is just behind the oesophagus and female is viviparous. The male of the present form does not possess caudal alae and caudal papillae. In view of the above characters the present worm is different from known species. The present worm the arrangement of cephalic papillae one lateral and two submedian, the present worm possess four pair of cephalic papillae. The present worm male is short, cloaca sub terminal, caudal alae and caudal papillae absent, spicule subequal, gubernaculum absent. The female shorter tail, anus atrophied, vulva well developed, oviparous, parasites of lizards.

In view of the differences discussed above the present species is regarded as a new species and is named as *Reptilionema sailuensis* n.sp.

Type species	-	<i>Reptilionema sailuensis</i> n.sp.
Host	-	<i>Calotes versicolor</i>
Habit	-	Peritoneal cavity



Locality

-

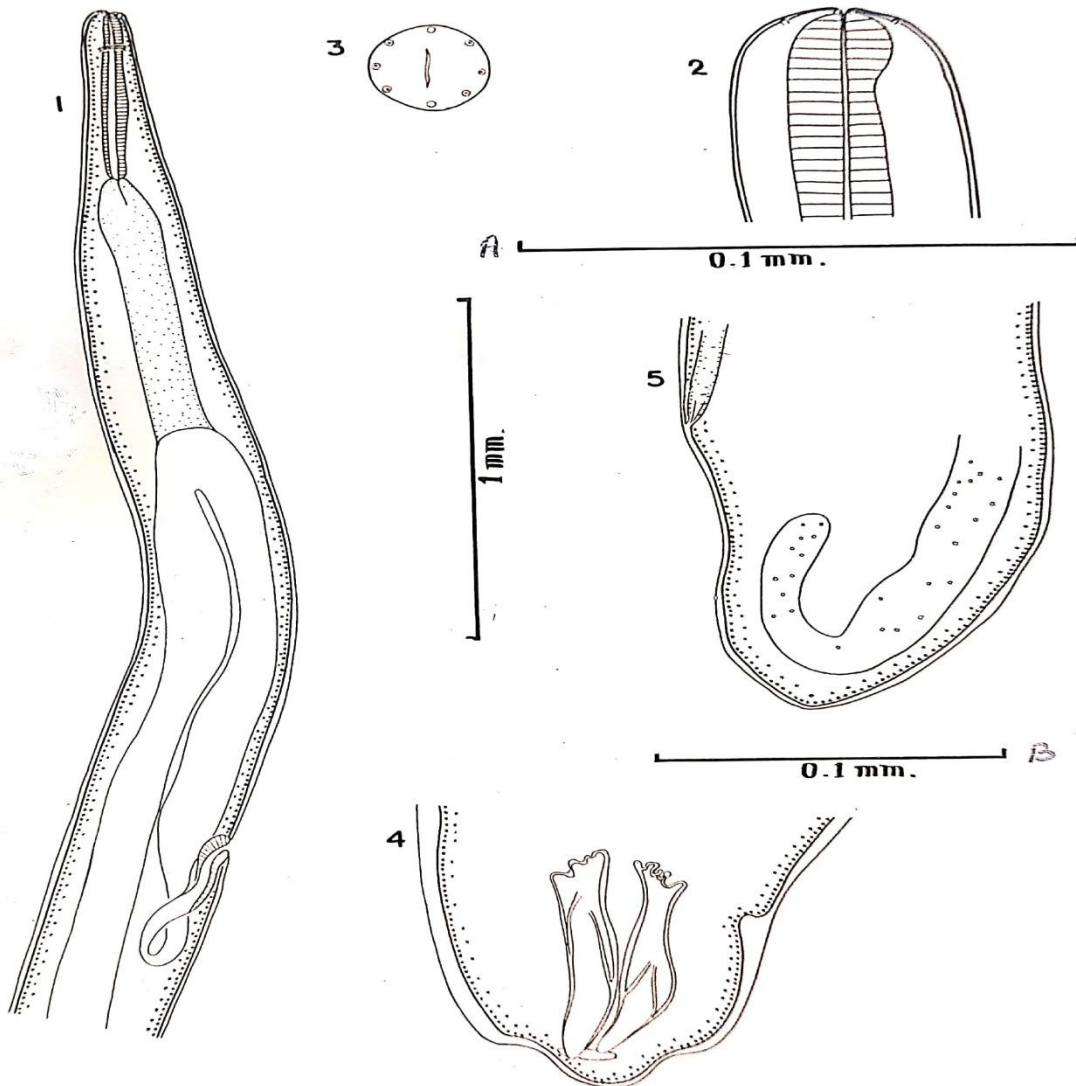
Sailu Dist. Parbhani (M.S.) India

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- Fig-Reptilionema sailuensis n.sp



1. Female: Anterior end, Lateral View.
2. Female: Anterior end, Lateral View.
3. End-On-View
4. Male: Posterior end, Ventral View.
5. Female: Tail end, Lateral View with Valva



A PILOT STUDY ON MANAGEMENT OF NON-PERFORMING ASSETS (NPAS) AND ITS IMPACT ON PROFITABILITY: A CASE STUDY OF SATARA DISTRICT CENTRAL COOPERATIVE BANK

Pisal Asawari Dhananjay¹, Dr Roundal Sitaram Rangnath²

¹Phd Scholar, Department of Commerce, Mula Education Society's Art Commerce & Science College
Sonai, India

²Professor, Department of Commerce, Mula Education Society's Art Commerce & Science College
Sonai, India

Affiliated to Savitribai Phule Pune University

asawaridpibal240599@gmail.com

ABSTRACT

This pilot study aims to validate the research framework for the doctoral research titled "Management of Non-Performing Assets and Their Impact on Profitability of Banks – A Study with Special Reference to Satara District Central Co-operative Bank." Using a structured questionnaire based on research objectives and RBI guidelines, responses from selected bank staff were analyzed. Key issues such as agricultural default, inadequate recovery tools, staff training gaps, and economic instability were examined. The study reveals that despite a persistent threat of NPAs, SDCCB has developed robust recovery mechanisms. This paper integrates findings with graphs, tables, and analysis aligned with Savitribai Phule Pune University norms, serving as a model for full-scale research.

KEYWORDS

Non-Performing Assets, Cooperative Banking, Profitability, SDCCB, Recovery Mechanisms, RBI Guidelines

INTRODUCTION

Non-Performing Assets (NPAs) remain a critical challenge for banks across India, particularly for rural cooperative banks like Satara District Central Cooperative Bank (SDCCB). These institutions are vital in providing financial services to agricultural and rural sectors but are exposed to credit risks due to natural calamities, inconsistent borrower income, and weak recovery mechanisms. A rise in NPAs not only affects the bank's asset quality but also erodes profitability, limits lending capacity, and undermines stakeholder confidence.

This pilot study, conducted as a precursor to the full PhD research, aims to assess the research tools and approach. It helps refine data collection instruments, verify alignment with objectives, and gather preliminary data insights that will guide the broader investigation.

OBJECTIVES OF THE PILOT STUDY

The pilot study was conducted with the following objectives, derived directly from the main research framework:

1. To study the status of Non-Performing Assets of selected Satara District Central Cooperative Bank.
2. To identify the impact of NPA on Profitability of Satara DCCB
3. To examine the recovery mechanisms adopted by SDCCB
4. To test and validate the structured questionnaire for final data collection

HYPOTHESIS

- H1: Increasing NPA has affected the survival of the selected banks.
- H2: There is significant impact of Non-performing Assets on profitability.
- H3: The recovery measures are better followed in SDCCBs.
- H4: The structured questionnaire is a valid and reliable tool for collecting data on NPA causes and effects.

LITERATURE REVIEW

Numerous studies highlight the influence of NPAs on banking performance. According to the RBI Financial Stability Report (2021), rising NPAs decrease profitability and increase risk provisioning. Gupta and Mehta (2020) observed that agricultural loan NPAs in cooperative banks are often caused by poor monsoons and political interference. The Narsimham Committee (1991 & 1998) emphasized stricter asset classification and improved recovery laws. Reports from NABARD underline that cooperative banks like SDCCB face structural limitations and require localized recovery strategies. This literature supports the relevance of studying NPA trends, recovery mechanisms, and profitability links in a cooperative bank context like SDCCB.

RESEARCH METHODOLOGY

- **Area of Study:** The study was conducted at selected branches of Satara District Central Cooperative Bank across Satara district, Maharashtra.
- **Research Design:** Descriptive and exploratory
- **Sample Size:** 10 respondents (branch managers and loan officers)
- **Sampling Method:** Purposive sampling
- **Tool Used:** Structured questionnaire (Annexure A)
- **Data Type:** Primary (questionnaire responses), Secondary (SDCCB reports, RBI data)
- **Analysis Tools:** Descriptive statistics, tables, and charts

DATA ANALYSIS AND INTERPRETATION BASED ON QUESTIONNAIRE

The data collected through a structured questionnaire from 10 bank officials at various SDCCB branches yielded key insights aligned with the study's objectives. Below is a detailed thematic interpretation based on the responses:

6.1 Nature and Classification of NPAs

Majority of respondents (90%) confirmed that SDCCB classifies NPAs according to RBI norms, with regular updates and adherence to prescribed timelines for sub-standard, doubtful, and loss assets. Around 80% acknowledged that the Gross NPA level is between 0.70% to 1%, showcasing strong credit discipline.

6.2 Causes of NPAs

As per feedback, the most common reasons for NPAs are crop failures due to climatic shocks (80%), borrowers' lack of financial literacy (60%), and delays in insurance settlements (50%). Additionally, some respondents (30%) pointed out political interference in loan waivers as a contributing factor.

Table: Major Reported Causes of NPAs

Causes	% of Respondents Agreeing
Crop failure/climate impact	80%
Lack of borrower knowledge	60%
Insurance delay	50%
Political interference	30%

6.3 Impact on Profitability

Respondents unanimously agreed that NPAs result in reduced profitability. 90% reported that provisioning for NPAs limits further lending, and 70% mentioned that recovery-related expenses have increased. However, SDCCB has effectively managed to retain operational profits through strategic provisioning and recovery tracking.

6.4 Recovery Mechanisms

The questionnaire responses reveal that PACS deductions from sugarcane payments are the most effective tool (rated 5 out of 5 by 80% of staff). Use of SARFAESI Act, Lok Adalat's, and legal notices was rated moderately effective. Only 20% supported One-Time Settlements for long-term NPA cases.

Graph: Recovery Mechanism Effectiveness Ratings (out of 5)

- PACS Sugar Deduction – 5.0
- SARFAESI Act – 4.5
- Lok Adalat – 4.0
- Legal Notice – 3.5
- OTS – 3.0

6.5 Internal Monitoring and Staff Involvement

All respondents confirmed the existence of monthly and quarterly recovery review meetings. 60% acknowledged having recovery targets set for each branch. Nearly all respondents (90%) believed that field visits, follow-up calls, and borrower education improved repayment behaviour.

6.6 Questionnaire Evaluation

The structured questionnaire was considered highly effective. 100% of respondents found the questions clear, relevant, and aligned with daily banking realities. They suggested adding a borrower section and translating the tool into the Marathi language for broader applicability.

6.7 Hypothesis-wise Result Evaluation

H1: Increasing NPA has affected the survival of the selected banks.

Findings Supporting H1:

- Section 6.3 shows 90% of respondents agree that NPAs reduce interest income and profitability.
- NPAs also increase provisioning costs, limiting the bank's future lending.
- Operational costs for recovery have increased.

Conclusion:

Supported. Even though SDCCB has low NPAs, the staff agree that any increase in NPAs negatively affects survival and sustainability, especially for credit-driven cooperative banks.

H2: There is significant impact of Non-Performing Assets on profitability.

Findings Supporting H2:

- Section 6.3 directly evaluates this.
- 100% staff confirmed that NPAs lower net profit, reduce interest income, and require higher provisioning.
- Despite this, SDCCB remains profitable due to proactive recovery strategies.

Conclusion:

Strongly Supported. The pilot study clearly shows that NPAs impact profitability, even when well-managed.

H3: The recovery measures are better followed in SDCCBs.

Findings Supporting H3:

- Section 6.4 details multiple recovery tools.
- PACS-based sugarcane deduction is rated 5/5 in effectiveness by 80% of respondents.
- SARFAESI, legal notices, and Lok Adalats are used actively.
- Monitoring committees and recovery meetings are regular.

Conclusion:

Supported. SDCCB has strong and diversified recovery strategies—this hypothesis is validated with practical evidence.

H4: The structured questionnaire is a valid and reliable tool for collecting data on NPA causes and effects.

Findings Supporting H4:

- Section 6.6 reports 100% positive feedback on the questionnaire.
- It is found to be clear, relevant, and aligned with banking realities.
- Staff suggested only minor refinements (e.g., translation, borrower version).

Conclusion:

Strongly Supported. The pilot test confirms that the questionnaire is ready for broader data collection.

Summary Table: Hypotheses Status

Hypothesis	Status	Supporting Section
H1: Increasing NPA affects the survival of selected banks	✔ Supported	6.3
H2: Significant impact of NPAs on profitability	✔ Strongly Supported	6.3
H3: Recovery measures are better followed in SDCCBs	✔ Supported	6.4
H4: Structured questionnaire is valid and reliable for NPA data collection	✔ Strongly Supported	6.6

FINDINGS, CONCLUSION & RECOMMENDATION

KEY FINDINGS BASED ON QUESTIONNAIRE RESPONSES

- SDCCB has a strong NPA classification and provisioning system aligned with RBI guidelines.
- NPAs are primarily caused by uncontrollable external factors such as climate events and systemic issues like borrower illiteracy.
- Despite NPA challenges, the bank maintains stable profitability through focused recovery practices.
- PACS-based sugarcane deductions are the most effective recovery mechanism, followed by SARFAESI.
- Staff is actively involved in the NPA tracking and follow-up process.
- The structured questionnaire is validated as a reliable research tool.

CONCLUSION



This pilot study affirms the alignment of the research instrument and methodology with the broader thesis goals. It confirms that SDCCB maintains high operational standards in NPA management and recovery. The strong internal governance and PACS-integrated recovery model serve as a replicable framework for other cooperative banks. The questionnaire is ready for large-scale application in the full research phase.

SUGGESTIONS AND RECOMMENDATIONS

- Refine the questionnaire with farmer-specific sections and translate into Marathi.
- Use digital tracking tools to enhance real-time NPA monitoring.
- Implement structured borrower education and counselling programs at PACS level.
- Expand the use of SARFAESI to semi-urban branches.

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**A PILOT STUDY OF MARKETING PRACTICES OF DIAGNOSTIC LABORATORIES WITH SPECIAL
REFERENCE TO AHMEDNAGAR DISTRICT**

Khose Rhishikesh Dasharath¹, Dr Roundal Sitaram Rangnath²

¹Phd Scholar, Department of Commerce, Mula Education Society's Art Commerce & Science College
Sonai, India

²Professor, Department of Commerce, Mula Education Society's Art Commerce & Science College
Sonai, India

AFFILIATED TO: SAVITRIBAI PHULE PUNE UNIVERSITY

khose.rhishi@gmail.com

ABSTRACT

This pilot study explores the marketing practices of diagnostic laboratories in Ahmednagar district with reference to the 7Ps of marketing—Product, Price, Place, Promotion, People, Process, and Physical Evidence. The Indian diagnostic sector has seen significant growth between 2015 and 2025, particularly in tier-2 and semi-urban regions. Understanding how local laboratories apply marketing principles is essential for enhancing competitiveness and service quality.

Data was collected from 12 diagnostic laboratories and 45 patients/general public respondents using structured questionnaires. The findings show strong performance in service delivery areas such as Product, People, and Place, but significant gaps in Promotion and Physical Evidence. Only 36% of respondents recognized lab branding, and just 44% were aware of pricing in advance. Correlation analysis revealed strong relationships between certain Ps—particularly Product–People and Place–Process—while hypothesis testing confirmed that marketing strategies influence patient satisfaction and operational practices.

The study concludes that while diagnostic labs are functionally competent, they lack structured marketing orientation. Recommendations include improving promotional outreach, ensuring transparent pricing, and enhancing the patient environment. The pilot validates the research design for full-scale application.

KEYWORDS

Diagnostic laboratories, 7Ps of marketing, healthcare services, patient perception, promotion

INTRODUCTION

The healthcare diagnostics sector has undergone a significant transformation over the last decade, emerging as one of the fastest-growing segments within the healthcare industry globally and particularly in India. Diagnostic laboratories play a pivotal role in clinical decision-making, contributing to nearly 70% of medical diagnoses. These facilities conduct a range of tests on patient samples such



as blood, urine, and tissues, helping physicians diagnose, monitor, and treat diseases more effectively and efficiently.

From 2015 to 2025, the Indian diagnostics market has experienced consistent and rapid growth, driven by rising healthcare awareness, a growing population, increasing prevalence of lifestyle diseases, and greater acceptance of preventive healthcare. According to industry reports, the Indian diagnostics market, valued at INR 40,000 crore (~USD 6 billion) in 2015, has grown to nearly INR 125,000 crore (~USD 15 billion) by 2025, recording a compound annual growth rate (CAGR) of approximately 14–16%. This upward trend has been further accelerated by the COVID-19 pandemic (2020–2022), which emphasized the need for timely and accurate testing, and increased public attention on diagnostic services.

This growth has not only expanded the reach of large corporate diagnostic chains like Thyrocare, Dr. Lal PathLabs, and Metropolis, but also encouraged the proliferation of standalone and hospital-attached diagnostic labs in tier-2 and tier-3 cities, including districts like Ahmednagar in Maharashtra. Moreover, government initiatives such as Ayushman Bharat and state health insurance schemes, coupled with increasing digital penetration, have boosted diagnostics accessibility in semi-urban and rural areas.

Despite this surge, most diagnostic laboratories—especially in non-metro regions—still operate with limited awareness of structured marketing strategies. Unlike other sectors, where brand positioning and customer targeting are the norm, many laboratories rely heavily on doctor referrals and location advantages, often neglecting elements like digital marketing, service differentiation, and patient experience.

Given this scenario, analyzing the marketing practices of diagnostic laboratories in Ahmednagar district becomes both timely and essential. Understanding how the 7Ps of marketing—Product, Price, Place, Promotion, People, Process, and Physical Evidence—are deployed (or underutilized) can offer meaningful insights into market behavior, patient expectations, and competitive dynamics in healthcare delivery. This pilot study aims to bridge that knowledge gap and lay the foundation for broader research in this crucial domain.

OBJECTIVES OF THE STUDY

The primary aim of this study is to evaluate and understand the current marketing practices adopted by diagnostic laboratories in Ahmednagar district, Maharashtra, and how these practices align with modern marketing principles, particularly the 7P framework. The specific objectives are as follows:

1. To study the relevance of the 7P's of marketing in diagnostic laboratories.
2. To assess the impact of marketing strategies on diagnostic lab practices.

3. To examine the correlation among the 7P's within diagnostic services.

HYPOTHESIS

1. **H₀₁ (Null Hypothesis):** There is no significant relationship between the 7P's of marketing and the marketing practices of diagnostic laboratories.
2. **H₀₂:** Marketing strategies have no significant impact on the marketing practices of diagnostic laboratories.
3. **H₀₃:** There is no significant correlation among the 7P's of marketing within diagnostic laboratories.

LITERATURE REVIEW

The healthcare diagnostics industry has increasingly drawn the attention of researchers, particularly in the domains of service marketing, consumer behavior, and healthcare management. The review of existing literature reveals key insights into how marketing principles influence the performance and perception of diagnostic laboratories.

1. Marketing in Healthcare Services:

Kotler and Keller (2016) emphasized that healthcare services, including diagnostics, require a unique marketing approach due to their intangible, heterogeneous, and perishable nature. The 7P's framework—Product, Price, Place, Promotion, People, Process, and Physical Evidence—is particularly relevant in service industries, where trust, accessibility, and patient experience play a critical role in decision-making.

2. Diagnostic Industry Growth and Trends:

According to a report by IBEF (2023), the Indian diagnostic sector has grown substantially over the last decade, driven by increasing awareness, affordability, and preventive healthcare adoption. The industry is expected to reach INR 160,000 crore by 2025, with significant penetration in tier-2 and tier-3 cities. Researchers such as Rao (2020) have noted that despite this growth, many diagnostic labs lack formal marketing strategies and rely heavily on physician referrals.

3. Application of 7P's in Diagnostics:

Studies by Joseph and Desai (2019) and Patel (2021) have investigated the application of 7P's in diagnostic and hospital marketing. They found that 'People' and 'Process' were often the most influential factors in shaping patient satisfaction, while 'Promotion' was the least utilized, especially among standalone labs in semi-urban areas. Proper branding, transparency in pricing, and consistent service quality emerged as critical determinants of patient loyalty.

4. Role of Organizational Structure:

Sharma and Ghosh (2018) compared chain-based and independent diagnostic centers and concluded that organizational type significantly affects marketing sophistication. Chains tend to invest more in digital marketing, mobile apps, and CRM systems, while individual or hospital-based labs rely more on word-of-mouth and doctor referrals.

5. Marketing Challenges in Tier-2 Regions:

Research focusing on smaller districts, like that by Kulkarni (2017), indicates that limited resources, lack of trained marketing staff, and low awareness of customer-centric practices hinder marketing development in diagnostic labs. These challenges are particularly visible in districts like Ahmednagar, where a growing population and increasing demand for diagnostics are not yet matched by modern service outreach models.

RESEARCH METHODOLOGY

This pilot study adopts an exploratory and descriptive approach to understand the marketing practices of diagnostic laboratories in the Ahmednagar district. The goal of this phase is to test the feasibility of the proposed research design, validate research instruments, and gain preliminary insights into the subject.

5.1 Research Design

The study employs a quantitative research design using structured questionnaires to collect data from selected stakeholders, supported by qualitative observations for additional insights. Being a pilot study, the focus is on refining the research instruments and testing the validity of the objectives and hypotheses.

5.2 Universe of the Study

The universe includes:

- Diagnostic laboratory operators (owners/managers)
- Customers/patients visiting these laboratories
- General public within Ahmednagar district

5.3 Sampling Design

A purposive sampling technique is used to select a manageable group that best represents the diversity of diagnostic labs in the region.

- **Sample Units:**

- a. Diagnostic laboratories (Chain-based, Owned, Hospital-attached)
- b. Patients/customers using lab services
- c. General public (for perception-based questions)

- **Sample Size (Pilot):**

- o Labs: 12 diagnostic centers
- o Patients/Public: 45 respondents in total

This size is considered sufficient for testing the survey instrument and statistical procedures in the pilot phase.

5.4 Sources of Data

- **Primary Data:**

Collected through structured questionnaires, personal interviews, and informal discussions with lab personnel and patients. Two separate questionnaires are used—one for lab operators and one for patients.

- **Secondary Data:**

Sourced from industry reports, government publications (e.g., ICMR, IBEF, FICCI), books, journal articles, diagnostic websites, and media reports relevant to healthcare marketing and diagnostics.

5.5 Data Collection Tools

- Structured questionnaires (Likert scale and close-ended questions)
- Observation checklist (to assess physical evidence and service environment)
- Informal interviews (to gather contextual insights)

5.6 Tools for Data Analysis

Data will be coded and entered into Excel or SPSS for analysis. Since this is a pilot study, the focus will be on:

- Descriptive statistics (percentages, means)
- Preliminary correlation analysis (to test interrelation among 7Ps)
- Reliability testing (e.g., Cronbach's Alpha for internal consistency)

DATA ANALYSIS AND INTERPRETATION

The data collected through structured questionnaires from diagnostic laboratories and patients/general public were analyzed using descriptive statistics and basic correlation techniques. The aim of this pilot phase was to observe preliminary trends and test the clarity and effectiveness of the questionnaire instrument.

6.1 Respondent Profile

Category	Number	Percentage
Diagnostic Labs	12	100%
Patients/General Public	45	100%

Category	Number	Percentage
Male Respondents	28	62%
Female Respondents	17	38%
Age Group (18–40)	31	69%
Age Group (41–60)	12	27%
Above 60	2	4%

6.2 Analysis of Marketing Mix (7Ps) as per Lab Responses

Each of the 7Ps was evaluated using Likert-scale items (1 = Strongly Disagree to 5 = Strongly Agree).

Mean scores were computed to assess the prominence of each marketing element.

Marketing Element	Mean Score (out of 5)	Interpretation
Product	4.3	Labs offer a wide range of tests/services
Price	3.7	Pricing is generally competitive, but lacks transparency
Place	4.0	Locations are accessible to most patients
Promotion	2.8	Weak promotional activities; mostly word-of-mouth
People	4.1	Staff are qualified and courteous
Process	3.9	Test handling and delivery is mostly efficient
Physical Evidence	3.5	Ambience and cleanliness vary across labs

Observation:

- High focus on Product, People, and Place.
- Promotion and Physical Evidence are underdeveloped marketing dimensions.

6.3 Patient/Public Perception of Lab Services

Parameter	Agree/Strongly Agree (%)	Interpretation
Satisfaction with services	82%	High satisfaction level among users
Clear pricing information	44%	Many patients are unaware of pricing

Parameter	Agree/Strongly Agree (%)	Interpretation
Ease of access	78%	Labs are conveniently located
Brand awareness	36%	Limited awareness of lab brand names
Staff courtesy	80%	Most patients feel well-treated
Timely report delivery	71%	Generally reliable turnaround time
Facility cleanliness	60%	Scope for improvement in physical setup

6.4 Correlation Analysis among 7Ps

Using Pearson’s correlation (pilot-level), notable positive relationships were observed:

- Product & People (r = 0.72): High-quality services often paired with competent staff.
- Place & Process (r = 0.65): Well-located labs tend to offer smoother processes.
- Promotion & Brand Awareness (r = 0.55): Labs using any form of promotion (e.g., pamphlets, WhatsApp) showed better recall among public.

6.5 Hypothesis Testing:

Hypothesis	Pilot Verdict
H ₀₁ : No significant relationship between 7Ps and marketing practices	Tentatively Rejected (observed relationships between some Ps and practices)
H ₀₂ : Marketing strategies have no impact on diagnostic marketing practices	Partially Rejected (Promotion remains weak; other strategies influence perception)
H ₀₃ : No significant correlation among the 7Ps of marketing	Rejected in part (significant correlation between key Ps such as Product-People)

FINDINGS, CONCLUSION & RECOMMENDATIONS

7.1 Key Findings

Based on data collected from 12 diagnostic laboratories and 45 patient/public respondents in Ahmednagar district, the following findings emerged:

A. Marketing Mix (7Ps) Insights

- Product and People received the highest satisfaction ratings, indicating that diagnostic labs offer a wide range of tests and maintain competent and courteous staff.
- Promotion is the weakest link in the marketing strategy, with limited use of advertisements, social media, or branding.

- Physical Evidence like cleanliness and ambiance is inconsistent across labs, especially in individually owned setups.
- Place and Process scored well, indicating decent geographical accessibility and streamlined operations in most labs.

B. Patient/Public Perception

- 82% of respondents expressed overall satisfaction with services.
- Only 44% were aware of pricing before availing services, showing a lack of transparency.
- 36% of respondents recognized lab names, suggesting low brand recall and limited promotion efforts.
- Patients value courteous staff and timely delivery of reports as top service attributes.

C. Hypothesis Testing (Pilot Level)

- A moderate to strong correlation exists between key Ps like Product–People and Place–Process.
- Preliminary evidence suggests that marketing strategies do influence customer satisfaction and service adoption.
- Labs under chain ownership show slightly better promotional activity and branding than standalone labs.

7.2 Conclusion

This pilot study demonstrates that while diagnostic laboratories in Ahmednagar are operationally sound in delivering medical testing services, they lack structured marketing frameworks. Most labs focus on the technical and logistical aspects (Product, People, Place) but underinvest in Promotion and Physical Evidence, which are essential for building brand identity and patient trust.

The application of the 7Ps is partial and uneven, and marketing is often informal or referral-based. There is significant scope to enhance awareness, differentiate services, and strengthen customer relationships through better promotional and digital strategies.

The pilot confirms that the study design, questionnaire, and sample approach are appropriate for scaling the research across a wider geography or sample base.

7.3 Recommendations

1. Enhance Promotional Strategies:

- Use local newspapers, WhatsApp campaigns, and digital ads to increase visibility.
- Conduct health awareness camps to improve public engagement.

2. Improve Physical Evidence:

- Standardize cleanliness, signage, waiting area layout, and uniforms to reflect professionalism.



- Display certifications, accreditations, and pricing openly.
- 3. Implement Transparent Pricing:**
 - Publish test tariffs on the lab premises and websites to build trust.
- 4. Leverage Digital Platforms:**
 - Create user-friendly websites or apps for test booking, report downloads, and feedback collection.
- 5. Train Frontline Staff:**
 - Conduct regular customer service and soft skills training for reception and support staff.
- 6. Expand Full-Scale Research:**
 - Based on the pilot, a full-scale study across Ahmednagar and similar districts should be undertaken to confirm patterns and guide industry-wide improvements.

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RP-HPLC METHOD DEVELOPMENT AND VALIDATION FOR ESTIMATION OF MIGLITOL IN BULK AND TABLET FORMULATION USING QUALITY BY DESIGN APPROACH

Mr. Nitin Halnor^{*1}, Dr. Sushil Patil², Dr. Amol Gayke³, Mr. Vikas Shinde⁴

¹Student, SND College of Pharmacy, Babhulgaon, Yeola,

²Principal, SND College of Pharmacy, Babhulgaon, Yeola,

³Asso. Prof. SND College of Pharmacy, Babhulgaon, Yeola,

⁴Asst. Prof. SND College of Pharmacy, Babhulgaon, Yeola

ABSTRACT

Attempts were made to develop RP-HPLC method for estimation of Miglitol from tablet. For the RP – HPLC method, Younglin (S.K.) Gradient system UV detector and C18 column with 150mm x4.6 mm i. d. and 5µm particle size Acetonitrile: ph. Buffer (40: 60v/v) pH 3.2 was used as the mobile phase for the method. The detection wavelength was 235 nm and flow rate were 0.7 ml/min. In the developed method, the retention time of Miglitol sodium were found to be 7.4833 min. The developed method was validated according to the ICH guidelines. The linearity, precision, range, robustness was within the limits as specified by the ICH guidelines. Hence the method was found to be simple, accurate, precise, economic and reproducible. A new, simple, accurate, precise, linear and rapid RP-HPLC method was developed and validated for the estimation of Miglitol in bulk drugs and formulations as per ICH guidelines. Hence the method can be used for the routine and stability analysis in various pharmaceutical industries in bulk drugs and formulations.

KEYWORDS

Miglitol, Validation, RP-HPLC.

INTRODUCTION

Miglitol (MIG) [Figure 1] belongs to a class of drug called alpha-glucosidase inhibitors used to control blood glucose (sugar) levels in type 2 diabetes (non-insulin dependent diabetes). It is approved by FDA in December 1996. Miglitol inhibits glycoside hydrolase enzymes called alpha-glucosidases thereby slowing the appearance of sugar in the blood after meal. It works by slowing down the absorption of carbohydrates from diet, so that blood sugar does not rise as much after meal. Alpha-glucosidase inhibitors are used to help control blood sugar levels that are not controlled by diet and exercise alone. It is believed that strict control of blood sugar in people with diabetes decreases the risk of eye, kidney and nerve damage.

Controlling high blood sugar helps to decrease the risk of eye, kidney, nerve damage, loss of limbs and sexual function problems. Recent study on rats by Shrivastava et al showed that Miglitol has antioxidant effect and hypocholesterolemia effect. It is used alone or in combination with a

sulfonylurea such as glyburide (Diabetes). It is an oral administrative drug available in form of tablet. The most common side effects of MIG are Gastrointestinal symptoms such as abdominal pain, diarrhea, flatulence and skin rash. Rare but possible side effects include low serum iron. Literature survey revealed that several analytical and bio-analytical methods for its estimation using RP-HPLC with UV detection, HPLC- electrospray tandem mass spectrometry, LC-MS, liquid chromatography with atmospheric pressure chemical ionization tandem mass spectrometry and RP -HPLC method. The developed method has various advantages over the above-mentioned methods, as it is simple, economical, faster, precise, accurate and specific for quantitative determination of Miglitol in pharmaceutical dosage form. As per our detailed literature survey as on date, there are very few reports using UV & RP-HPLC for the quantitative estimation of MIG in Bulk & Pharmaceutical dosage forms. We here in reported a new, simple, sensitive, precise, accurate, linear and isocratic RP -HPLC method for the quantitative estimation of MIG in bulk & Formulation as per ICH Guideline.

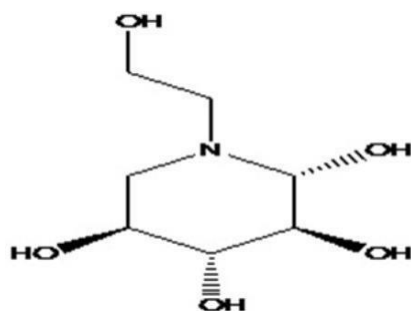


Figure 1: Structures of Miglitol

MATERIALS AND METHODS

Instruments:

The analysis of the drug was carried out on young line (S.K.) Gradient System UV Detector. Equipped with Reverse Phase (Premise) C18 column (4.6mm x 150mm; 5 μ m), a SP930D pump, a 20 μ l injection loop and UV730D Absorbance detector and running autochro-3000 software.

Reagents and Materials:

MIG in the form of gift samples were kindly supplied by R. S. I. T. C, Jalgaon respectively. HPLC grade potassium phosphate buffer from Avantor Performance material India Ltd. Thane, Maharashtra. Acetonitrile and water from Merck specialties Pvt. Ltd. Shiv Sager Estate 'A' Worli, Mumbai. A combination of Miglitol 50 mg in tablet formulation was procured from local pharmacy (Mignar 50-MF Glenmark Ltd).

Preparation of standard stock solution: Preparation of std. Miglitol solution: (Stock I):

From the freshly prepared standard stock solution (1000µg/ml), 0.1 ml stock solution was pipette out in 10 ml of volumetric flask and volume was made up to 10ml with mobile phase.

Preparation of std. and Miglitol solution: (Stock II): From the freshly prepared standard stock solution (1000 µg/ml), 0.1 ml stock solution was pipette out in 10 ml of volumetric flask and volume was made up to 10 ml with mobile phase to get final concentration 10 µg/ml. In the standard mixture of MIG theoretical plates were found above 2000 i.e. for MIG 3671.2 and at minimum RT 7.4833 respectively [Figure 5 and Table 1].

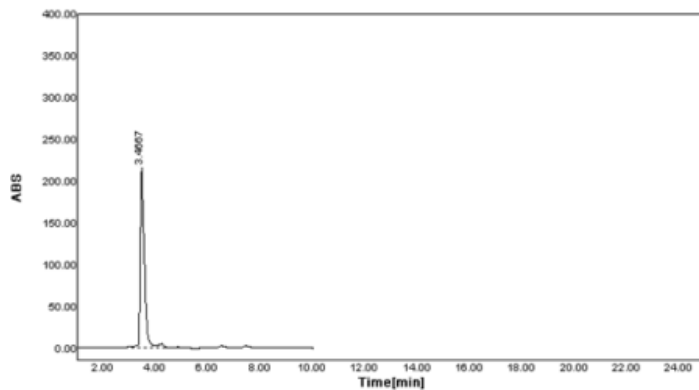


Figure 2: Chromatogram of standard Miglitol

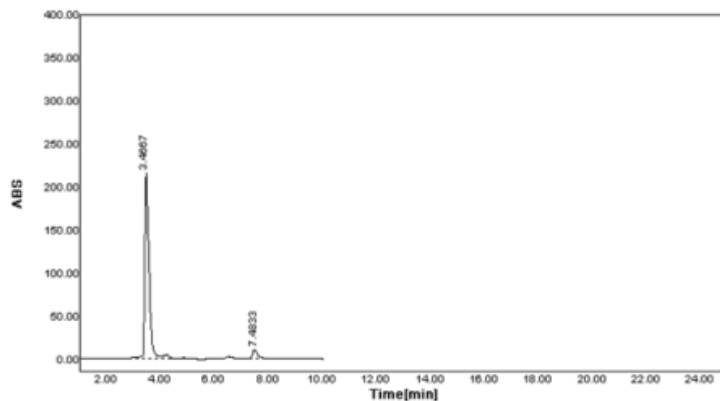


Figure 3: Chromatogram of standard combination of and MIG

Table 1: Details of chromatogram of standard combination containing MIG

Sr. No.	RT [min]	Area [mV*s]	Area%	TP	TF	Resolution
1	7.4833	163.3959	4.69	10626.8	1.3675	15.4716
Sum		2365.8613				

Method development and validation:

Working standard of various concentrations was prepared by taking aliquots of standard solution and diluted to get required concentration for calibration plot and which was injected.

Analysis of tablet formulation:

Weigh 20 MIG combination tablets and calculated the average weight accurately weigh and transfer the sample equivalent to 12.47 mg MIG into 10 ml volumetric flask. Add about 10ml ACN of diluents and sonicate to dissolve it completely and make volume up to the mark with diluents. Mix well and filter through 0.45 µm filter. Further pipette 0.4ml of the above stock solution into a 10ml volumetric flask and dilute up to the mark with diluents. (40 µg/ml). The simple chromatogram of test VAL and HCTZ shown in [Figure 4]. The amounts of MIG per tablet were calculated by extrapolating the value of area from the calibration curve. Analysis procedure was repeated five times with tablet formulation Analysis of marketed formulation were also % Label Claim was found to be 99-101% Satisfactory are concluded [Table 2].

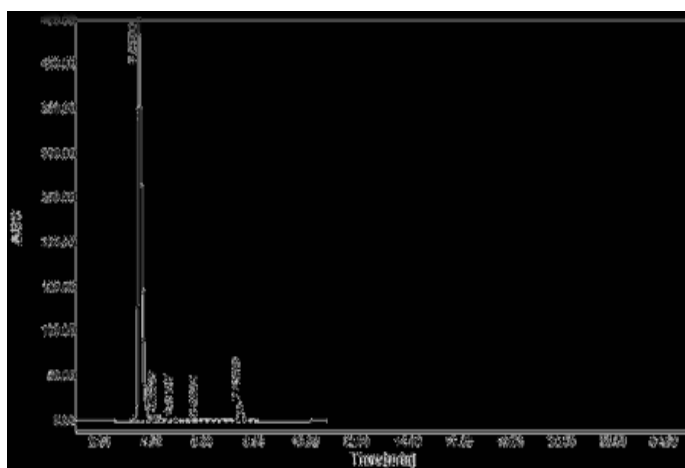


Figure 4: Chromatogram for marketed formulation

Table 2: Analysis of marketed formulation

Assay	Drug	Label claimed	Amt. Found	% Label Claim	SD	%RSD
	MIG	40	39.87	99.68	0.35	0.37
	MIG	4	3.99	99.75	0.64	0.61

RESULTS AND DISCUSSION:

Linearity and Range:

The data obtained in the calibration experiments when subjected to linear regression analysis showed a linear relationship between peak areas and concentrations in the range 10-50 µg/ml for 1-5 µg/ml for MIG [Table 3 and 4] depict the calibration data of MIG. The respective linear equation for Miglitol equation $y = 85.97 x - 3.638$. Where x is the concentration and y are area of peak. The correlation coefficient was 0.999. The calibration curve of MIG is depicted in [Figure 5].

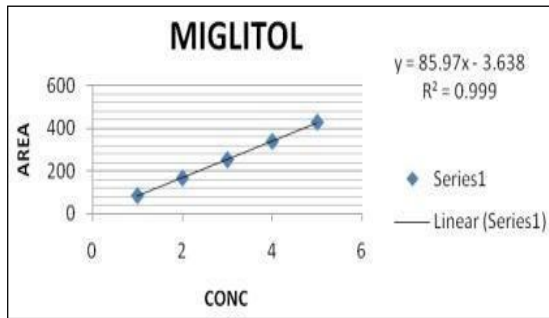


Figure 5: Calibration curve of Miglitol

Table 3: Linearity data for Miglitol

Method	Conc. $\mu\text{g/ml}$	Peak area ($\mu\text{V}\cdot\text{sec}$)		Average peak area ($\mu\text{V}\cdot\text{sec}$)	.D. of Peak Area	% RSD of Peak Area
RP-HPLC Method	1	85.22	83.7	84.46	1.07	1.27
	2	166.39	167.89	167.14	1.06	0.63
	3	251.16	254.17	252.67	2.13	0.84
	4	335.05	341.79	338.42	4.77	1.41
	5	424.54	432.8	428.67	5.84	1.36
	Equation		$y = 85.97x - 3.638$			
R²		0.999				

Accuracy:

It is defined as closeness of agreement between the actual (true) value and analytical value and obtained by applying test method for a number of times. Accuracy of the methods was determined at three different concentration levels i.e. 80%, 100% and 120% [Figure 6- 8] in triplicate for each drug as per ICH guidelines. From the total amount of drug found, the percentage recovery was found in range of 99-101% [Table 4 and 5].

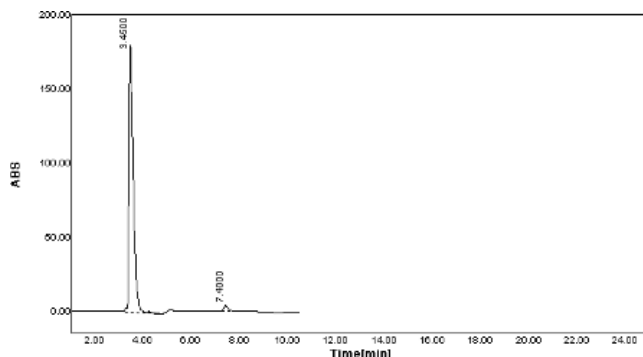


Figure 6: Chromatogram of accuracy 80%

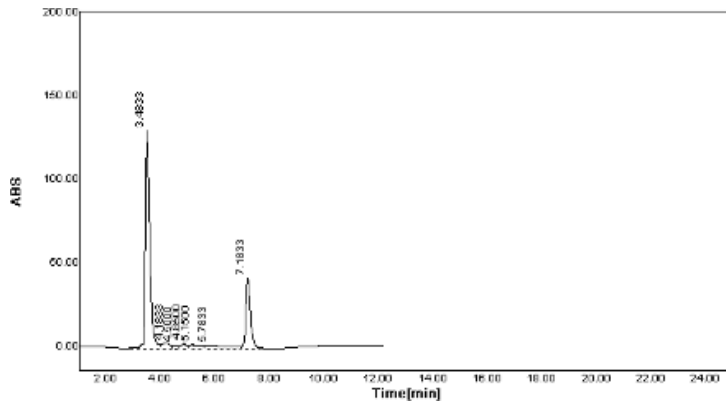


Figure 7: Chromatogram of accuracy 100%

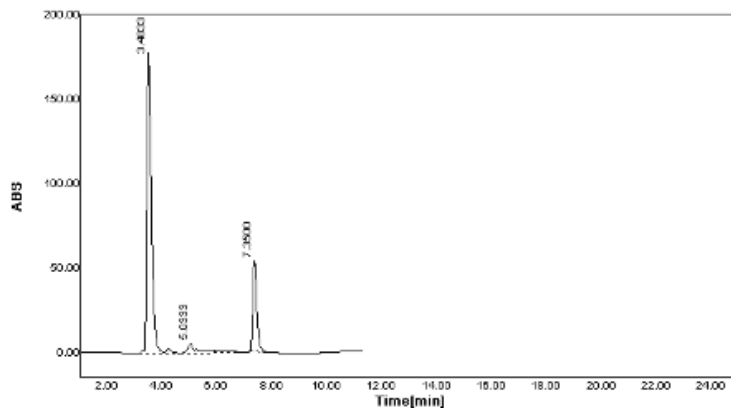


Figure 8: Chromatogram of accuracy 120%

Table 4. Result of recovery data for miglitol

MethodDrug Level (%) Amt. taken (µg/ml) Amt. Added (µg/ml) Absorbance
 Mean*± S.D. Amt. recovered Mean *±S. D %Recovery Mean *± S.D.

Method	Drug	Level (%)	Amt. taken (µg/ml)	Amt. Added (µg/ml)	Absorbance Mean*± S.D.	Amt. recovered Mean *±S. D	%Recov ery Mean *± S.D.
	MIG	80%	1	0.8	1.80 ± 0.01	0.80 ± 0.01	99.49 ± 0.72
		100%	1	1	2.00 ± 0.01	1.00 ± 0.01	100.4 ± 0.84
		120%	1	1.2	2.20 ± 0.03	1.20 ± 0.03	99.37 ±1.47

*Mean of each 3 reading for RP-HPLC method

Table 5: Statistical Validation of recovery studies MIG

Method	Level of Recovery (%)	Drug	Mean % Recovery	S. D.*	% RSD
		MIG	99.49	0.72	0.72
		MIG	100.41	0.84	0.84
		MIG	99.37	1.47	1.48

*Denotes average of three determinations for RP-HPLC method

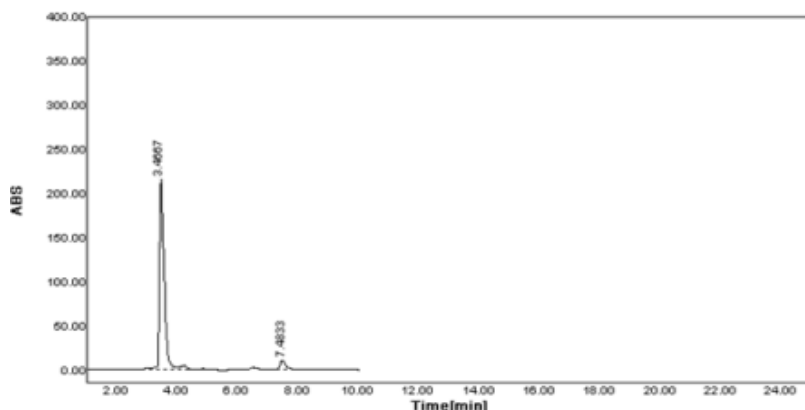


Figure 9: Chromatogram of precision

Precision:

Precision was studied to find out intra and inter-day variations in the test method of MIG. Intra-day precision was determined by analyzing three concentrations in three replicate measurements of within linearity range of drugs on three different times in the same day. Inter-day precision was conducted during routine operation of the system over a period of 3 consecutive days. Intraday and Inter Day Precision studies on HPLC method for MET and MIG which shows the high precision % amount in between 98% to 100% indicates to analytical method that concluded [Table 6 and Figure 10 ,11].

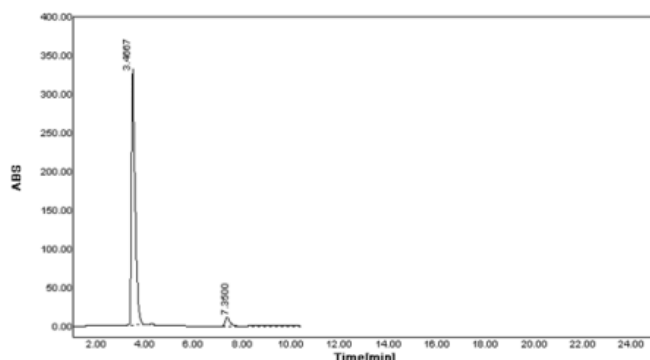


Figure 10: Chromatogram Intra-day precision

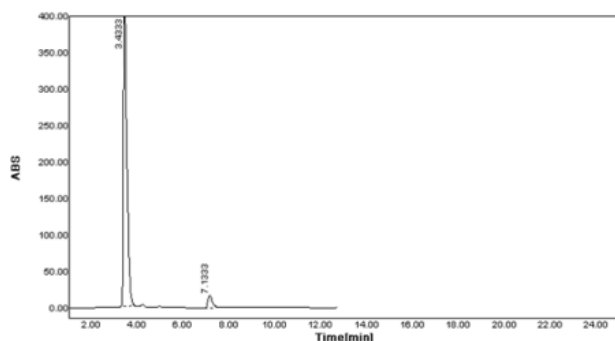


Figure 11: Chromatogram Inter-day precision

Table 6: Result of Intra-day and Inter day precision studies on RP-HPLC method for MET and MIG

Method	Drug	Conc. (µg/ml)	Intraday Precision		Inter-day Precision	
			Mean± SD	%Amt Found	Mean± SD	%Amt Found
	MIG	2	172.0 ± 1.90	97.00	162.04 ± 1.92	96.00
		3	255.7 ± 3.01	98.00	257.70 ± 4.01	96.56
		4	332.8 ± 2.05	99.10	331.81 ± 3.05	97.50

*Mean of each 3 reading for RP-HPLC method

Robustness:

The robustness is measure of its capacity to remain unaffected by small and deliberate variations in method parameters and provides an indication of its reliability during normal usage hence the following are performed by slight variations in parameters.

System suitability parameters: (Repeatability): Repeatability studies on RP-HPLC method for MET and MIG was found to be, The %RSD was less than 2%, which shows high percentage amount found in between flow rate (±1 ml/ min-1), PH of mobile phase composition (±1 ml/ min-1), and Wavelength (±1 ml/ min-1). %RSD for peak area was calculated which should be less than 2%.the result shown in analytical method that concluded [Table 7and 8].

98% to 102% indicates the analytical method that concluded [Table 8].

Table 7: Result of Robustness study of Miglitol

Parameters	Conc.(µg/ml)	Amount of detected (mean ±SD)	% RSD
Chromatogram of flow change 0.6ml	50	429.97±3.80	0.88
Chromatogram of flow change 0.8 ml	50	482.52±3.97	0.82
Chromatogram of comp change 41mlACN+59ml Ph. Buffer	50	468.01±10.78	2.30
Chromatogram of comp change 39mlACN+61ml Ph. Buffer	50	449.86±4.00	0.89
Chromatogram of comp change wavelength change 234nm	50	476.34±5.73	1.20

Chromatogram of comp change wavelength change 236 nm	50	486.06±6.17	1.27
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Table 8: Repeatability studies on RP-HPLC for MIG

Method	Conc. of MIG(mg/ml)	Peak area	Amount found (mg)	% Amount found
RP-HPLC method for MIG	3	254.37	3.00	100.00
	3	251.03	2.96	98.74
	3	252.05	3.10	99.16
	3	255.07	3.15	101.92
	3	258.09	3.17	102.00
		Mean	3.072	100.20
		SD	0.03	0.89
		% RSD	0.35	0.90

Limit of detection (LOD) and Limit of quantification (LOQ):

LOD is the lowest amount of analyte in a sample that can be detected but not necessarily quantify under the stated experimental conditions. LOQ is the lowest concentration of analyte in a sample that can be determined with the acceptable precision and accuracy under stated experimental conditions.

Design of Experiments

Preliminary Screening and Optimization Data Analysis Preliminary experiments were performed by using Taguchi screening Method to identify the critical factors and to set their levels (maximum and minimum) for the experimental design. In this step the following parameters were investigated: selection of a chromatographic Column (C8 and C18), column temperature, mobile phase (ratio of MEOH: buffer), concentration of the buffer if present in the mobile phase, buffer ph, injection volume, mode of flow (isocratic/gradient) as well as determining the ideal flow rate. Based on the results obtained from the Taguchi screening, multiple linear regression analysis (MLRA) was applied for the studied Design using Design Expert® software version 13.0 to fit the full second-order polynomial equations with added Interaction terms. The method chosen to optimize separation of Miglitol with the shortest analysis time was Full Factorial Design (FFD) with two replicates at the center point (middle level). The independent variables were investigated and their low, Medium, and high levels described in Table below the QbD trials. The evaluated Responses (dependent variables) were the no. Of theoretical plates (X1), assay (X2), and tailing factor (X3). Prediction of the optimum Composition was carried out using overlay plotting, brute Force method, and numeric approach of desirability function. Overlay Plot (i.e., combined contour plot) option in the software was Also embarked upon to locate the optimum composition. Within This optimal area, an optimum chromatographic condition was located by trading off different responses. The prognosis of the Optimum analytical condition was

also conducted using numerical Optimization technique/with help of Design Expert software. The Two factor Factorial Design Validation nine runs were done, selected from grid search data, prepared as per the chosen composition(s), and evaluated for the critical Quality attributes (CQA), viz. Number of theoretical Plates (TP). The predicted and observed Responses were compared, and linear correlation plots were constructed Percent bias (error) was calculated with respect to the Observed responses and the residual plots were also constructed for TP, assay, and TF.

List of QbD Trials:

Table. 9: Transaction factor levels for FFD response

Level	Methanol	Flow rate
-1	35	0.6
0	40	0.7
1	45	0.8

Statistical data analysis (DOE)

The layout of actual design of DOE with the subsequent response results are shown in table no.10 as given below,

Table No- 10: Layout of Actual Design of DOE

	Factor 1	Factor 2	Response 1	Response 2	Response 3
Run	A: MOBILE PHASE	B: FLOW RATE	R1(RT)	R2(AREA)	R3(TP)
	%	ML/MIN	MIN	AUC	TP
1	32.9289	0.8	4.801	285.333	5759
2	35	0.9	4.018	246.988	5431
3	40	0.8	4.178	280.473	6906
4	47.0711	0.8	3.924	295.533	7819
5	40	0.8	4.169	276.299	6688
6	45	0.9	3.501	257.012	6792
7	40	0.941421	3.537	236.192	5875
8	40	0.8	4.176	278.264	6785
9	40	0.8	4.17	277.321	6690
10	35	0.7	5.273	321.267	6845
11	45	0.7	4.609	336.575	8174

12	40	0.8	4.167	274.254	6780
13	40	0.658579	5.194	352.057	7692

Layout of Actual Design of DOE of Miglitol.

Table no 11: Fit Summary of R1 (RT)

Source	Sequential p- value	Model of Fit p- value	Adjusted R ²	Predicted R ²	
Linear	< 0.0001	< 0.0001	0.9629	0.9503	
2FI	0.5161	< 0.0001	0.9607	0.9379	
Quadratic	< 0.0001	0.0161	0.9995	0.9983	Suggested
Cubic	0.1680	0.0149	0.9997	0.9933	Aliased

Table no:12 Sequential Model Sum of Squares [Type I] R1 (RT)

Source	Sum of Squares	df	Mean Square	F- value	p-value	
Mean vs Total	238.80	1	238.80			
Linear vs Mean	3.50	2	1.75	156.57	< 0.0001	
2FI vs Linear	0.0054	1	0.0054	0.4569	0.5161	
Quadratic vs 2FI	0.1055	2	0.0527	386.33	< 0.0001	Suggested
Cubic vs Quadratic	0.0005	2	0.0002	2.60	0.1680	Aliased
Residual	0.0005	5	0.0001			
Total	242.41	13	18.65			

CONCLUSION:

Simple, rapid, accurate and precise RP-HPLC as well as spectrophotometric methods have been developed and validated for the routine analysis of MIG in API and tablet dosage forms. Both methods are suitable for the simultaneous determination of MIG in multi-component formulations without interference of each other. The developed methods are recommended for routine and quality control analysis of the investigated drugs in two component pharmaceutical preparations. The amount found from the proposed methods was in good agreement with the label claim of the formulation. Also, the



value of standard deviation and coefficient of variation calculated were satisfactorily low, indicating the suitability of the proposed methods for the routine estimation of tablet dosage forms.

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DEVELOPMENT AND VALIDATION OF HPLC METHOD FOR ESTIMATION OF MESALAMINE DRUG IN TABLET DOSAGE FORM

Shrikant Zambare*¹, Amol Gayke², Vikas Shinde³, Amol Darwade⁴

¹Student, SND College of Pharmacy, Babhulgaon, Yeola

²Asso. Prof., SND College of Pharmacy, Babhulgaon, Yeola

^{3&4}Asst. Prof. SND College of Pharmacy, Babhulgaon, Yeola

shrikantzambare219@gmail.com

ABSTRACT

In the present study, an improved simple, specific, rapid, sensitive, precise, accurate RP-HPLC method for the estimation of Mesalamine in tablet dosage form was developed and validated. The estimation of Mesalamine was achieved isocratically on Agilent Poroshell C18 (150 mm × 4.6 mm, 5µm) using 35% Methanol +65% (0.1%TEA PH 4 with OPA) ratio of mobile phase, pumped at a flow rate of 1 ml/min and column temperature of 30 ±2°C. About 20µl of standard solution of the drugs was injected, and the eluted analytes were detected at 300 nm.

KEYWORDS

RP-HPLC, Mesalamine, ICH guidelines, Validation.

INTRODUCTION

Drug Profile

Mesalamine used to treat inflammatory bowel disease, including ulcerative colitis and Crohn's disease. It is generally used for mildly to moderately severe disease. It is taken by mouth or rectally.

Mesalamine Structure:

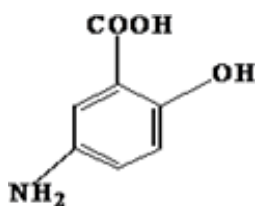


Fig. no.1 of Structure of Mesalamine

Molecular formula	C7H7NO3
Molecular weight	153.14 g/mol
Chemical name	5-amino-2-hydroxybenzoic acid
Description	White to pinkish crystals
Category	used to treat ulcerative colitis

Mechanism of action:

The MOA of Mesalamine is not fully understood, it is believed to possess a topical anti-inflammatory effect on colonic epithelial cells.¹⁴ Mucosal production of arachidonic acid metabolites, both through the cyclooxygenase pathways, i.e., proteinoids, and through the lipoxygenase pathways. Furthermore, Mesalamine also has the potential to inhibit the activation of Nuclear Factor kappa B (NFkB) and consequently the production of key pro-inflammatory cytokines. Other research also showed the potential involvement of inducible NO synthase (iNOS) and that Mesalamine can inhibit this enzyme to ameliorate the enteropathy in inflammatory bowel diseases.

Pharmacokinetics:

Mesalamine is one of the two components of sulphasalazine, the other being sulphapyridine. It is the latter responsible for most of the side effects associated with sulphasalazine therapy, while Mesalamine is known to be the active moiety in the treatment of ulcerative colitis.

Absorption:

Depending on the formulation administered, prescribing information for orally administered delayed-released tablets of 2.4g or 4.8g of Mesalamine given once daily for 14 days. when mesalamine is administered orally as an unformulated 1-g aqueous suspension, Mesalamine is approximately 80% absorbed.

Volume of distribution:

Mesalamine has a Vd of 18 L, confirming minimal extra vascular penetration of systemically available drug. For the delayed-release formulation, the apparent volume of distribution was estimated to be 4.8 L.

Protein binding: 43±6% and 78±1%

Metabolism:

Mesalamine is metabolized both pre-systemically by the intestinal mucosa and systemically in the liver to N-acetyl-5-aminosalicylic acid (N-Ac-5-ASA) principally by NAT-1. Some acetylation also occurs through the action of colonic bacteria.

Half-life: 25 hrs

Side Effects:

- Muscle or joint pain
- Back pain
- Nausea
- Vomiting
- Heartburn
- Burping

- Constipation

MATERIALS AND METHODS

Table 1: List of chemicals

Ingredients	Grade	Suppliers
Mesalamine	API	R.S.I.T.C Jalgaon.
Triethylamine	HPLC	Avantor Performance material India Ltd. Thane, Maharashtra.
Orthophosphoric acid (OPA)	HPLC	Avantor Performance material India Ltd. Thane, Maharashtra
ACN	HPLC	Merck Specialties Pvt. Ltd. Shiv Sager Estate 'A' Worli, Mumbai
Water	HPLC	Merck Specialties Pvt. Ltd. Shiv Sager Estate 'A' Worli, Mumbai

Table No.2: List of brand names of combined formulations of Mesalamine

Sr. No	Brand name	Formulation	Available strength
1.	Mesalamine	Tablet	Mesalamine 800 mg

Instruments:

Table 3: List of instruments

Sr. No.	Name of Instrument	Company Name
1	HPLC Instrument	Agilent 1100with auto sampler (Chemstation software)
2	UV-Spectrophotometer	Analytical Technologies Limited
3	Column(C18)	Agilent C18 (250mmX 4.6mm,5µm)
4	pH meter	VSI pHmeter(VSI 1-B)
5	Balance	WENSAR™ High Resolution Balance.
6	Sonication	Ultrasonic electronic instrument

Chromatographic conditions:

The following chromatographic conditions were established by trial and error and were kept constant throughout the experimentation.

Table No.4: Chromatographic conditions (HPLC) details used during method Development

1.	HPLC	Agilent (S.K) Gradient System DAD Detector
2.	Software	Chemstation
3.	Column	(Agilent) C18 column (4.6mm x 250mm)
4.	Particle size packing	5 µm

5.	Stationary phase	C-18 (Agilent)
6.	Mobile Phase	Methanol: 0.1%TEA PH 4 with OPA 35 :65%
7.	Detection Wavelength	300 nm
8.	Flow rate	1ml/min
9.	Temperature	25° C (Ambient)
10.	Sample size	20 µl
11.	pH	4.0
12.	Run Time	15 min
13.	Filter paper	0.45µm

• **Preparation of Stock Standard Solution :(Stock I) [Mesalamine]**

Accurately weight and transfer 10 mg of Mesalamine working standard into 10 ml volumetric flask as about diluent Methanol completely and make volume up to the mark with the same solvent to get 1000 µg/ml standard (stock solution) and 15 min sonicate to dissolve it and remove the unwanted gas, further an aliquots portion of Mesalamine stock solution were mixed in volumetric flask in 10 ml and volume was adjusted up to mark with mobile phase from the resulting solution 0.1-0.5 ml was transferred to 10 ml volumetric flask and the volume was made up to the mark with 35% methanol :65% 0.1%TEA PH 4 with OPA), prepared in (35%Methanol : 65%buffer pH 4.0 with OPA)solvent.

• **Procedure for calibration curve of Mesalamine**

The mobile phase was allowed to equilibrate with stationary phase until methanol by baseline was obtained. From the freshly prepared standard stock solution, pipette out 10 mg Mesalamine in 10 ml of volumetric flask and diluted with mobile phase. From it 0.1, 0.2, 0.3, 0.4 and 0.5 of solution were pipette out in 10 ml volumetric flask and volume was made up to 10 ml with mobile phase to get final concentration 10, 20, 30, 40 and 50 µg/ml of Mesalamine. Samples were injected and peaks were recorded at 300 nm as the graph plotted as concentration of drug verses peak area is depicted.

RESULT AND DISCUSSION

Preliminary studies on Mesalamine.

Melting point-2800C

Solubility

Table 5. Solubility data of Mesalamine

MEDIA	RESULTS
Methanol, DMSO	Soluble
Ethanol	Sparingly soluble
Water	Poorly soluble

Ethyl Acetate

Insoluble

Spectroscopy

UV absorption of 20 mcg solution of Mesalamine in Methanol was generated and absorbance was taken in the range of 200-400 nm. λ max of Mesalamine was found to be 300 nm respectively.

Sample-1

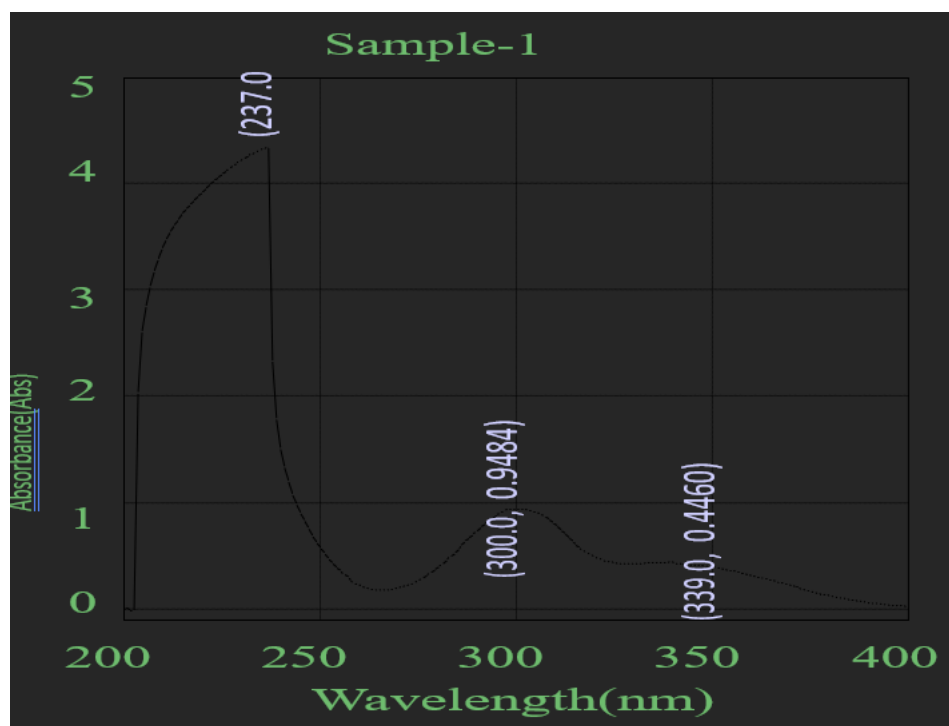


Fig No. 2: UV Spectrum of Mesalamine

Studies on the chromatographic behaviour of Mesalamine.

Table no. 7: Chromatographic behaviour of Mesalamine mobile phase of various compositions.

Sr No.	Mobile Phase	Remark
1.	100% Methanol, 0.7 ml/min, 300 nm.	Sharp Peak was not found (peak Splitting)
2	90% Methanol +10% water, 0.7 ml/min,300 nm	Sharp Peak was not found'
3	80% Methanol +20% water 0.7 ml/min,300 nm	Sharp Peak was not found (peak Splitting)
4	70% Methanol +30% (0.1%TEA PH 4 with OPA),1 ml/min,300 nm	Peak was not found (fronting)

5	60% Methanol +40% (0.1%TEA PH 4 with OPA), 0.7 ml/min,300 nm	Sharp Peak was not found (Ghost peak)
6	50% Methanol +50% (0.1%TEA PH 4 with OPA) PH 4. with OPA, 0.7 ml/min,300 nm	Sharp Peak was not found (peak Splitting)
7	35% Methanol +65% (0.1%TEA PH 4 with OPA) PH 4. with OPA, 0.7 ml/min,300 nm	Sharp Peak was not found (Ghost peak)
8	35% Methanol +65% (0.1%TEA PH 4 with OPA) PH 4. with OPA, 0.9 ml/min,300 nm	Sharp Peak was found but longer RT
9	35% Methanol +65% (0.1%TEA PH 4 with OPA) PH 4. with OPA, 0.7 ml/min,300 nm	sharp peak so Selected

Conclusion, from the above, it has been observed that, using mobile phase of Methanol + Water (0.1%TEA PH 4 with OPA) (35+65 % v/v) 300 nm, 1.0 ml, gave adequate retention time at 5.555 min. with good peak shape Theoretical plates of Mesalamine 10115). Chromatogram of Final Trial 9:

Fig.no.3: Representative Chromatogram of Mesalamine on 35% Methanol+65% (0.1% TEA PH 4 with OPA),1ml/min so method is selected.

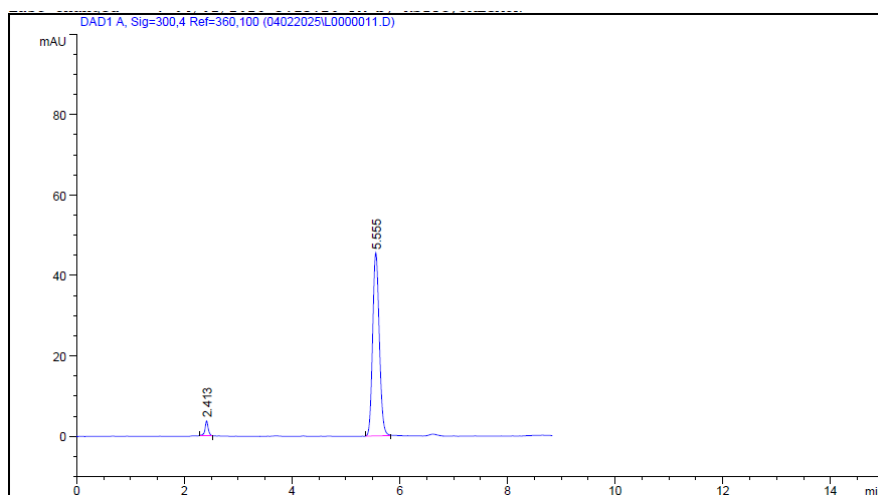


Fig.no.3: Representative Chromatogram of Mesalamine

Table no. 8: Chromatogram result of final Trial 9

R. T.	AREA	TH. PLATES	SYMM
2.413	16.44549	9216	1.03
5.555	391.08365	10115	0.85

Blank chromatogram

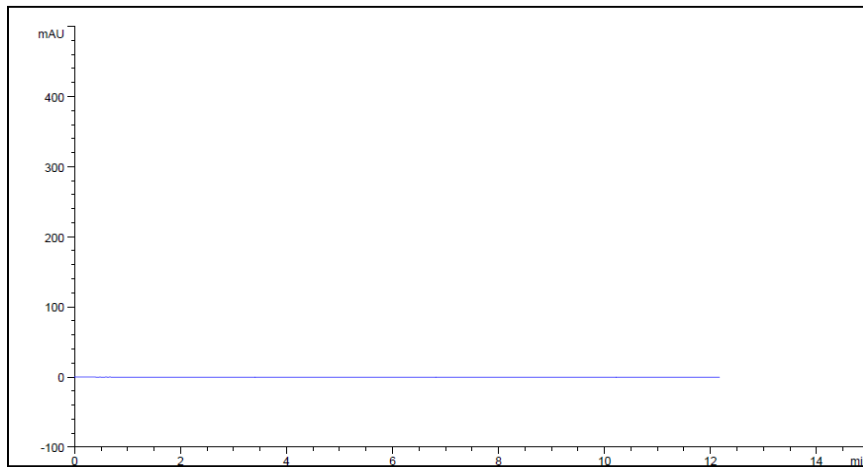


Fig No.4: Chromatogram of Blank Standard chromatogram of Mesalamine

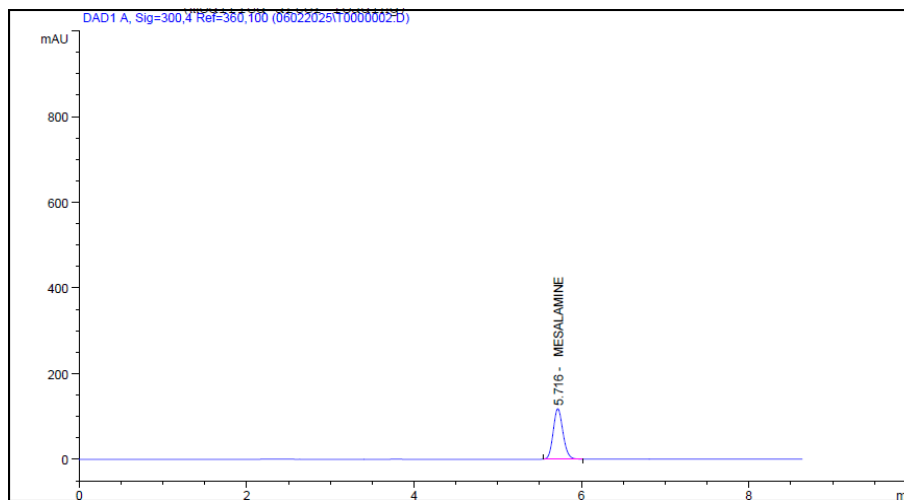


Fig No.5: Chromatogram of standard Mesalamine

Table.No.9. Details of chromatogram of standard Mesalamine

No.	RT[min]	Area[mV*s]	TP	TF	Resolution
1	5.716	956.42035	12031	0.84	-

In the standard of Mesalamine theoretical plates were found above 2000 i.e. for Mesalamine12031at minimum RT 5.716.

Calibration experiment

RP-HPLC Method:

The data obtained in the calibration experiments when subjected to linear regression analysis showed a linear relationship between peak areas and concentrations in the range 10-50 µg/mL for Mesalamine depict the calibration data of Mesalamine. The respective linear equation for Mesalamine was $y = 93.96x - 7.56$, where x is the concentration and y are area of peak. The correlation coefficient was 0.999.

Table No 10: Linearity data for Mesalamine

Method	Conc µg/ml	Peak area(µV.sec)		Average peak area (µV.sec)	S.D. of Peak Area	% RSD of Peak Area
		1	2			
HPLC Method	10	956.4204	957.3538	956.89	0.66	0.07
	20	1894.0279	1896.9224	1895.48	2.05	0.11
	30	2791.7861	2789.7963	2790.79	1.41	0.05
	40	3776.9580	3767.8801	3772.42	6.42	0.17
	50	4716.1602	4716.8740	4716.52	0.50	0.01
		Equation	y = 93.96 x + 7.56			
		R2	0.999			

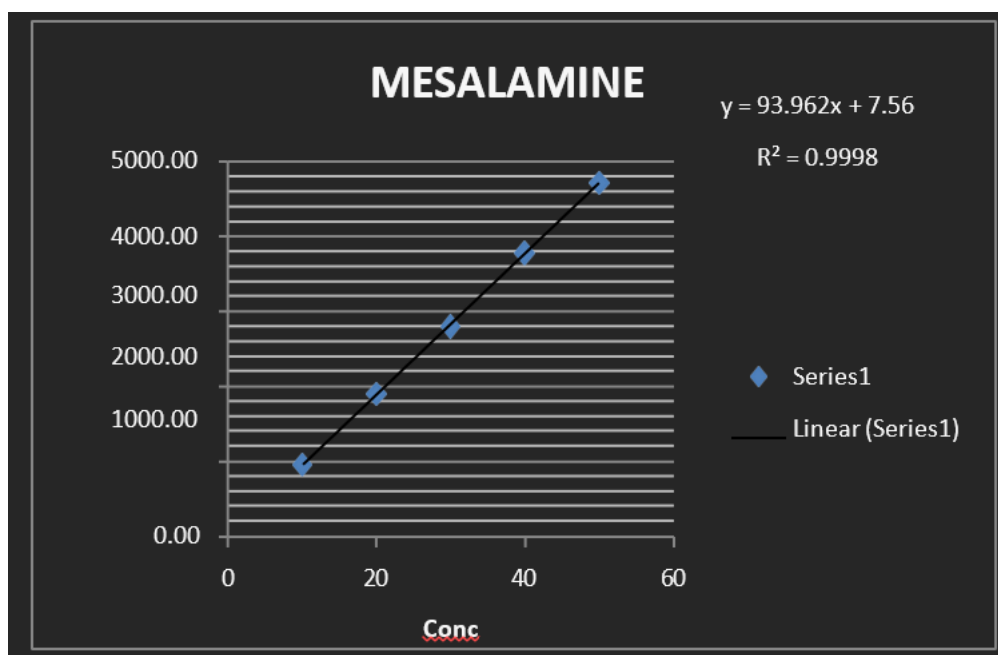


Fig.No.6: Calibration curve of Mesalamine

Analytical of Method Validation:

1. Linearity:

From Mesalamine standard stock solution, different working standard solution (10-50 µg/ml) were prepared in mobile phase 20 µl of sample solution was injected into the chromatographic system using

fixed volume loop injector. Chromatograms were recorded. The area of each concentration was recorded shown in Table no.11 the plot calibration curves are shown in fig no. 6.

Table No 11. Linearity of Mesalamine

Concentration ug/ml	Area Mesalamine
Method	HPLC
10	956.89
20	1895.48
30	2790.79
40	3772.42
50	4716.52

Table No 12. Regression equation data for Mesalamine

Regression Equation Data Y=mx+c	For HPLC
Slope(m)	93.96
Intercept(c)	7.56
Correlation Coefficient	0.999

1. Accuracy:

Recovery studies were performed to validate the accuracy of developed method. To pre analyzed tablet solution, a definite concentration of standard drug (80%, 100%, 120%) was added and then its recovery was analyzed (Table No.13). Statistical validation of recovery studies shown in (Table No. 14).

Table.no.13: Recovery Studies Mesalamine for RP-HPLC method

Method	Level I (%)	Amt. taken (ug/ml)	Amt. Added (ug/ml)	Amount found Mean*±S.D	Amt. recovered Mean*±S. D.	%Recovery Mean*± S.D.
HPLC	80%	10	8	17.9 ± 0.039	7.94 ± 0.039	99.22 ± 0.48
	100 %	10	8	20.0 ± 0.036	10.07 ± 0.03	100.67 ± 0.36
	120 %	10	8	21.92 ± 0.02	11.9 ± 0.022	99.36 ± 0.19

*mean of each 3 reading

Table no. 14 Statistical Validation of Recovery Studies Mesalamine

Method	Level of Recovery (%)	% RSD	Standard Deviation*	Mean % Recovery
--------	-----------------------	-------	---------------------	-----------------

HPLC	80 %	0.49	0.48	99.22
	100 %	0.35	0.36	100.67
	120 %	0.19	0.19	99.36

Accuracy of RP-HPLC method is ascertained by recovery studies performed at different levels of concentrations (80%, 100% and 120%). The % recovery was found to be within 98-102%

System suitability parameters :(Repeatability)

To ascertain the resolution and reproducibility of the proposed chromatographic system for estimation of Mesalamine system suitability parameters were studied. The result shown in below (Table No.15).

Table No.15 Repeatability studies on RP-HPLC for Mesalamine

METHOD	Concentration of Mesalamine(mg/ml)	Peak area	Amount found (mg)	% Amount found
HPLC METHOD	20	1902.084	20.06	100.31
	20	1902.500		
	Mean	1902.29		
	SD	0.29		
	%RSD	0.02		

Precision:

The method was established by analyzing various replicates standards of Mesalamine. All the solution was analyzed thrice in order to record any intra-day & inter-day variation in the result that concluded.

Table No 16. Result of Intraday and Inter day Precision studies on RP-HPLC method for Mesalamine

Drug	Conc (µg/ml)	Intraday Precision		Interday Precision	
		Mean± SD	%Amt Found	Mean± SD	%Amt Found
Mesalamine	20	1899.4± 1.24	100.67	1897.9±0.63	100.60
	30	2801.3 ± 2.0	99.11	2802.4±0.46	99.15
	40	3779.4 ± 1.18	100.36	3784.03±1.0	100.48

*Mean of each 3 reading for RP-HPLC method

Intraday and Inter day Precision studies on RP-HPLC method for Mesalamine which shows the high precision %amount in between 98.00 % to 102.50 % indicates to analytical method that concluded.

Robustness:

The Robustness of a method is its ability to remain unaffected by small deliberate changes in parameters. To evaluate the robustness of the proposed method, small but deliberate variations in the optimized method parameters were done. The effect of changes in mobile phase composition and flow rate, wavelength on retention time and tailing factor of drug peak was studied.

The mobile phase composition was changed in (± 1 ml/min-1) proportion and the flow rate was varied by (± 1 ml/min-1), and wavelength change (± 1 ml/min-1) of optimized chromatographic condition. The results of robustness studies are shown in (Table No.17). Robustness parameters were also found satisfactory; hence the analytical method would be concluded

Table No. 17: Result of Robustness Study of Mesalamine

Parameters	Conc. ($\mu\text{g/ml}$)	Amount of detected (mean \pm SD)	%RSD
		For Mesalamine	
Chromatogram of flow change 0.9ml	30	3165.55	0.05
Chromatogram of flow change 1.1 ml	30	2583.00	0.06
Chromatogram of comp change wavelength change 299 nm	30	2974.2	0.04
Chromatogram of comp change wavelength change 301 nm	30	2920.70	0.02
Chromatogram of mobile phase change 34 +66 ml	30	2849.4230	0.06
Chromatogram of mobile phase change 36+64 ml	30	2845.03	0.04

Robustness Study of Mesalamine:

The changes were doing flow rate (± 1 ml/ min-1), mobile phase composition (± 1 ml/ min-1), and Wavelength (± 1 ml/ min-1). %RSD for peak area was calculated which should be less than 2%.

Limit Detection

The LOD is the lowest limit that can be detected. Based on the S.D. deviation of the response and the slope the limit of detection (LOD) may be expressed as:

$$\text{LOD} = 3.3 (\text{SD})/S$$

Where, SD = Standard deviation of Y intercept S = Slope

Limit Quantification

The LOQ is the lowest concentration that can be quantitatively measured. Based on the S.D. deviation of the response and the slope,

The quantitation limit (LOQ) may be expressed as:

$$\text{LOQ} = 10 (\text{SD}) / S$$

Where, SD = Standard deviation Y intercept S = Slope

$$\text{Limit of detection} = 3.3 \times 2.21 / 93.96 = 0.077 \text{ (ug/mL)}$$

$$\text{Limit of Quantitation} = 10 \times 2.21 / 93.96 = 0.2352 \text{ (}\mu\text{g/mL)}$$

The LOD and LOQ of Mesalamine was found to be 0.077 (ug/mL) and 0.2352 (ug/mL), analytical method that concluded.

SUMMARY AND CONCLUSION:

Mesalamine is Anti-Inflammatory agent, The present work deals with "Development and validation of RP-HPLC method for estimation of Mesalamine in Tablet Dosage form"

Summary for HPLC method:

Attempts were made to develop RP-HPLC method for simultaneous estimation of Mesalamine from Tablet. For the RP - Agilent Tech. Gradient System with Auto injector, UV (DAD) & Gradient Detector Reverse Phase (Agilent) C18 column (4.6mm x 250mm;5 μ m), a 20 μ l injection loop and UV730D Absorbance detector and running chemstation 10.1 software.

Methanol: 0.1% TEA PH 4 with OPA, (35:65) v/v, was used as the mobile phase for the method. The detection wavelength was 300nm and flow rate was 1ml/min. In the developed method, the retention time of Mesalamine was found to be being 5.55min. The developed method was validated according to the ICH guidelines. The linearity, precision, range, robustness was within the limits as specified by the ICH guidelines. Hence the method was found to be simple, accurate, precise, economic and reproducible.

So, the proposed methods can be used for the routine quality control analysis Mesalamine in bulk drug as well as in formulations.

Conclusions for HPLC method:

The method provides selective quantification of Mesalamine. This developed RP- HPLC method for estimation of Mesalamine is accurate, precise, robust and specific.

The method has been found to be better than previously reported method, because of its less retention time, isocratic mode and use of an economical and readily available mobile phase, readily available column, UV detection and better resolution of peaks.

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**HABITAT OF HETEROMETRUS XANTHOPUS (POCOCK) (SCORPIONIDAE) IN KHARADI, DIST: PUNE,
M/S., INDIA**

Sharad Giramkar

Department of Zoology

PDEA's Annasaheb Magar Mahavidyalaya, Hadapsar, Pune

ABSTRACT

Heterometrus xanthopus is a large-bodied burrowing scorpion distributed across arid and semi-arid regions of India. Its ecological success stems from physiological and behavioral adaptations to xeric environments. The present study investigates the habitat features of *H. xanthopus* in and around Kharadi, Pune District, Maharashtra. Systematic field surveys were carried out from June 2023 to May 2024 across four habitat types: fallow agricultural lands, scrublands, rocky terrain, and plantation edges. Observations included soil texture, vegetation cover, burrow dimensions, and environmental conditions. Results indicate that *H. xanthopus* favors well-drained loamy soils with moderate vegetation and minimal human disturbance. Burrows averaged 4.2 cm in entrance diameter and extended to depths of 32–44 cm. This study provides baseline ecological insights into the species' microhabitat preferences in the Kharadi region, contributing to ecological monitoring and conservation planning in rapidly urbanizing landscapes.

KEYWORDS

Heterometrus xanthopus, scorpion, habitat, Kharadi, Pune

INTRODUCTION

Scorpions are among the most ancient terrestrial arthropods, with fossil evidence tracing their lineage to over 400 million years ago (Sissom, 1990). While all scorpions possess venom, only a fraction are dangerous to humans, with ecological roles often outweighing medical significance (Ward, Ellsworth, & Nystrom, 2018). India harbors a rich scorpion fauna, comprising more than 120 species across five families and 19 genera (Tikader & Bastawade, 1983; Mirza, Sanap, & Bhosale, 2019). The genus *Heterometrus* is notable for its large-bodied burrowers, which are ecologically important predators in semi-arid and scrubland ecosystems. *H. xanthopus* (Pocock), also known as the Indian Desert Scorpion, is widely distributed across xeric habitats of India (Bastawade, 1992; Kalra, Singh, & Kaur, 2014). It exhibits adaptations for arid environments, including a waxy cuticle, guanine excretion, low metabolic rates, and powerful pedipalps for excavation (Hadley, 1974; Marples & Shorthouse, 1982). Recent regional studies highlight the importance of scrublands and rocky landscapes for scorpion diversity. For example, surveys in Indapur Tehsil, Maharashtra, recorded high abundance of *Heterometrus* species in semi-arid scrub habitats with minimal disturbance (Giri, Giramkar, & Patil, 2025). Similarly,

an urban biodiversity assessment in Delhi revealed that even in highly modified environments, scorpions persist in microhabitats such as under bark, leaf litter, and stones (Barhadiya, Pandey, Sultana, Mohapatra, & Das, 2025). These findings emphasize the importance of documenting scorpion ecology in rapidly urbanizing areas like Kharadi, Pune, where habitat conversion is ongoing.

The present study aims to document the occurrence and habitat preferences of *H. xanthopus* in Kharadi and to compare these findings with broader patterns across India.

MATERIALS AND METHODS

The study was conducted between June 2023 and May 2024 in Kharadi, Pune District, Maharashtra. The region experiences a semi-arid tropical climate, with hot summers, mild winters, and average annual monsoon rainfall of 900–1100 mm.

Four habitats were selected:

1. Agricultural fallow lands
2. Scrublands
3. Rocky slopes
4. Plantation edges

Nocturnal surveys were conducted monthly between 19:00–23:00 hrs using ultraviolet (UV) light detection. Daytime inspections focused on locating burrows. Data collected for each scorpion or burrow included GPS coordinates, soil texture, burrow entrance diameter, burrow depth, and surrounding vegetation cover (within 1 m radius). Soil moisture, temperature, and relative humidity were measured with portable instruments. Soil texture was determined by hand-texturing, while vegetation cover was visually estimated.

Specimens were carefully handled with soft-tipped forceps, identified morphologically, and released at the capture site.

RESULTS

A total of 42 individuals of *Heterometrus xanthopus* were recorded. Distribution by habitat type was as follows: scrublands (47.6%), agricultural fallow lands (28.5%), rocky slopes (16.7%), and plantation peripheries (7.2%). Burrows were most commonly constructed in well-drained loamy soils (71.4%), with fewer in sandy loam (19%) and clay soils (9.6%). Burrow entrances averaged 4.2 cm in diameter, were inclined, and extended 32–44 cm deep with a terminal chamber.

Vegetation around burrows consisted mainly of grasses and thorny shrubs, with canopy cover typically below 40%. Environmental readings showed average night-time temperatures of 26.8°C, relative humidity between 38–56%, and soil moisture below 12%.

Fig. 1: Habitat of *H. xanthopus*Fig. 2: Burrow of *H. xanthopus*

DISCUSSION

The findings demonstrate that *H. xanthopus* in Kharadi prefers loamy soils with moderate vegetation cover, aligning with previous observations in semi-arid landscapes of India (Bastawade, 1992; Kalra et al., 2014; Santibáñez-López, Sharma, & Monod, 2022). Burrows provide thermal buffering, predator avoidance, and humidity regulation, all of which are crucial for scorpion survival in xeric regions (Hadley, 1974; Polis, 1990).

The dominance of scrubland habitats is consistent with studies in Indapur Tehsil (Giri et al., 2025), where scorpions were found most frequently in less-disturbed scrub and rocky habitats. Comparisons with urban surveys in Delhi (Barhadiya et al., 2025) show that although scorpions can persist in urban areas, they are often restricted to microhabitats that mimic natural shelters.

The burrow depths recorded here (32–44 cm) closely match those reported for other *Heterometrus* populations in Rajasthan (Sharma & Bastawade, 2002) and Telangana (Ramakrishna & Srinivasulu, 2023). These findings reinforce the idea that burrowing depth is an important adaptation for maintaining microclimate stability.

Rapid urbanization in Kharadi presents threats to scorpion habitats through soil compaction, vegetation clearance, pesticide use, and construction. Ex-situ conservation strategies and sustainable land-use practices, as suggested by Pawar, Patil, & Gharge (2023), may play a vital role in safeguarding scorpion populations in Maharashtra.

CONCLUSION

Heterometrus xanthopus is a characteristic scorpion of semi-arid habitats in Kharadi, Pune. It thrives in loamy soils with moderate vegetation, constructing deep burrows that provide stable microclimates. Conservation of scrublands and sustainable land-use planning are essential to protect scorpion diversity in rapidly developing peri-urban landscapes.



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TYPES OF DIGITAL BUSINESS

Dr. Sanjay B. Shinde

MES, Arts Commerce and Science College Sonai

Tal: News, Dist.: Ahillyanagar (MS), INDIA

profsanjayshinde@gmail.com

ABSTRACT

The rapid evolution of technology and Internet penetration has transformed traditional business models into digital formats, giving rise to digital businesses. This paper explores various types of digital business models, analyzes their key characteristics, explains how they create value, and discusses challenges and future trends. The aim is to provide a comprehensive overview for researchers, practitioners, and students interested in the digital economy.

KEYWORDS

Digital business, Internet penetration, technology, business,

Objectives of the Research Study:

1. To study and understand the concept Digital business.
2. To study of Types of Digital Business Models and Challenges in Digital Business.

RESEARCH METHODOLOGY

The primary source of data collection in this research paper is the secondary data. The available information on Digital business has been extensively used to complete the research paper. All the available Journals, Related books, Web, Articles, Publish and unpublished information and Papers provided necessary information to the finalize the research paper.

Definition:

A digital business uses digital technologies (internet, AI, data analytics, mobile) to fundamentally transform its operations, models, and customer interactions, creating new value, improving efficiency, and driving innovation, rather than just having an online presence. It's about integrating technology into core processes, from sales and marketing to internal operations, to gain a competitive edge and adapt to a tech-driven world, impacting everything from product delivery to customer engagement.

"Digital business is any business activity that relies on digital technology to operate, grow, and compete in the modern marketplace."

INTRODUCTION

Digital business refers to commercial activities conducted through digital technologies, platforms, and channels. Unlike traditional businesses that rely on physical interactions and infrastructure, digital



businesses leverage the Internet, software, and data to create, deliver, and capture value. The proliferation of mobile devices, cloud computing, big data, and artificial intelligence has expanded the scope and diversity of digital business models across industries.

LITERATURE REVIEW

Scholars have studied digital business from multiple perspectives, focusing on innovation, value creation, platform ecosystems, and disruption of traditional markets (Bharadwaj et al., 2013). Digital transformation requires companies to rethink their processes, customer engagement strategies, and revenue mechanisms (Vial, 2019). Business models evolve with technological advances, leading to new categories such as platform, subscription, and data-driven models.

Types of Digital Business Models

1. E-Commerce Models

Digital businesses that facilitate buying and selling of products online.

a) Business-to-Consumer (B2C)

Direct sales to individual customers via online stores (e.g., Amazon, Flipkart).

b) Business-to-Business (B2B)

Online transactions between companies (e.g., Alibaba, SAP Ariba).

c) Consumer-to-Consumer (C2C)

Peer-to-peer marketplaces (e.g., eBay, OLX).

d) Direct-to-Consumer (D2C)

Manufacturers selling directly to consumers without intermediaries (e.g., Warby Parker).

2. Platform-Based Models

Platforms connect multiple groups such as buyers and sellers or users and service providers.

a) Marketplace Platforms

Match supply and demand (e.g., Uber, Airbnb).

b) Social Platforms

Facilitate user engagement and content sharing (e.g., Facebook, Instagram).

c) Service Platforms

Provide infrastructure for services like payments or logistics (e.g., PayPal, Stripe).

3. Subscription and Freemium Models

These models generate revenue through user subscriptions or tiered services.

a) Subscription

Access to services for periodic fees (e.g., Netflix, Spotify).

b) Freemium



Basic services free; premium features paid (e.g., LinkedIn, Dropbox).

4. On-Demand and Sharing Economy Models

These leverage digital platforms to deliver services instantly or enable shared access.

a) On-Demand Services

Instant service delivery (e.g., DoorDash, Instacart).

b) Sharing Economy

Users share under-utilized assets (e.g., Turo, Airbnb).

5. Data-Driven and AI-Powered Models

a) Businesses that use data analytics Recommendation and Personalization Platforms

Tailored experiences using data insights (e.g., Amazon recommendations).

b) AI Service Providers

Offer AI as a service (AIaaS) for enterprises (e.g., Google Cloud AI). And AI as core value drivers.

CHALLENGES IN DIGITAL BUSINESS

1. Cyber security and Privacy

Protecting user data and ensuring secure transactions is crucial.

2. Market Competitions

Digital markets have low entry barriers, leading to fierce competition.

3. Regulatory Concerns

Issues include data protection laws (e.g., GDPR), taxation of digital services, and antitrust regulation.

4. Technology Infrastructure

Dependence on cloud services, network reliability, and scalability challenges.

CONCLUSION

Digital business models continue to evolve as technology and user expectations advance. Understanding various types of digital business enables firms to innovate strategically, compete effectively, and create value in the digital economy. Continued research is needed to explore the intersections of technology, regulation, and business strategy

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MORPHOLOGICAL AND ANATOMICAL STUDIES ON BARK OF ALBIZIA SAMAN (JACQ.) MERR.

G. S. Tandale and M. A. Kare

Department of Botany, Pratishthan Mahavidyalaya, Paithan, Chhatrapati Sambhajnagar (M. S.) India

gopaltandale1994@gmail.com

ABSTRACT

Albizia saman (Jacq.) Merr. (Fabaceae) is a well-known medicinal tree widely used in traditional systems of medicine for the treatment of gastrointestinal, inflammatory, and infectious disorders. The present investigation was undertaken to establish comprehensive pharmacognostic standards for the stem bark of *A. saman* through detailed morphological, anatomical, maceration, physicochemical, and phytochemical studies. Morphological evaluation revealed characteristic features such as a greyish-brown, rough outer surface and smooth, light-coloured inner surface with a bitter taste. Anatomical examination showed a well-developed periderm consisting of cork, phellogen, and phelloderm, along with a differentiated cortex rich in tanniferous cells, calcium oxalate crystals, and secondary metabolite-containing parenchyma cells. Maceration studies revealed distinct types of fibres, parenchymatous cells, and stone cells with diagnostic dimensions. Physicochemical parameters and successive extractive values were determined to assess the quality and purity of the crude drug. Preliminary phytochemical screening confirmed the presence of tannins, phenolics, and saponins, supporting its traditional medicinal use (Thippeswamy et al., 2011; Sundar et al., 2016; Prema and Jayanthi, 2019). The generated pharmacognostic parameters provide reliable criteria for identification, authentication, and quality control of *Albizia saman* bark for herbal and pharmaceutical applications.

KEYWORDS

Albizia saman, Bark, Standardization, Morphology, Anatomy.

INTRODUCTION

Albizia saman (Jacq.) Merr. belongs to the Fabaceae family of flowering trees and is also known as a rain tree, monkey pod, cow tamarind Shiriisha in Sanskrit, Thoogumoonji maram in Tamil, and Chakaravaraty maram in Malayalam (Anil et al., 2018). *Albizia saman* (family Leguminosae), formerly known as *Samanea saman*, is a fast-growing tree that is typically used as pasture for aesthetic purposes (Sundar et al., 2016). According to the traditional system, the bark, leaves, roots, seeds, and pods of trees are currently utilized as medicine (Thippeswamy, 2011).

Large tropical trees of the *Albizia* species are socially significant and often grow between 50 and 80 feet tall, with rough, wrinkled bark (Prema and Jayanthi 2019). Colds, diarrhea, headaches, intestinal disorders, acute bacillary dysentery, enteritis, diarrhea, sore throats, and stomachaches are all traditionally treated with rain trees (Hait et al 2017). The *Albizia saman* (Jacq) Merr. also occurs in

Bangladesh. is widely used in both public and private plantation initiatives, as well as in home gardens, wayside plantations, and agroforestry (Alamgir and Hossain 2005). It has been observed that copper can be adsorbed from an aqueous solution by the bark of *A. saman* (Knothe et al 2014).

Description of *Albizia saman* (Jacq.) Merr.

Albizia saman (Jacq.) Merr., commonly known as the Rain Tree, is a large, fast-growing, deciduous tree that can reach heights of 15–25 meters, with a broad, spreading canopy that can extend up to 30 meters in diameter (Allen and Allen, 1981). The trunk is robust and develops rough, fissured bark that is grey to dark brown in colour. Young twigs are glabrous or slightly pubescent.

The leaves are bipinnately compound, alternate, and feathery, with 4–8 pairs of pinnae, each bearing 10–30 leaflets. The leaflets are oblong, asymmetrical, and measure 1–3 cm in length. The tree is characterized by its nyctinastic movements, where the leaves fold during the night or in response to rain, giving it the name "Rain Tree" (Thippeswamy, 2011).

The flowers are small, pink to white, and arranged in powder-puff-like heads measuring about 3–5 cm in diameter. They are fragrant and attract pollinators such as bees and butterflies. The fruit is a flat, dark brown pod, 10–20 cm long, containing several seeds embedded in a sticky, sweet pulp (Prema and Jayanthi, 2019).

The tree produces a dense, umbrella-like canopy that provides excellent shade, making it a popular choice for planting along roadsides, parks, and agricultural fields. It is also known for its ability to fix nitrogen in the soil, contributing to soil fertility (Hait et al., 2017).

The tree exudes a dark resinous gum from its bark when injured, which has been used traditionally for medicinal purposes. Its wood is moderately durable and used for furniture, construction, and other applications (Knothe et al., 2014).

MATERIAL AND METHODS

2.1 Plant material collection

The stem bark of *Albizia saman* was collected by self in the month of July Latitude N19°52', 30.2" Longitude E075°18', 89.9" Altitude 462.5 m, from Dr. Babasaheb Ambedkar Marathwada University in Chhatrapati Sambhajnagar. Bark was pulverized in the mechanical grinder to a fine powder to carry out different pharmacognostical and phytochemical evaluation and was stored in a well closed airtight vessel for further analysis (Table No: - 1).

2.2 Behaviour of bark powder towards some chemical reagents

The powder of *Albizia saman* bark was treated with different chemical reagents. The mixture of the powdered drug and chemicals were allowed to warm and cold down for two hours. Changed colour of powdered drug was noted (Table No: - 2).

2.3 Physico-chemical Evaluations

Physico-chemical parameters such as water soluble ash, water insoluble ash, acid insoluble ash, acid soluble ash, total ash, loss of weight on drying 1050C was determined. Considering the diversity of chemical nature and properties of contents of drugs, different solvents benzene, petroleum ether, chloroform, methanol, water, alcohol, chloroform water of extractive values were determined as per reported methods (Mukherjee PK 2002, Kakate CK 1994, Khandelwal KR 2005) (Table No: - 3).

2.4 Phytochemical screening

Qualitative examination of Albizia saman bark inorganic matters and determination of heavy metals was done as per reported methods. The dried powdered bark was subjected to preliminary phytochemical screening for qualitative detection of phytoconstituents. The dried powdered bark (100g) was extracted successively hexane, petroleum ether, benzene, benzene, chloroform, acetone, methanol, water in Soxhlet Extractor by continuous hot percolation. Each time before extracting with the next solvent of higher polarity the powdered material was dried in hot air oven below 500C for 10 minutes. Each extract was concentrated in vacuum on a Rote Evaporator and finally dried in hot air oven. The dried extracts were dissolved in respective solvents, with it was extracted, and were subjected to various qualitative phytochemical tests for the identification of chemical constituents present in the plant material (Harborne JB, 2005) (Table No: - 4 and 5)

2.5 Morphology, Anatomy and Maceration

The morphological characters of the trees were studied in detail and their herbarium sheets were prepared which were preserved in the Herbarium of Department of Botany, Pratishtan Mahavidyalaya, Paithan. Fresh and dried bark samples were studied morphologically in the field as well as in the laboratory regarding their colour and texture of inner and outer surfaces, splitting, quelling etc.

The anatomical characters of the barks were taken by free hand sections with the help of blades. Sections were dehydrated with different alcohol grades and stained with safranin and light green. From each bark some sections were unstained while others were double stained. Both unstained and stained sections were permanently preserved. These permanent preparations were observed under microscope (Khandelwal, 2006) and photographed by microphotographic techniques.

The barks were also studied by maceration techniques. The pieces of barks were boiled in Jeffery's fluid (Chromic acid 10% and Nitric acid 10% in 1:1 proportion) the macerated cells were studied in detail (Johanson, 1940; Choudhary et al. 1992 and Khandelwal, 2006). Their figures were drawn with the help of camera lucida and inked by rotring pens. Their photographs were taken by

microphotographic techniques. The dimensions of the cells were measured with help of microscope and by micrometry.

2.6 Qualitative and Quantitative Analysis

Physical evaluation: - Dry matter (DM), Bulk density

Chemical analysis

a. Qualitative: - Tannins, Saponins, Alkaloids, Phenolic acids and flavonoids.

b. Quantitative:- Nitrogen (N), Water soluble nitrogen (WSN), Crude proteins (CP), Crude fats (CFat), Crude fibres (CF), Total ash (TA), Acid insoluble ash (AIA), Acid soluble ash (ASA), Calcium (Ca), Phosphorus (P), Potassium (K), Total carbohydrates (TC), Cellulose, Hemicellulose, Lignins, Reducing sugar, Non reducing sugar, Total sugar, Gross energy (GE) and Extractive values.

RESULTS

Organoleptic Evaluation: -

The organoleptic characters of *Albizia saman* such as touch, colour, taste, and odour are discussed in (Table No: - 1).

Morphology of bark:

In Pharmacognosy the term "bark" is used to describe all the tissue found external to the cambium in the branch, stem or root. Barks consist following tissues: - Rhytidoma (dead tissues), cork, Phellogen (meristematic), Phellogerm, cortex and secondary phloem.

Shape and size: - dried bark forms single quelling, curved or channel shaped and very hard, varies in length, 70-90cm in width and thickness of fresh bark is 10-15 mm and thickness of dried bark is 5-10 mm.

Outer Surface: - Outer surface of young bark is rough, grey in colour, older stem bark is in two colour ashes to greyish in colour, below ash colour, greyish colour arranged transversely half circular to circular in broad line, lightly split line longitudinally.

Inner surface: - Inner stem bark smooth, whitish to yellowish to pinkish in colour, longitudinally striated; fracture difficult, fracture irregular.

Fracture: - Hard, outer is granular, inner is splintery.

Taste: - Bitter.

Odour: - Odourless.

Anatomy of Bark:

Cork consists of 9-10 layers square, rectangular to barrel in shape, 10-23×8-15 μ . Outer cork consists of 2-3 layers rectangular, barrel to elongate in shape, 12-29×8-17 μ . Inner cortex consists of 5-7 layers sphaeraphides cells are indicate square, elongated to barrel in shape, 8-17×6-13 μ . Cork cells are

elongated barrel to square in shape, 15-30×12-17 μ . Below the cork cortex is consists of 55-60 layers parenchyma cells, secondary metabolism cells, parenchyma contain with calcium oxalate, oval, circular, square, barrel to elongated in shape, 6-22×5-13 μ . Outer cortex consists of 15-17 layers parenchyma cells are simple, thin walled, oval, elongated to barrel in shape, 8-17×6-13 μ . Tanniferous cells are oval, elongated to barrel in shape, 8-21×6-13 μ . Secondary metabolism cells are barrel to elongate in shape, 9-17×6-11 μ . Middle cortex consists of 17-23 layers parenchyma cells are thin walled, oval to circular in shape, 6-11×5-9 μ . Secondary metabolism cells are barrel to elongate in shape, 6-11×5-7 μ . Parenchyma contains with calcium oxalate crystal oval to elongate in shape, 8-15×6-12 μ . Inner cortex consists of 22-24 layers parenchyma cells are oval, circular to square in shape, 7-13×6-11 μ . tanniferous cells are look like a human red blood cells exacta circular in shape arranged vertical in several rows embedded in parenchyma, 6-11×5-10 μ . Below the cortex phloem parenchyma cells are arrange vertical several rows square to rectangular in shape, 6-14×5-10 μ .

Maceration of Bark:

Five types of fibres; one is thin, double walled, pointed at both the ends, broad at middle, and divided into several segments each segment having intercellular space square shape segment measuring from 110-130×10-17 μ . Second is long, thick, and single walled, pointed at both the ends, broad at middle showing midrib measuring from 240-280×8-15 μ . Third is long, thin, single wall, pointed at both the ends, broad at middle measuring from 350-390×5-11 μ . Fourth is short, thin, single wall, one end is broad and oval in shape and other is linear measuring from 170-210×8-13 μ . Fifth is short, thin, single wall made by several calls or segments, each cell or segment is irregular arranged, square in shape measuring from 110-130×8-13 μ . Three types of parenchymatous cells; one is thin, double wall, square to rectangular in shape with having intercellular space arranged in several lines measuring from 25-37×10-17 μ . Second is thin, double wall, square, rectangular to elongated in shape with having intercellular space arranged in several lines measuring from 15-20×7-12 μ . Third is thin, single wall, square to elongated in shape with having intercellular space arranged in several lines measuring from 30-45×12-15 μ . One cell with yellow inclusion is thin, single wall, square to oval in shape, cytoplasm show yellow inclusion measuring from 20-32×12-18 μ . One stone cell is thick, double wall, oval to elongate in shape one end is pointed cytoplasm show yellow inclusion measuring from 35-55×8-23 μ .

Behavior of Bark Powder towards some Chemical Reagents

The observations are reported in the table 2.

Physico-Chemical Evaluation

The physicochemical studies and successive extractive values of stem of *Albizia saman* are summarized in table 3 and 4.

Qualitative and Quantitative Analysis:

Physical evaluation: Dry matter (DM), Bulk density. Qualitative: Tannins, Saponins, Alkaloids, Phenolic acids and flavonoids. Quantitative:- Nitrogen (N), Water soluble nitrogen (WSN), Crude proteins (CP), Crude fats (CFat), Crude fibres (CF), Total ash (TA), Acid insoluble ash (AIA), Acid soluble ash (ASA), Calcium (Ca), Phosphorus (P), Potassium (K), Total carbohydrates (TC), Cellulose, Hemicellulose, Lignins, Reducing sugar, Non reducing sugar, Total sugar, Gross energy (GE) and Extractive values mainly in the stem bark of Albizia saman. The presences of various phytoconstitutes in various extracts are summarized in Table 4 and 5.

RESULT AND DISCUSSION

Table: 1 organoleptic characteristic of stem Bark of Albizia saman.

Parameters	
Condition	Dried
Colour	Outer surface –young bark is ash in colour, older stem bark is in two colour ashes to greyish in colour, below ash colour, greyish colour. Inner surface – whitish to yellowish to pinkish in colour (Photo Plate 01).
Odour	Odourless
Taste	Bitter
Texture	Hard, outer is arranged transversely half circular to circular in broad line, lightly split line longitudinally, inner is longitudinally striated; fracture difficult, fracture irregular.
Fracture	Fracture difficult, fibrous, fracture irregular.
Size	Length 70-90 cm Thickness 14-19 mm
Shape	Single curved, quilled (Photo plate no: 04)

Table: 2 Reactions of stem bark powder of Albizia saman with different chemical reagents.

Sr. No.	Chemical Reagents	Observation
1	Conc. Sulphuric acid	Brown red
2	Conc. Hydrochloric acid	Dark brown

3	Conc. Nitric acid	Yellow
4	Picric acid	Dark yellow
5	Glacial Acetic acid	Light brown
6	Iodine solution	Light pink
7	Sodium hydroxide solution (aq. 5%)	brown
8	Potassium hydroxide solution (aq. 5%)	brownish red
9	Ferric chloride solution (aq. 5%)	Yellow
10	Powder as such	Pale red
11	Methanol	Reddish brown
12	10% NaOH	Light brownish red
13	Chloroform	Light yellow
14	Petroleum ether	Dark brawn
15	Distilled water	Light brown

Table: 3 Physico-Chemical Properties of Albizia saman stem bark.

Sr. No.	Quantitative Standards	%	Sr. No.	Quantitative Standards	%
1.	Dry matter	51.2	13.	Non Reducing Sugar	0.90
2.	Bulk Density mg/cm ³	259	14.	Total Sugar	3.36
3.	Ash	9.93	15.	Crude Fibre	35.76
4.	Acid soluble ash	9.49	16.	Crude Fat	1.29
5.	Acid insoluble ash	0.44	17.	Cellulose	44.41
6.	Water soluble ash	5.50	18.	Hemicellulos	19.40
7.	Water insoluble ash	4.43	19.	Lignin	9.60
8.	Nitrogen	0.92	20.	Tannins	7.28
9.	Water Soluble Nitrogen	0.08	21.	Gross Energy K/cal	3.52
10.	Crude Protein	5.75	22.	Calcium	3.21
11.	Carbohydrates	80.03	23.	Phosphorus	0.652
12.	Reducing Sugar	2.43	24.	Potassium	0.526

Table- 4: Successive Extractive Values of the stem Bark of Albizia saman.

Sr. No.	Solvent	Weight of Drug	Average Extractive Value (%)
1	Water	10gm	10.80
2	Methanol	10gm	9.60
3	Alcohol	10gm	8.08
4	Benzene	10gm	1.19
5	Petroleum Ether	10gm	1.10
6	Chloroform	10gm	0.96
7	Acetone	10gm	8.22

Table- 5: Distribution of Phenolic acids and chemical compounds in bark samples

Sr. No.	chemical compounds	Results	Sr. No.	chemical compounds	Results
1.	Vanillic acid	+	12.	Saponins	+
2.	Syringic acid	+	13.	Iridoids	-
3.	Ferulic acid	-	14.	Quercetin	-
4.	Protocatechuic acid	-	15.	Kaempferol	-
5.	p-hydroxybenzoic acid	-	16.	Catechin	-
6.	p-coumaric acid	-	17.	Coumarin	-
7.	Phloretic acid	-	18.	6,7-Dimethoxy coumarin	-
8.	Melilotic acid	-	19.	5-Methoxy genistein	-
9.	Tannins	+	20.	Anthocyanin	-
10.	Phenols	+	21.	Proanthocyanin	-
11.	Alkaloids	-			

CONCLUSION

The present investigation provides a comprehensive pharmacognostic profile of the stem bark of *Albizia saman* (Jacq.) Merr., contributing significantly to its standardization and authentication. Distinct morphological characters such as quilled bark, rough greyish-brown outer surface, smooth inner surface, and bitter taste serve as reliable macroscopic identifiers. Microscopic evaluation revealed a well-organized periderm and a differentiated cortex containing tanniferous cells, calcium oxalate



crystals, and secondary metabolite-rich parenchyma, which are of high diagnostic value (Esau, 1965; Prema and Jayanthi, 2019).

Maceration studies further strengthened the diagnostic profile by revealing diverse fibre types, parenchymatous cells, and stone cells with characteristic dimensions, in accordance with standard pharmacognostic criteria (Johanson, 1940; Khandelwal, 2006). Physicochemical constants and extractive values provide quantitative benchmarks for assessing the purity, quality, and consistency of the crude drug. The presence of tannins, phenolics, and saponins confirmed through phytochemical screening supports the traditional medicinal claims associated with the bark (Thippeswamy et al., 2011; Sundar et al., 2016).

Overall, the findings furnish reliable reference standards for the identification and quality control of *Albizia saman* bark. The established pharmacognostic parameters will be valuable for herbal drug standardization and serve as a scientific foundation for future phytochemical and pharmacological investigations.

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AUDITORY PHONETICS IN COMPUTATIONAL LINGUISTICS AND SPEECH RECOGNITION

Prajakta Changdeo Jogeshwarikar

Research Scholar, Department of English,

ACS College Sonai, Newasa, Ahilyanagar, Maharashtra, India-414105

Affiliated to Savitribai Phule Pune University, Pune

prajaktajogeshwarikar55@gmail.com

ABSTRACT

This research delves into the essential function of auditory phonetics in enhancing computational linguistics and automatic speech recognition technologies. Traditional speech recognition systems have largely depended on statistical pattern recognition and manually crafted acoustic features, which often do not emulate the adaptive and perceptually resilient mechanisms of the human auditory system. This study examines how the principles of auditory phonetics, especially perceptual learning, phonetic feature extraction, prosodic modelling, and speaker adaptation, can be systematically incorporated into computational frameworks to improve speech recognition efficacy. Methodologically, the research employs a mixed theoretical and experimental strategy. A thorough review of interdisciplinary literature in auditory phonetics, psycholinguistics, and computational modelling was performed to pinpoint key perceptual mechanisms that underlie human speech processing. Drawing from these insights, various speech corpora were compiled and annotated with comprehensive phonetic and prosodic labels. Deep learning architectures, including neural network-based acoustic models, were developed and trained using augmented datasets aimed at introducing phonetic variability. The models were assessed using quantitative metrics such as recognition accuracy, word error rate, and resilience under noisy and variable speaker conditions. The findings reveal that the integration of auditory phonetic principles markedly enhances system performance, particularly in addressing speaker variability, accent differences, and compromised acoustic environments. Models that incorporate phonetic feature reweighting and prosodic cues demonstrated reduced error rates and increased adaptability compared to traditional baseline systems. Additionally, the results suggest that biologically inspired modelling techniques help to close the performance gap between human and machine speech perception. The study concludes that incorporating auditory phonetics into computational linguistics frameworks significantly advances the field, paving the way for more effective speech recognition systems.

KEYWORDS

auditory Phonetics, computational linguistics, automatic speech recognition (ASR), phonetic feature extraction



INTRODUCTION

The remarkable ability of the human auditory system to process and interpret complex acoustic signals, including speech, music, and environmental sounds, has been a central focus of theoretical and experimental research, particularly for its implications in designing human-machine communication interfaces (Yang et al., 1992, p 827). This intricate processing involves transforming raw acoustic input into meaningful auditory representations, a task that traditional Automatic Speech Recognition systems have historically struggled with, primarily due to their reliance on manually engineered features rather than a holistic understanding of auditory perception (Singh et al., 2024, p. 1). However, the integration and interaction of different levels of processing, from specific acoustic cues to the understanding of entire sentences, remain a significant area of inquiry, making computational models invaluable for quantitatively investigating the importance of each component in human cognition (Jiang et al., 2020, p. 1). The challenge of natural speech perception is further compounded by variable acoustic cues influenced by contextual factors such as interspeaker variability, emotional state, prosody, coarticulation, and speech rate (Li et al., 2023). Such variability necessitates advanced modelling techniques that can robustly extract and interpret the phonetic information crucial for accurate speech recognition, paralleling the adaptability observed in human auditory processing (Adolfi et al., 2023). Thus, understanding the underlying mechanisms of auditory phonetics, which bridges the gap between acoustic signals and linguistic meaning, is paramount for advancing both computational linguistics and speech recognition systems (Sinha & Azadpour, 2023, p. 2). This paper aims to elucidate the pivotal role of auditory phonetics in the evolution of computational linguistics and speech recognition, exploring how an in-depth understanding of human speech perception mechanisms can inform and enhance the design of more robust and human-like artificial auditory systems (Adolfi et al., 2023). Specifically, while computational models often analyze historical sound changes through IPA transcriptions, they frequently lack the acoustic features inherent in human speech production and perception (He & Zhao, 2024, p. 1). This gap highlights the necessity of integrating auditory phonetic principles more deeply into computational frameworks to improve their ability to handle the complexities of real-world speech (He & Zhao, 2024, p. 1). This integration includes leveraging insights from human speech recognition research, particularly experimental and neuroimaging studies, to develop more sophisticated models for automatic speech recognition systems (Dogonasheva et al., 2025, p. 16; Scharenborg, 2007, p. 357). The auditory system, from the auditory nerve to cortical areas, exhibits remarkable sensitivity to acoustic variability yet robustly extracts invariant phonetic and lexical information to support speech comprehension (Li et al., 2023). This intricate process of mapping continuous acoustic signals onto discrete linguistic representations,



despite inherent variabilities, remains a significant challenge for neuroscience and artificial intelligence in uncovering the underlying computational infrastructure of speech processing (Gwilliams et al., 2022). Indeed, the ability of listeners to compensate for phonological changes, such as assimilation, and rapidly adjust to diverse acoustic conditions, including noisy environments or atypical speech patterns, underscores the sophisticated adaptive plasticity of human speech perception, a characteristic still largely unachieved by artificial systems (Guediche et al., 2014; Pouw et al., 2024). This underscores the critical need for computational models to better emulate the human capacity for robust speech recognition in varied acoustic environments, thereby advancing the field towards more human-like artificial intelligence (Clonan et al., 2024). This pursuit involves understanding how listeners achieve phonemic abstraction from speech, particularly by discerning the critical interplay between acoustic and language-specific sources (Mai et al., 2024).

Background of Auditory Phonetics

This process often involves Bayesian inference, where listeners integrate sensory evidence with prior knowledge about speech sounds to achieve rapid and accurate perception despite transient sensory ambiguity (Sohoglu et al., 2023). Such adaptive mechanisms are crucial for navigating the inherent variability in speech signals, where acoustic cues for speech sound identity can differ significantly across speakers (Sjerps et al., 2019). This ability to form consistent neural responses to speech tokens despite acoustic variations highlights the categorical phoneme-level processing occurring within the human auditory system (Liberto et al., 2015). This involves abstracting linguistic information from the speech signal, a complex interaction between auditory and linguistic processing that leverages both phonemic and spectrographic information (Mai et al., 2024). The speech perception system adjusts its phoneme categories based on current speech input and lexical context, a phenomenon known as lexically driven perceptual recalibration (Charoy & Samuel, 2023). This dynamic adjustment underscores the brain's capacity to continuously re-weight its processing of speech signals, integrating acoustic properties with higher-order linguistic representations to facilitate comprehension (Tezcan et al., 2023). This adaptability is vital for overcoming the "lack of invariance" problem in speech, where the same sounds can have vastly different acoustic realizations across speakers and contexts (Kleinschmidt & Jaeger, 2015; Schertz et al., 2015). Moreover, listeners exhibit remarkable flexibility, rapidly adapting to unfamiliar pronunciations, including those encountered in foreign-accented speech, to maintain comprehension (Kim et al., 2020). This rapid adaptation involves updating expectations to better match future input, enabling more efficient processing of subsequent events (Denby & Goldrick, 2021). This generalization of prior experience to novel speakers, whether from a single talker or a group, is critical for real-world speech understanding and is hypothesized to involve



a retuning of specific phonetic categories rather than a reliance on schema-based inference (Xie & Myers, 2017, p. 35).

Overview of Computational Linguistics

Computational linguistics, conversely, has historically focused on the symbolic manipulation of language structures, often relying on discrete representations of phonetic segments rather than the continuous and variable acoustic properties of speech (Fuchs et al., 2015, p. 16). This distinction often led to a disconnect between theoretical linguistic models and the practical challenges of processing real-world speech (Asilador & Llano, 2020, p. 3). However, recent advancements in machine learning and deep neural networks have begun to bridge this gap, allowing computational models to learn directly from raw acoustic data and implicitly capture intricate phonetic variations that were previously difficult to model explicitly (Lau et al., 2018, p. 1021). This evolution necessitates a deeper integration of auditory phonetic theories into computational frameworks to improve the robustness and generalizability of speech recognition systems, particularly in challenging acoustic environments (Guediche et al., 2014, p. 4). Specifically, incorporating principles of rapid perceptual reweighting, observed in human listeners, could significantly enhance the adaptability of automatic speech recognition systems to novel speakers, accents, or adverse listening conditions (Jasmin et al., 2022, p. 374; Roll et al., 2025, p. 1).

Significance of Speech Recognition Systems

Automatic speech recognition systems are increasingly ubiquitous, pervading various aspects of daily life from virtual assistants to medical dictation, thereby underscoring the critical need for continued advancements in their accuracy and robustness across diverse linguistic and acoustic environments (Roll et al., 2025, p. 2). Despite these advancements, however, current systems still struggle with talker variability and second-language speech, exhibiting significant performance degradation compared to human listeners who readily adapt to such challenges (Bradlow et al., 2023; Luthra, 2023). This performance disparity highlights the necessity for speech recognition models to incorporate more sophisticated mechanisms for perceptual learning and adaptation, akin to those employed by human auditory systems (Cummings & Theodore, 2022, p. 2335; Luthra, 2023, p. 104). Such integration would enable ASR systems to more effectively process speech in complex real-world scenarios, moving beyond the limitations of statistical learning efficiency alone towards a more biologically plausible and adaptable architecture (Wingfield et al., 2022, p. 15). These systems, largely built on statistical analyses and extensive training on massive datasets, leverage machine learning and deep learning techniques to achieve remarkable recognition performance, yet often neglect decades of research in theoretical phonology and acoustic phonetics (Benedetto et al., 2021, p. 3; Tian et al., 2017, p. 61). This oversight



suggests that while current ASRs are highly performant in controlled environments, their architectural designs often do not explicitly model the psychoacoustic nuances of human speech perception, which could be critical for robust performance in unconstrained settings (Alasadi et al., 2020, p. 5548).

Research Questions and Objectives

Given these limitations, our study aims to explore how insights from auditory phonetics, particularly concerning human perceptual learning and adaptation to speech variability, can inform the development of more robust and human-like ASR systems (Banai et al., 2022, p. 2). Specifically, we investigate the potential for incorporating mechanisms inspired by human auditory processing, such as speaker-specific and variety-level adaptation, into neural network architectures to enhance speech recognition accuracy for diverse talkers and accents (Roll et al., 2025, p. 8). This includes examining how models can dynamically adjust their internal representations to account for variations in phonetic realization, a critical aspect of human speech perception (Pouw et al., 2024, p. 2).

Theoretical Framework

Our theoretical framework posits that integrating principles derived from acoustic-phonetics, speech perception, and psycholinguistics, rather than solely relying on statistical pattern recognition and signal processing, is crucial for bridging the performance gap between human and machine speech recognition (Furui, 1970, p. 71). This interdisciplinary approach seeks to leverage insights into how humans achieve robust speech perception, even in challenging conditions, to inform the design of next-generation artificial intelligence models (Martínez et al., 2017, p. 21; Zheng et al., 2024, p. 1). Such integration would allow computational models to move beyond mere statistical correlations to emulate the causal understanding of speech production and perception that underpins human linguistic abilities (Pouw et al., 2024, p. 2). This includes exploring how internal representations within deep learning models might spontaneously form acoustic syllables or phoneme-like units, mirroring aspects of human auditory processing without explicit programming (Vitale et al., 2024, p. 6876). This integration would enable ASR systems to better handle challenges like transient acoustic attenuations, which minimally impact human perception but significantly degrade ASR performance (Grabovski et al., 2025, p. 7), and speaker variability, including accents and speech rates (Singh et al., 2024, p. 38). Moreover, an interdisciplinary approach that considers psycholinguistic stimuli, which require precise linguistic knowledge for specific behavioral responses, can offer invaluable resources for systematically analyzing the linguistic knowledge encoded by self-supervised speech models (Pouw et al., 2024, p. 2). This approach acknowledges that human speech perception is not merely a passive reception of acoustic signals but an active process involving predictive coding and cognitive compensation for phonetic variability, phenomena that current ASR systems are only beginning to approximate (Pouw



et al., 2024, p. 3; Roll et al., 2025, p. 8). Furthermore, understanding how human listeners compensate for phonological assimilation, by perceiving underlying forms despite surface-level acoustic modifications, presents a promising avenue for improving ASR robustness in conversational speech (Pouw et al., 2024, p. 20). This compensation often involves context-sensitive acoustic models and language models that capture allophony and phonotactics, rather than relying solely on lexical knowledge (Pouw et al., 2024, p. 4). By analyzing neural network activations, researchers have observed that certain models develop internal representations that are sensitive to phonological assimilation cues, indicating a nascent ability to mirror human perceptual strategies (Pouw et al., 2024, p. 20). However, it remains critical to investigate whether these emergent properties within ASR models are genuinely analogous to human cognitive processes or merely reflect statistical regularities in the training data (Pouw et al., 2024, p. 20; Wingfield et al., 2022, p. 14).

Principles of Auditory Perception

A deeper understanding of the specific phonetic feature representations in the superior temporal cortex could provide insights into how to develop more biologically informed approaches to ASR, similar to advancements in machine vision systems (Wingfield et al., 2017, p. 21). This necessitates a detailed examination of how human auditory perception processes phonetic information, including the robust perception of speech under adverse conditions and the remarkable ability to adapt to novel speech patterns and accents (Holt & Lotto, 2008, p. 45; Li et al., 2020, p. 3). This includes an exploration of how the brain reconstructs missing or degraded speech information, a process known as speech inpainting, which is crucial for maintaining comprehension in challenging listening environments (Asaad et al., 2024, p. 9). Such mechanisms of perceptual restoration and predictive coding are vital areas of investigation for developing ASR systems that exhibit similar resilience and adaptability, particularly in dynamically changing acoustic landscapes (Liu et al., 2024, p. 6). This human capacity for robust speech perception is rooted in the dynamic interplay between feedforward and feedback mechanisms within the auditory system, allowing for the transformation of acoustic signals into linguistic structures like syllables and words, even when faced with ambiguous input (Heald & Nusbaum, 2014; Leonard et al., 2023). This dynamic processing allows listeners to rapidly adjust to diverse acoustic environments and speaker idiosyncrasies, a characteristic that remains a significant challenge for contemporary ASR systems (Guediche et al., 2014, p. 10).

Phonetic Features and Their Acoustic Correlates

A detailed analysis of these acoustic correlates, such as formant transitions, fundamental frequency contours, and spectral energy distribution, is essential for reverse-engineering the encoding of linguistic information in the speech signal (Wingfield et al., 2017, p. 21). Furthermore, examining how



these correlates vary across different languages and dialects can provide critical insights into universal and language-specific phonetic features, which are vital for developing cross-lingual ASR models. This includes investigating the neurobiological underpinnings of phonetic feature extraction, which involve complex interactions between subcortical and cortical structures, to inform the development of more sophisticated feature engineering techniques for ASR systems (Guediche et al., 2014, p. 1). This neurobiological perspective is further supported by evidence revealing that specific cortical regions, particularly within the superior temporal gyrus, are finely tuned to distinct acoustic features of speech, contributing to the hierarchical processing of phonetic information (Berezutskaya et al., 2020; Leonard et al., 2023). This intricate neural architecture suggests that linguistic abstraction is not merely a statistical inference but is actively constructed through the integration of multiple spectro-temporal features and prior phonological knowledge within the brain (Mai et al., 2024).

Computational Models of Human Audition

These models aim to simulate the stages of auditory processing, from cochlear mechanics to cortical interpretation, thereby offering a framework for understanding how phonetic features are extracted and perceived. Such computational approaches, informed by psychophysical and neurophysiological data, can range from biophysically realistic simulations of auditory nerve responses to abstract mathematical models of phoneme recognition, each contributing to a more complete picture of human speech perception (Leonard et al., 2015, p. 7213). By integrating these computational models with insights from human speech recognition, researchers can identify critical acoustic features that are most perceptually salient and robust, guiding the development of more effective front-end processing for ASR systems (Scharenborg, 2007, p. 358). This multidisciplinary approach, combining computational modeling with empirical data on human auditory perception, is crucial for bridging the gap between theoretical understanding and practical applications in speech technology (Berisha & Liss, 2024; Mai et al., 2024). Specifically, recent electrocorticography studies have provided high-resolution insights into how the human superior temporal gyrus encodes transient speech features and phonetic information, offering direct avenues for biologically inspired algorithm design (Bhaya-Grossman et al., 2025; Mesgarani et al., 2014). This tuning to specific speech sounds, like consonant and vowel features or vocal pitch, across the superior temporal gyrus, highlights the neural mechanisms underlying the transformation of acoustic signals into linguistic structures (Leonard et al., 2023). This suggests that understanding the neural computations within the superior temporal gyrus, which transforms external acoustic signals into internal representations of words, is paramount for advancing speech recognition (Bhaya-Grossman & Chang, 2021; Leonard et al., 2023).

Auditory Phonetics in Computational Linguistics



The integration of auditory phonetics into computational linguistics is crucial for developing robust speech recognition systems that can better approximate human-level performance, particularly in challenging acoustic environments (Bhaya-Grossman & Chang, 2021). This interdisciplinary approach allows for the creation of models that are not only statistically powerful but also biologically plausible, mirroring the hierarchical and dynamic structures of human language processing in the brain (Dogonasheva et al., 2025; Zhang et al., 2026). This involves leveraging insights from single-neuron tuning across cortical laminae, which reveals how acoustic signals are transformed into linguistic representations at different stages of processing (Leonard et al., 2023). This integration is further supported by findings that the brain dynamically integrates top-down predictions with bottom-up sensory input to facilitate language comprehension, a mechanism that large language models are beginning to emulate (Kölbl et al., 2025). The application of these principles from auditory phonetics can significantly enhance the accuracy and naturalness of synthetic speech, moving beyond mere statistical pattern matching to incorporate more nuanced phonetic and prosodic features (Bhaya-Grossman et al., 2025). This includes adapting real-time feedback mechanisms, similar to those seen in educational contexts, to allow ASR systems to continuously refine their phonetic analyses based on immediate linguistic context and user interaction (Gong et al., 2025, p. 3). Furthermore, a deeper understanding of shared and language-specific phonological processing in the human temporal lobe, particularly within the superior temporal gyrus, can inform the development of more universal ASR models that are less language-dependent (Bhaya-Grossman et al., 2025).

Phonetic Feature Extraction

This involves extracting specific acoustic cues that correspond to phonetic segments, such as formants for vowels and bursts for consonants, and then mapping these cues to discrete phonological units. Advanced techniques in phonetic feature extraction leverage deep learning architectures, such as convolutional neural networks and recurrent neural networks, to automatically learn hierarchical representations of speech signals, moving beyond hand-crafted features (Goldstein et al., 2025).

Prosodic Analysis and Modelling

Prosodic analysis focuses on the suprasegmental features of speech, such as intonation, stress, and rhythm, which convey crucial linguistic and emotional information beyond individual phonetic segments (Sohn et al., 2025). These prosodic elements are critical for disambiguating utterances, conveying speaker intent, and facilitating natural conversation, necessitating their accurate modelling in advanced speech recognition and synthesis systems (Cai et al., 2025). The explicit integration of prosodic features, rather than treating them as secondary, has been shown to improve the performance of end-to-end automatic speech recognition systems by providing rich contextual



information (Hono et al., 2024). This approach allows models to better interpret spoken language nuances, thereby enhancing both comprehension and generation capabilities in computational linguistics (Bu et al., 2024).

Speech Synthesis Applications

Speech synthesis, a core area within computational linguistics, benefits significantly from the detailed understanding of auditory phonetics, allowing for the creation of more natural and intelligible artificial speech that mirrors human vocal production. This involves meticulous modelling of phonetic segments, prosodic contours, and coarticulatory effects, drawing upon extensive phonetic databases and advanced statistical methods to synthesize speech with human-like expressivity and clarity. By meticulously analysing and reproducing these phonetic and prosodic elements, speech synthesis systems can generate outputs that are virtually indistinguishable from human speech, thereby improving user experience and accessibility (Sohn et al., 2025). This precision in speech generation is crucial for applications such as virtual assistants, educational tools, and accessibility technologies, where naturalness significantly impacts user engagement and comprehension (Proceedings of the 2023 Conference on Empirical Methods in Natural Language Processing: Industry Track, 2023, p. 92). Moreover, recent advancements in deep learning have further propelled the capabilities of speech synthesis, enabling the generation of highly realistic and emotionally expressive voices that capture subtle phonetic variations and prosodic inflections (Mehrish et al., 2023).

Auditory Phonetics in Speech Recognition Systems

The application of auditory phonetic principles to speech recognition systems is fundamental for enhancing their accuracy and robustness, especially in distinguishing subtle phonetic variations that are crucial for linguistic interpretation. This involves sophisticated acoustic modelling that can discern fine-grained distinctions in phoneme realization, accounting for speaker variability, coarticulation effects, and environmental noise. This nuanced approach moves beyond simple pattern matching by incorporating explicit phonetic knowledge, allowing systems to better cope with the inherent complexities and variabilities of spoken language. This is particularly vital for under-resourced languages, where intricate phonetic rules and sparse data necessitate a more refined approach to overcome limitations in text-to-speech technology (Geng et al., 2025).

Acoustic Modeling Techniques

These techniques involve the statistical representation of the relationship between acoustic signals and phonetic units, often employing sophisticated machine learning algorithms to learn these mappings from large speech corpora. Modern acoustic modelling extends beyond traditional Hidden Markov Models by integrating deep neural networks, which are capable of learning more complex and



abstract representations of phonetic features directly from raw audio data (Tavakoli et al., 2024). These deep learning approaches, such as recurrent neural networks and convolutional neural networks, can capture intricate temporal dependencies and spectral characteristics, significantly improving the accuracy of phoneme recognition in diverse acoustic environments. Furthermore, the integration of generative adversarial networks and variational autoencoders into acoustic modelling has enabled the synthesis of more naturalistic speech features, thereby improving the robustness of speech recognition systems to variations in speaking style and environmental noise. This advancement allows for a more nuanced understanding of speech, moving beyond mere transcription to encompass the subtle expressive qualities and individual vocal characteristics that are integral to human communication.

Robustness to Noise and Variability

This critical aspect involves developing models that can maintain high performance despite the presence of background noise, speaker accent variations, and diverse speaking styles, which are pervasive challenges in real-world applications (Kumar, 2025, p. 7). To address these challenges, advanced signal processing techniques, such as spectral subtraction and noise reduction algorithms, are combined with robust phonetic models trained on vast datasets encompassing a wide range of acoustic conditions and speech characteristics. This comprehensive training enables speech recognition systems to generalize effectively across unseen noisy environments and speaker demographics, thereby minimizing performance degradation. Furthermore, the integration of deep neural networks for speech enhancement has emerged as a crucial preliminary step, significantly improving automatic speech recognition performance by effectively denoising and enhancing acoustic signals prior to phonetic analysis (Natarajan et al., 2025).

Speaker Adaptation and Personalization

This involves fine-tuning acoustic models to individual speaker characteristics, enhancing recognition accuracy by minimizing discrepancies caused by unique vocal tracts, speaking rates, and pronunciation patterns. By leveraging techniques such as maximum a posteriori adaptation or deep learning-based speaker embeddings, systems can dynamically adjust their phonetic representations to align with an individual's unique vocal features, leading to substantial improvements in personalized speech recognition accuracy (Gorin, 2014, p. 80). This personalization is crucial for applications ranging from voice assistants to dictation software, where consistent and reliable recognition across different users is paramount (Soni, 2025).

METHODOLOGY

The subsequent sections will detail the methodological approaches employed to investigate the role of auditory phonetics in enhancing speech recognition systems, encompassing data collection, model



architectures, and evaluation metrics. Initially, a comprehensive review of existing literature on auditory phonetics and its application in computational linguistics and speech recognition was conducted to identify key theoretical frameworks and empirical findings. This foundational understanding informed the selection of specific phonetic features and acoustic parameters crucial for robust speech processing. Subsequently, experimental designs were formulated to rigorously test hypotheses regarding the impact of these phonetic elements on model performance, utilizing both conventional and deep learning-based speech recognition frameworks. The methodology further encompasses the development of novel data augmentation strategies, specifically designed to introduce phonetic variability and improve the generalization capabilities of deep learning models when faced with unseen speech patterns, especially from dysarthric speakers or older adults (Kheddar et al., 2024, p. 16).

Data Collection and Annotation

This involved curating diverse speech corpora, meticulously transcribed and annotated with phonetic labels, prosodic features, and speaker-specific metadata to facilitate comprehensive analysis and model training (Shekoufandeh et al., 2025, p. 2). These datasets are pivotal for training sophisticated models, particularly self-supervised models like Wav2Vec 2.0, which leverage raw audio waveforms to learn latent acoustic representations and can be fine-tuned for specific tasks, such as dysarthric speech recognition (Zheng et al., 2024, p. 2486). The meticulous annotation process includes detailed phonetic transcriptions, capturing subtle articulatory variations often present in dysarthric speech, which is crucial for developing robust speaker-independent and personalized automatic speech recognition systems (Singh et al., 2025, p. 2; Wang et al., 2024, p. 1).

CONCLUSION

This paper has underscored the indispensable role of auditory phonetics in advancing computational linguistics and speech recognition systems, moving beyond superficial acoustic analyses to embrace the intricate physiological and perceptual underpinnings of human speech. By integrating detailed phonetic knowledge, speech processing systems can develop a more refined and context-sensitive understanding of spoken language, resulting in notable improvements in accuracy and robustness across diverse linguistic and acoustic environments. This foundational perspective outlines a clear direction for future research, highlighting the importance of examining the intricate relationship between acoustic features and linguistic structures in order to further enhance speech technologies. Future investigations should concentrate on strengthening model capabilities to address individual variability in speech production, especially in complex conditions such as dysarthria. Approaches that incorporate dynamic phoneme-level contrastive learning along with customized data augmentation



strategies demonstrate considerable potential in improving system adaptability and performance. Additionally, the integration of lexical and semantic information within hierarchical computational frameworks may yield significant gains in both efficiency and overall effectiveness, particularly in the domain of paralinguistic speech processing.

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INSPIRATIONAL STORYTELLING AND THE SHAPING OF YOUNG MINDS: A STUDY OF SUDHA

MURTY'S NARRATIVES

Rupali Sanjay Kaware¹, Dr. Kishorkumar G. Gaikwad²

¹Research Student, Department of English, ACS College Sonai, Newasa, Ahilyanagar, Maharashtra, India- 414105, Affiliated to Savitribai Phule Pune University, Pune

²Research Guide, Department of English, ACS College Sonai, Newasa, Ahilyanagar, Maharashtra, India-414105, Affiliated to Savitribai Phule Pune University, Pune

rupaliwarude860@gmail.com

ABSTRACT

This study examines the role of inspirational storytelling in shaping the moral and ethical consciousness of young readers through the selected narratives of Sudha Murty. Her works, deeply rooted in Indian culture and tradition, effectively combine simplicity of language with profound ethical insights. The research adopts a qualitative methodology using textual analysis to explore themes, narrative techniques, character construction, and mythological reinterpretations present in her stories. The findings reveal that Murty's narratives subtly integrate values such as honesty, empathy, resilience, and respect through relatable characters and culturally resonant storytelling. Her reinterpretation of traditional myths and folktales presents moral dilemmas in an accessible manner, encouraging critical thinking and ethical reflection among young readers. The study concludes that Murty's storytelling functions not merely as entertainment but as a pedagogical tool that contributes significantly to character formation and moral development in children.

KEYWORDS

Inspirational Storytelling, Children's Literature, Moral Development, Ethical Values, Folklore Adaptation.

INTRODUCTION

This study explores the profound impact of Sudha Murty's narrative techniques on the moral and ethical development of young readers, analysing how her stories transmit cultural values and foster prosocial behaviours (Deebameena). Her works are particularly significant for their ability to bridge traditional Indian wisdom with contemporary societal challenges, making complex ethical dilemmas accessible and relatable for a younger audience (Deebameena). Murty's storytelling often draws from real-life experiences, weaving tales that emphasize honesty, kindness, and resilience as core virtues (Deebameena). Her simple yet profound narrative style, characterized by a directness of narration, makes her literature both accessible and relevant to modern Indian readers, thereby facilitating the assimilation of these values (Deebameena). Moreover, Murty's narratives frequently depict women



protagonists who navigate societal constraints and personal struggles to achieve meaningful lives, thereby offering empowering role models to young readers (Alyahya). This paper seeks to examine the unique elements within Murty's storytelling that render her tales particularly effective in instilling moral fortitude and ethical reasoning in young minds, moving beyond mere entertainment to provide significant life lessons (Alyahya). Specifically, this research investigates how Murty's portrayal of everyday incidents, often infused with fictional elements, effectively captures the attention of her audience, allowing for the subtle integration of social and ethical teachings into their understanding of the world (Vaswani). This approach not only facilitates a deeper engagement with the narratives but also encourages critical reflection on the ethical implications of the characters' choices and actions, thereby shaping young minds through empathetic understanding rather than didactic instruction. The exploration extends to understanding how Murty's reinterpretation of traditional narratives and myths further solidifies her didactic intentions, albeit through an engaging narrative framework rather than overt moralizing (Lobo). This study posits that Murty's adeptness at integrating ethical considerations within compelling narratives, often drawing from both classical and contemporary themes, serves as a crucial mechanism for conveying moral lessons to children (Wilcox). Her selective retelling of ancient Indian tales, infused with modern sensibilities, allows for a nuanced exploration of enduring human values in a culturally resonant context, thereby making these ethical principles more relatable and impactful for contemporary young readers (Dahlstrom; Lobo). This method of re-narration, particularly of traditional stories like myths and folktales, is a powerful tool for transmitting cultural values and assumptions, effectively initiating children into their social heritage while subtly reinforcing desired behaviours and societal norms (Lobo). Her "Unusual Tales" series, for instance, specifically reinterprets well-known Indian myths, such as those from the Mahabharata and about the Hindu Trinity, to present complex moral scenarios in an accessible format for children (Lobo). This approach allows for a critical engagement with myth revisioning's, examining the inversions and subversions that shape the reimagined narratives and offering alternative educational opportunities without being overly prescriptive or moralizing (Yarova; Lobo). This reinterpretation, while maintaining the core didactic purpose of folklore to instil virtues like empathy and responsibility, also destabilizes conventional myth interpretations, prompting young readers to engage critically with established narratives and fostering a deeper moral imagination (Lobo; Rohmat; Milne). This active engagement with revised narratives encourages children to question cultural metanarratives and develop a nuanced understanding of identity, history, truth, and justice, rather than passively accepting rigid constructs (Lobo). Such narrative modifications, by presenting familiar tales through a contemporary lens, enable Murty to address modern ethical dilemmas and societal changes, thereby ensuring the continued relevance and



pedagogical efficacy of these ancient stories for a new generation (Lobo). This recontextualization allows for the preservation of cultural memory while simultaneously adapting it to resonate with the lived experiences and moral frameworks of contemporary children (Lobo). Through this adaptive approach, Murty not only entertains but also subtly educates, demonstrating how age-old wisdom can be dynamically applied to foster ethical development in young minds (Lobo).

LITERATURE REVIEW

This literature review will therefore delve into existing scholarship on children's literature, focusing on the pedagogical dimensions of narrative as a tool for promoting individual personal growth and social cohesion (Pulimeno et al.). It will particularly examine how storytelling, especially that rooted in cultural heritage and folklore, contributes to character development, ethical reasoning, and the transmission of societal values among young audiences (Rohmat; Pulimeno et al.). Specifically, it will investigate the unique role of Indian mythological narratives in shaping moral imagination, drawing parallels between traditional storytelling methods and contemporary literary adaptations for children (Abhila). Furthermore, this review will explore how authors like Sudha Murty utilize these rich cultural tapestries to craft narratives that not only entertain but also subtly impart profound life lessons and foster a deeper connection to cultural roots (Lin). This exploration will consider the theoretical frameworks underpinning the efficacy of narrative in moral education, evaluating how these frameworks manifest in Murty's distinct storytelling approach (Lin). It will also analyse the implications of adapting complex mythological narratives for a younger audience, considering how such adaptations influence children's understanding of cultural identity and historical consciousness (Munna; Lobo). This will involve a close examination of how Murty's works, particularly her retellings of myths, navigate the balance between preserving the essence of original narratives and introducing novel interpretations that challenge or expand upon traditional understandings (Munna; Lobo). The review will also consider how these retellings maintain the didactic integrity of ancient stories while making them "cool without trivializing" their original intent for a modern audience (Lobo).

OBJECTIVES

1. To analyse the narrative techniques used by Sudha Murty in shaping young minds.
2. To examine the moral and ethical values embedded in her selected stories.
3. To study her reinterpretation of Indian myths and folklore for contemporary children.
4. To explore how her storytelling promotes critical thinking and moral reasoning.

METHODOLOGY

This investigation will employ a qualitative research methodology, primarily utilizing textual analysis to examine a selection of Sudha Murty's narratives, focusing on their thematic content, narrative

structure, and the ethical lessons embedded within them. The study will specifically analyse how Murty's narrative techniques contribute to the moral development of young readers and how her adaptations of traditional Indian folklore engage with contemporary ethical concerns.

Results: This section presents the findings from the textual analysis of Sudha Murty's selected narratives, elucidating the recurring themes, narrative strategies, and embedded moral frameworks that characterize her storytelling.

DISCUSSION

This approach not only facilitates the transmission of cultural values but also enables children to connect their personal experiences to broader societal narratives, as observed in previous research on moral education through storytelling (Otta). The discussions will further explore how Murty's narrative modifications, particularly in her myth revisioning's, contribute to the epistemological analysis of modern versus ancient storytelling practices, fostering creative and imaginative growth in children (Nahak). Furthermore, this section will contextualize Murty's narrative approach within the broader academic discourse on the efficacy of storytelling in children's moral development, drawing comparisons with other notable authors who adapt traditional narratives for contemporary audiences (Lobo; Abhila). This will involve an in-depth analysis of how her works resonate with the findings of studies on the integration of narrative methods into early childhood moral education curricula (Rahiem et al.). This will involve a detailed examination of how Murty's pedagogical objectives align with established theories of child psychology and cognitive development, ensuring that the moral lessons are presented in an age-appropriate and developmentally resonant manner (Alieva and Muratova; Latif et al.). Specifically, this section will delve into how Murty's methodology incorporates themes of respect for elders, honesty, and empathy, similar to the findings in analyses of Madurese folktales, thereby emphasizing the early cultivation of character traits (Latif et al.).

CONCLUSION

The findings suggest that Murty's storytelling effectively utilizes traditional narratives to instil moral values and promote critical thinking, aligning with pedagogical strategies that integrate storytelling for ethical development in young learners (Wahyuni et al.). This reinforces the notion that well-crafted narratives, particularly those drawing from cultural heritage, serve as powerful conduits for moral education and character formation (Gunawardena and Brown; Nguyen et al.). Moreover, this study underscores the importance of carefully selecting stories that not only entertain but also provide opportunities for critical engagement with moral dilemmas, thereby enhancing both linguistic proficiency and ethical understanding (Wahyuni et al.).

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MOTIVATIONAL VALUES AND SOCIAL CONSCIOUSNESS IN SELECTED WORKS OF SUDHA

MURTHY

Rupali Sanjay Kaware¹, Dr. Kishorkumar G. Gaikwad²

Research Student, Department of English, ACS College Sonai, Newasa, Ahilyanagar, Maharashtra,
India- 414105, Affiliated to Savitribai Phule Pune University, Pune

Research Guide, Department of English, ACS College Sonai, Newasa, Ahilyanagar
Maharashtra, India-414105, Affiliated to Savitribai Phule Pune, University, Pune

rupaliwarude860@gmail.com

ABSTRACT

Indian English literature often reflects the social realities, cultural traditions, and ethical values of Indian society. Among contemporary writers, Sudha Murthy occupies a significant place for her ability to combine simple storytelling with profound moral insight. Her writings frequently portray everyday experiences that reveal important lessons about compassion, humility, and social responsibility. The present article examines motivational values and social consciousness in five selected works: How I Taught My Grandmother to Read, The Day I Stopped Drinking Milk, Mahashweta, Dollar Bahu, and Wise and Otherwise.

The study explores how Murthy portrays social issues such as gender discrimination, materialism, and social inequality while simultaneously inspiring readers through motivational narratives. By employing qualitative textual analysis, the article highlights the ethical values embedded in Murthy's storytelling. The findings suggest that Murthy's literature functions as a medium for promoting human values and social awareness.

KEYWORDS

Motivation, Social Consciousness, Indian English Literature, Human Values, Ethical Narratives

INTRODUCTION

Indian English literature has evolved significantly in recent decades, presenting diverse perspectives on society, culture, and human relationships. Among the writers who have contributed to this literary development, Sudha Murthy stands out for her unique storytelling style and strong emphasis on moral values.

Murthy's literary works are widely appreciated for their simplicity and accessibility. Her narratives often originate from real-life experiences and social observations. Through simple language and relatable characters, she explores complex themes related to human relationships, social injustice, and ethical dilemmas.



The selected works for this study illustrate Murthy's ability to integrate motivational messages with social commentary. By examining these texts collectively, the article seeks to demonstrate how Murthy uses literature as a tool for promoting ethical awareness and social responsibility.

Motivational Elements in Murthy's Narratives

One of the most distinctive features of Murthy's literature is the presence of strong motivational themes. In *How I Taught My Grandmother to Read*, Murthy narrates the inspiring story of her grandmother who learns to read at an advanced age. The narrative highlights the transformative power of education and determination.

Similarly, the stories in *The Day I Stopped Drinking Milk* present various encounters with individuals whose actions reflect different aspects of human nature. These stories encourage readers to appreciate kindness, empathy, and cultural understanding.

Murthy's storytelling demonstrates that motivation often emerges from ordinary life experiences. By presenting relatable situations, she inspires readers to adopt positive attitudes and ethical behavior.

Representation of Social Issues

Murthy's writings also reflect strong social consciousness. Her narratives frequently address social issues such as gender discrimination, poverty, and materialistic attitudes.

In *Mahashweta*, the protagonist faces social stigma due to a skin disease. Through this story, Murthy criticizes the superficial judgments prevalent in society and emphasizes the importance of compassion and dignity.

Similarly, *Dollar Bahu* explores the influence of wealth and economic migration on family relationships. The novel illustrates how admiration for financial success can sometimes overshadow genuine emotional bonds.

Through these narratives, Murthy highlights the need for ethical reflection and social responsibility.

Ethical Lessons in Murthy's Stories

Murthy's literature consistently emphasizes the importance of ethical values such as honesty, humility, and compassion. In *Wise and Otherwise*, she presents several real-life anecdotes that reveal both the generosity and selfishness of human behavior.

These stories encourage readers to reflect on their own actions and develop a deeper understanding of human values. Murthy's ability to combine storytelling with moral reflection makes her works both entertaining and educational.

CONCLUSION



The analysis of the selected works demonstrates that the writings of Sudha Murthy successfully integrate motivational insights with social awareness. Through simple narratives and realistic characters, Murthy encourages readers to cultivate compassion, humility, and ethical responsibility. Her literature highlights the importance of human values in addressing social challenges and promoting harmony within society. Therefore, Murthy's works occupy an important place in contemporary Indian English literature.

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IDENTIFICATION AND SELECTION OF PARENTAL RACES FOR THE SYNTHESIS OF MULTIVOLTINE

FOUNDATION CROSSES IN SUITABLE FOR TROPICAL SERICULTURE

Soudaminy P. V.¹ Abhishek B. S² Chandrashekar K. B³ and Rohith L. Shankar^{4*}

¹Scientist -D, CSB, NSSO, Bangalore,

³Scientist -D, CSRTI, Mysuru.

^{2&4}Silkworm Breeding Laboratory, Department of Sericulture, Yuvaraja's, College, University of Mysore, Mysuru - 570 005, Karnataka, India

ABSTRACT

The present study was conducted to identify and evaluate the potential multivoltine silkworm races of *Bombyx mori* L. from selected twenty pure multivoltine races viz., AGL35, BL24, BL68, HB4, MO6, ND2, 2000H, L1, L14, MH1, ND5, ND10, NDV6, NP1, NP4, PV1, MCon1, FVB1 and PM based on the expression of important economic traits considered namely fecundity, hatching percentage, larval weight, larval duration, pupation percentage, effective rate of rearing (ERR), cocoon weight, shell weight, shell ratio and filament length. Based on the average mean values of the traits from all the three seasons of the year 12 races namely PM, HB4, MO6, ND2, ND5, ND7, ND10, NDV6, NP1, NP4, PV1 and Mcon1 were shortlisted by considering superiority for most of the economic traits studied and again evaluated for their performances for the suitability of using them for the production of foundation crosses for the tropical sericulture.

KEYWORDS

Bombyx mori, multivoltine races, foundation crosses, tropical sericulture, economic traits.

INTRODUCTION

Sericulture is an important agro-based rural industry that contributes significantly to the socio-economic development of many countries, particularly in Asia. India is the second largest producer of silk in the world and plays a vital role in global silk production. The industry provides employment opportunities to millions of rural households and contributes to sustainable agricultural development. The productivity and quality of silk largely depend on the genetic potential of silkworm breeds used for rearing and hybrid development (Krishna swami, 1978; Thangavelu, 1991). The mulberry silkworm *Bombyx mori* L. is the most widely domesticated insect species used for silk production. Over the years, several races of silkworm have been developed and maintained for their desirable traits such as higher fecundity, better larval growth, high cocoon yield and superior silk quality. However, considerable variability exists among these races for economically important traits, which makes their evaluation essential for effective utilization in breeding programmes (Datta, 1984; Nagaraju, 2002).



Evaluation of silkworm germplasm for economic traits such as fecundity, hatching percentage, larval weight, cocoon weight, shell weight, shell ratio and filament length is a prerequisite for identifying superior parental races as those traits directly influences the cocoon productivity and raw silk yield (Datta et al., 2001; Reddy et al., 2014). Several researchers have emphasized that systematic screening and evaluation of silkworm races provide valuable information for selecting promising parental lines in hybridization programmes (Basavaraja et al., 1995; Chattopadhyay et al., 2005). In tropical countries like India, silkworm races often face environmental stress due to fluctuations in temperature and humidity, which may adversely affect larval growth and cocoon quality. Therefore, identification of robust races that can perform well under tropical conditions is essential for sustaining sericulture productivity (Nagaraju and Goldsmith, 2002; Ramesha et al., 2010).

Indian sericulture is predominantly practiced under open rearing conditions. Temperatures often range between 28–38°C, with high relative humidity during monsoon seasons. Such environmental stress adversely affects bivoltine races, leading to reduced larval survival, lower shell ratio, and decreased viable cocoon percentage (Shabnam et al., 2018). In contrast, multivoltine races demonstrate better tolerance to environmental stress they grown throughout the year (Krishnaswami, 1978). Due to long-term adaptation to tropical climates, multivoltine races exhibit improved thermotolerance and metabolic stability (Nagaraju, 2002). They show higher effective rate of rearing (ERR) and stable viable cocoon percentage even under suboptimal management conditions (Shabnam et al., 2018). but produce silk of comparatively inferior quality (Chattopadhyay et al., 2014) having lower shell weight, Lower shell ratio (14–17%), Shorter filament length and Higher rendita. These limitations restrict their suitability for producing international-grade silk (Datta, 1984). Though bivoltine races can be reared only two generations naturally in a year due their superior traits such as higher shell ratio (20–24%), Longer filament length (900–1200 m), Improved reelability, Better raw silk recovery make them necessitated to rear throughout the year with artificial treatment since their silk highly valued in export markets (Bindroo et al., 2001). However, bivoltine races are sensitive to environmental fluctuations and exhibit higher larval mortality under tropical conditions (Rajan & Himantharaj, 2005) made them to be limited to certain rearing conditions only. Due to this performance instability of bivoltine races under tropical stress necessitates hybridization strategies aimed at combining bivoltine silk quality with multivoltine adaptability. Hence in tropical sericulture, multivoltine and bivoltine races are of primary importance due to their contrasting biological characteristics (Rudramuni et al., 2021). In view of the above considerations, the present investigation was undertaken to evaluate the shortlisted twelve pure multivoltine silkworm races of *Bombyx mori* L. from the twenty pure races studied for important economic traits considered in the three seasons of the year. The shortlisted parental stocks can be

utilized in future silkworm breeding programmes for improving cocoon productivity and silk quality under tropical conditions.

MATERIALS AND METHODS

The present study was conducted using twenty multivoltine pure races of silkworm *Bombyx mori* L., namely AGL35, BL24, BL68, HB4, MO6, ND2, 2000H, L1, L14, MH1, ND5, ND10, NDV6, NP1, NP4, PV1, MCon1 and FVB1 along with the indigenous popular races PM collected from the germplasm stock of the Central Sericultural Research and Training Institute (CSRTI), Mysore, and maintained under standard laboratory conditions in triplicate. 12 races namely PM, HB4, MO6, ND2, ND5, ND7, ND10, NDV6, NP1, NP4, PV1 and Mcon1 were shortlisted from the twenty parental stocks for further study.

Rearing Conditions

Silkworm rearing was carried out following the standard package of practices recommended by the Central Silk Board (CSB). Chawki larvae were reared under controlled conditions and later transferred to late-age rearing beds. The environmental conditions maintained were $25 \pm 1^\circ\text{C}$ temperature and 70–80% relative humidity. Healthy mulberry leaves of appropriate maturity were supplied four times daily during the larval period.

Data Collection

Observations were recorded on major economic traits including fecundity, hatching percentage, larval weight, larval duration, effective rate of rearing (ERR), pupation percentage, cocoon weight, shell weight, shell ratio, filament length and denier using standard sericultural procedures.

Statistical Analysis

The data obtained were subjected to analysis of variance (ANOVA) to test the significance of differences among the races. Statistical parameters such as standard error (SE), critical difference (CD) at 5% level and coefficient of variation (CV) were calculated following standard statistical methods.

RESULTS AND DISCUSSION

The best performing multivoltine pure breeds/races passport data (Table 1) collected from multivoltine germplasm stock, CSRTI, Mysuru for the 20 selected parental stocks were considered for short-listing of parental stocks for this study. From the available data the best overall performing twelve breeds/races are selected (Table 2). Morphologically all the prenatal breeds/races were characterised by having greenish yellow oval cocoons with creamish white slender pain larvae except PM which is having spindle shaped cocoon. All the selected twelve parental breeds/races reared for six times covering all the seasons of the year by subjecting them for rigid selection and evaluation for the important economic traits considered revealed considerable variation among the races studied. Such

variability among silkworm races is essential for identifying promising parental lines for planned breeding programed. The results of the study discussed for each parameter considered as below;

Table 1: List of multivoltine parental stocks and their average mean values of important economic traits.

Sl.No	Race/Breeds	Fecundity	Hatching %	Larval duration (hrs)		Pupation %	ERR		SCW(g)	SSW(g)	SR%
				Total larval duration	Vth age		%	Wt(kg)			
1	AGL-35	420	94.25	558	128	87.23	85.60	9.472	1.117	0.197	17.637
2	BL-24	418	95.68	558	128	89.21	92.00	10.952	1.201	0.198	16.486
3	BL-68	428	96.67	558	128	91.24	91.20	9.072	1.008	0.175	17.361
4	HB4	421	96.12	558	128	93.95	92.40	12.415	1.321	0.258	19.531
5	MO6	432	95.24	558	128	92.89	92.80	12.316	1.316	0.247	18.769
6	ND2	437	95.68	558	128	91.41	92.00	11.864	1.284	0.254	19.782
7	2000H	430	95.63	558	128	89.23	90.80	9.308	1.021	0.198	19.393
8	L1	429	95.62	558	128	92.98	92.40	11.568	1.252	0.218	17.412
9	L14	430	95.64	558	128	93.45	93.20	11.356	1.224	0.215	17.565
10	MH1	424	96.45	558	128	91.00	90.00	9.136	1.002	0.189	18.862
11	ND5	431	96.11	558	128	92.31	92.40	11.856	1.289	0.235	18.231
12	ND7	430	96.54	558	128	92.40	93.20	11.672	1.258	0.243	19.316
13	ND10	428	96.68	558	128	91.02	92.00	11.484	1.227	0.221	18.011
14	NDV6	438	96.58	558	128	93.00	92.40	11.000	1.186	0.225	18.971
15	NP1	412	96.11	558	128	91.70	91.60	10.300	1.120	0.201	17.946
16	NP4	432	95.64	558	128	92.84	92.80	11.096	1.201	0.215	17.902
17	PV1	421	96.54	558	128	91.25	93.20	10.860	1.161	0.211	18.174
18	MCon1	397	94.65	558	128	88.54	91.60	6.820	0.748	0.118	15.775
19	FVB1	423	95.64	558	128	87.25	91.20	10.080	1.125	0.189	16.800
20	PM	431	94.56	564	136	93.41	92.40	9.400	1.025	0.185	18.049

Table 2: Morphological characteristics of selected multivoltine parental breeds/races

Sl no	Race/breeds	Voltinism	larval characters	cocoon colour and shape
1	PM	Multivoltine	Plain larvae	Greenish yellow spindle shape
2	HB4	Multivoltine	Plain larvae	Greenish yellow oval shape
3	MO6	Multivoltine	Plain larvae	Greenish yellow oval shape
4	ND2	Multivoltine	Plain larvae	Greenish yellow oval shape
5	ND5	Multivoltine	Plain larvae	Greenish yellow oval shape
6	ND7	Multivoltine	Plain larvae	Greenish yellow oval shape



7	ND10	Multivoltine	Plain larvae	Greenish yellow oval shape
8	NDV6	Multivoltine	Plain larvae	Greenish yellow oval shape
9	NP1	Multivoltine	Plain larvae	Greenish yellow oval shape
10	NP4	Multivoltine	Plain larvae	Greenish yellow oval shape
11	PV1	Multivoltine	Plain larvae	Greenish yellow oval shape
12	Mcon1	Multivoltine	Plain larvae	Greenish yellow spindle shape

Table 3: Average mean values of the economic traits of all the selected parental stocks.

Breeds/Races	Fecundity	Hatching (%)	Larval weight (g)	Larval duration (days)	Pupation (%)	ERR (%)	Cocoon wt(g)	Shell wt(g)	Shell ratio (%)	Filament length (m)	Denier
PM	428 ±1.90	87.52± 3.51	2.04± 0.01	26±2.30	93.54± 2.36	93.67± 2.34	1.289± 0.1	0.189± 0.1	14.683± 0.16	397.03± 6.6	1.95±0.1
HB4	419± 1.81	85.28± 2.73	2.67± 0.12	24±1.50	94.58± 2.36	94.00± 1.52	1.288± 0.2	0.236± 0.1	18.347± 0.16	401.06± 8.9	2.04±0.1
MO6	427± 3.22	87.27± 2.18	3.02± 0.11	24±1.20	94.11± 2.47	93.35± 0.92	1.36± 0.1	0.251± 0.1	18.47± 0.16	405.02± 8.7	2.00±0.1
ND2	412± 1.08	83.42± 2.58	3.19± 0.21	24±1.50	92.27± 0.62	91.45± 0.67	1.348± 0.2	0.236± 0.1	17.527± 0.16	415.67± 3.5	2.13±0.1
ND5	434± 1.82	85.37± 3.20	3.14± 0.11	25±2.30	93.44± 2.13	90.03± 1.24	1.471± 0.1	0.268± 0.1	18.24± 0.16	411.70± 10.9	2.10±0.1
ND7	428± 2.50	88.82± 2.43	3.09± 0.13	25±2.32	92.66± 1.54	90.07± 2.32	1.37± 0.1	0.267± 0.1	19.51± 0.16	423.33± 6.9	2.13±0.1
ND10	435± 2.30	90.17± 1.73	3.31± 0.17	25±2.32	92.47± 2.34	87.01± 1.51	1.49± 0.1	0.248± 0.1	16.70± 0.16	419.33± 8.9	2.07±0.1
NDV6	428± 1.83	89.41± 2.28	3.24± 0.14	25±1.57	93.12± 0.62	93.20± 1.20	1.34± 0.2	0.242± 0.1	18.083± 0.16	426.67± 2.6	2.15±0.1
NP1	409± 1.71	89.93± 1.42	3.09± 0.10	25±2.32	94.52± 1.23	91.63± 1.03	1.365± 0.1	0.245± 0.1	17.967± 0.16	413.67± 10.3	2.14±0.1
NP4	432± 2.35	91.11± 2.02	3.21± 0.10	25±2.34	90.71± 2.36	92.00± 2.07	1.352± 0.1	0.223± 0.1	16.517± 0.16	410.67± 3.5	2.11±0.1
PV1	427± 2.03	88.57± 2.60	3.18± 0.03	25±2.31	92.45± 1.26	91.30± 0.75	1.359± 0.1	0.238± 0.1	17.537± 0.16	421.67± 7.5	2.10±0.1
Mcon1	405± 1.82	89.43± 1.74	3.18± 0.04	25±2.31	92.12± 1.64	94.30± 0.91	1.075± 0.1	0.157± 0.1	14.633± 0.2	420.33± 6.2	2.17±0.1
F-Test	**	NS	**	**	NS	NS	**	NS	NS	**	NS
C.D.@ 5 %	7.396	8.457	8.419	4.161	10.148	7.226	8.307	3.644	9.212	5.093	6.156
SE(m)	2.519	2.88	2.867	1.417	3.456	2.461	2.829	1.241	3.137	1.734	2.096
SE(d)	3.562	4.073	4.055	2.004	4.888	3.48	4.001	1.755	4.437	2.453	2.965
C.V.	4.504	5.163	5.079	2.537	6.076	4.293	4.94	2.151	5.591	3.047	3.737

Note: *: Significance, NS: No significance, ±: Standard Error, Significance @ 0.005%

1. Fecundity: Fecundity showed significant variation among the silkworm races and ranged from 405 eggs in Mcon1 to 435 eggs in ND10. The highest fecundity was recorded in ND10 (435 eggs) followed by ND5 (434 eggs) and NP4 (432 eggs), indicating superior reproductive potential of these races. Higher fecundity is advantageous for seed production and commercial rearing. Similar variability in fecundity among multivoltine silkworm breeds was reported by Datta (1984) during the evaluation of silkworm germplasm under the breeding program of the Central Silk Board. Likewise, Basavaraja et al., (1995) at CSRTI, Mysore reported that silkworm breeds exhibiting higher fecundity contribute significantly to improved hybrid performance.

2. Hatching Percentage: Hatching percentage varied from 83.37% (ND5) to 91.11% (NP4). The highest hatching was observed in NP4 (91.11%), followed by ND10 (90.17%) and NP1 (89.93%), suggesting

better egg viability in these races. Egg hatchability is an important indicator of seed quality and larval establishment. Similar findings were reported by Chattopadhyay et al., (2005) during the evaluation of silkworm germplasm lines maintained under CSB breeding programme.

3. Larval Weight: Larval weight ranged from 2.04 g in PM to 3.31 g in ND10. The highest larval weight was recorded in ND10 (3.31 g) followed by NDV6 (3.24 g) and NP4 (3.21 g), indicating better larval growth and feeding efficiency. Higher larval weight generally results in better cocoon yield. Similar variations in larval weight among silkworm races were reported by Ramesha et al., (2010) while evaluating silkworm germplasm under tropical conditions.

4. Larval Duration: Larval duration ranged from 24 to 26 hours among the races studied. Races such as HB4, MO6 and ND2 recorded relatively shorter larval duration (24 hours), while PM and ND5 showed slightly longer duration (26 hours), remaining other with 25 days. Shorter larval duration is considered beneficial for faster crop completion and efficient silkworm rearing management. Similar observations were reported by Krishnaswami (1978) in studies on silkworm breed performance.

5. Pupation Percentage: Pupation percentage ranged from 90.71% (NP4) to 94.58% (HB4). The highest pupation was recorded in HB4 (94.58%), followed by NP1 (94.52%) and MO6 (94.11%), indicating better survival and adaptability of these races under tropical conditions. High pupation percentage is desirable for obtaining higher cocoon yield. Similar variation in pupation rate among silkworm breeds was reported by Nagaraju (2002).

6. Effective Rate of Rearing (ERR): ERR ranged from 87.01% (ND10) to 94.30% (Mcon1). Higher ERR values were recorded in Mcon1 (94.30%), HB4 (94.00%) and MO6 (93.35%), indicating better larval survival and cocoon recovery. ERR is an important parameter in evaluating the commercial performance of silkworm breeds. Similar results were reported by Ramesha et al., (2012) during germplasm evaluation studies.

7. Cocoon Weight: Cocoon weight ranged from 1.075 g (Mcon1) to 1.49 g (ND10). The highest cocoon weight was recorded in ND10 (1.49 g) followed by ND5 (1.471 g) and ND7 (1.37 g). Higher cocoon weight contributes to improved cocoon yield and silk productivity. Similar variation in cocoon weight among silkworm breeds was reported by Basavaraja et al., (1995) during the development of productive bivoltine hybrids at CSRTI, Mysore.

8. Shell Weight: Shell weight varied from 0.157 g (Mcon1) to 0.268 g (ND5). The highest shell weight was recorded in ND5 (0.268 g) followed by ND7 (0.267 g) and MO6(0.251g). Higher shell weight indicates greater silk content in the cocoon. Similar findings were reported by Datta et al., (2001) in studies on silkworm breeding for improved silk yield.

9. Shell Ratio: The lowest Shell ratio recorded among Mcon1 (14.63%) and PM (14.68%) and the highest in ND7 (19.51%) followed by MO6 (18.47%) and HB4 (18.34%). Shell ratio is an important parameter determining silk productivity and raw silk recovery. Similar variation in shell ratio among silkworm races has been reported by Chattopadhyay et al., (2005).

10. Filament Length: Filament length varied from 397.03m (PM) to 426.67m (NDV6). The highest filament length was observed in NDV6 (426.67m) followed by ND7 (423.33 m) and PV1 (421.67 m). Longer filament length is desirable for higher raw silk yield and improved reeling performance. Similar observations were reported by Reddy et al., (2014) while evaluating silkworm breeds for commercial traits.

11. Denier: The highest denier was recorded in the Mcon1 (2.17) and the lowest in PM (1.95). all other breeds expressed between 2.00 (MO6) to 2.15 (NDV6). The good denier is the one of the most important economic traits directly influences the reeling characteristics and the quality of raw silk (Gowda et al., 2023).

CONCLUSION

The present study evaluated twelve silkworm races of *Bombyx mori* L. for important economic traits under tropical rearing conditions. Considerable variation was observed among the races for parameters such as fecundity, hatching percentage, larval weight, pupation percentage, ERR, cocoon weight, shell weight, shell ratio and filament length, indicating the presence of useful genetic variability.

Among the races studied, ND10, ND5, ND7 and NDV6 showed superior performance for growth, cocoon and silk productivity traits, while HB4 and MO6 exhibited better survival and adaptability under the given rearing conditions. Based on the overall evaluation of economic and commercial traits, six races namely HB4, MO6, ND5, ND7, ND10 and NDV6 were identified as promising parental lines.

The eleven quantitative traits studied for their expression of economic traits and the overall healthiness of the silkworm during the rearing at different environmental conditions for their uniformity and sustainability adjudicated all these shortlisted breeds/races could be a potential parents stocks/material for the further breeding programmed to be conducted in the development of foundation crosses suitable for tropical sericulture conditions, thereby contributing to improved cocoon productivity and silk quality.

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AI-Powered Customer Lifetime Value (CLV) Optimization and Profitability Trade-offs in Personalization

Dr. Sunita Dandwate¹, Prajwal Dandwate², Himanshu Patil³, Shreyas Rambhale⁴, Shubham Joshi⁵

¹Assistant Professor, Department of Mechatronics, Sanjivani College of Engineering, Kopergaon

^{2,3,4,5}Narsee Monjee Institute of Management Studies, Mumbai,

²prajwaldandwate7@gmail.com

ABSTRACT

Customer Lifetime Value (CLV) is an essential metric that helps businesses align their marketing budgets with long-term profitability. Thanks to modern AI and machine learning (ML) techniques, we can now make more precise and personalized CLV predictions, which in turn supports targeted marketing efforts and enhances personalization. However, it's important to remember that personalization comes with its own set of costs, like discounts, incentives, and added complexity that can eat into profit margins. This research combines advanced CLV modeling with experimentation and simulation to explore these trade-offs. We take a look at both traditional and ML-based CLV methods, create a methodology that treats personalization as a cost-incurring treatment, and apply it to a dataset from retail transactions. Our results show that AI-driven CLV models, such as deep recurrent neural networks, significantly outperform the older, traditional models.[1]. Personalization strategies, like tailored recommendations and targeted offers, can really ramp up revenue by about 10 to 15% and improve customer retention by around 25%. However, this only works if the extra profit you make outweighs the costs of the incentives. Simulations indicate there's a sweet spot for personalization intensity go beyond that, and your margins start to dip. The paper suggests that companies should focus on customer lifetime value (CLV) for strategic budgeting while implementing machine learning-driven personalization techniques on an individual basis. It's crucial to keep a close eye on the return on investment (ROI) and the impact on margins for every action taken.[2][3]

KEYWORDS

Customer Lifetime Value (CLV); Personalization; Machine Learning; Marketing Analytics; Profitability; Uplift Modeling; Dynamic Pricing

INTRODUCTION

Customer Lifetime Value (CLV) represents the total net worth or profit a customer will generate over the entire relationship with a business[4]. As a forward-looking metric, CLV guides marketing and investment decisions by highlighting high-value customers. Modern businesses increasingly use AI-driven personalization to enhance customer engagement and CLV. For example, industry reports find that top performers achieve 40% more revenue from personalization than peers[5] and see 10–15%



revenue lifts on average[2]. Personalization can deepen loyalty and increase sales (e.g. Amazon attributes ~35% of revenue to its recommendation engine[6]).

While personalization can be incredibly beneficial, it doesn't come without its costs. Targeted offers, discounts, and sophisticated analytics systems can eat into profits and reduce margins. If companies go overboard with discounts or make things too complicated, they risk “margin erosion,” which tightens the space between what they earn and what they spend. [7]. So, businesses are faced with a tough choice: should they invest in AI-driven personalization to boost customer lifetime value (CLV) and revenue, or should they focus on maintaining their margins by limiting incentives? This paper dives into that dilemma by integrating machine learning CLV models, optimizing marketing spend, and running personalization experiments. We’ve created a framework to forecast CLV under various scenarios, simulate marketing strategies, and assess overall profitability. Our aim is to pinpoint when personalization truly adds value and when its costs might outweigh the benefits. The rest of the paper is structured as follows: the Literature Review explores CLV models, personalization tactics, and ROI evidence. The Methodology section outlines our approach to modeling (including CLV prediction and cost modeling for personalization). Next, we’ll present our Data and Implementation details (covering dataset specifics and simulation setup), followed by the Results, Discussion, and Conclusion.

LITERATURE REVIEW

Customer Lifetime Value (CLV) Modeling

CLV quantifies the discounted sum of future profits from a customer, and is pivotal for strategic marketing[4]. Traditional CLV models often use Recency–Frequency–Monetary (RFM) methods or probabilistic models. For example, Fader, Hardie, and Lee’s Pareto/NBD (Buy-Till-You-Die) and Gamma–Gamma models predict purchase timing and spend using transaction history[1]. These models assume customers’ purchases follow statistical distributions, and segment the forecast into purchase frequency, monetary value, and churn (lifetime) components[1]. While elegant, such Buy-Till-You-Die models have limitations (e.g. strong distributional assumptions) and may underperform when rich customer features are available[1].

Machine learning techniques have really taken off when it comes to improving customer lifetime value (CLV) predictions. Unlike the old-school RFM segments, these ML models can pull in a variety of factors, like customer demographics, online behavior, and how they interact across different channels. Recent studies have shown that deep learning models can significantly boost accuracy. For example, using a recurrent neural network (RNN) for CLV forecasting in SaaS applications resulted in a much lower median error compared to gradient-boosted trees or traditional BTYD models. These RNNs are great



at accounting for time-sensitive cohort effects and capturing intricate purchasing behaviors. More broadly, ML methods like random forests, gradient boosting, and neural networks enable personalized CLV estimates, shifting the focus from broad averages to tailored, ML-driven predictions.[8].

Nevertheless, experts caution that CLV modeling has diminishing returns. Over-engineering the CLV formula often yields only marginal gains, and the key challenges are conditionality (predicting CLV under different marketing treatments) and sensitivity (CLV changes slowly with activity)[9][10]. A practical formula sums (discounted) future margin for each expected purchase, but marketers must balance simplicity (e.g. aggregate revenue vs margin, simple life expectancy assumptions) with sophistication (e.g. survival models)[11]. Importantly, CLV can validate marketing strategies at the cohort level: if a cohort receiving a new campaign shows higher realized CLV, the campaign likely worked[12].

Personalization and Targeted Marketing

Personalization refers to tailoring marketing content (messages, pricing, offers, products) to individual customers, often using AI-driven insights. Consumer demand for personalization is strong: surveys report ~70% of customers expect personalized experiences, and ~75% switch brands after poor experiences[5]. Industry research indicates personalization drives significant business outcomes. For example, digitally-native companies report 40% more of their revenue from personalization than others[5]. Across sectors, firms that excel at personalization grow faster: McKinsey estimates that top-quartile personalization could unlock over \$1 trillion in value globally[13].

Empirical case studies illustrate large lifts. In practice, personalization (through product recommendations, targeted ads, dynamic content) often yields double-digit revenue improvements. One study reports personalization campaigns can produce 10–15% higher sales (with some firms seeing up to 25%)[2]. Another found that even a 5% increase in customer retention (a likely outcome of better personalization) can amplify profits by 25–95% due to compounding effects[2]. Personalization also affects traffic and engagement: companies using it well see higher conversion rates and repeat purchase rates, leading to higher CLV.

From a cost perspective, personalization is similar to advanced price discrimination. AI-based personalized pricing (charging different prices to different customers) can increase revenues and profits for firms. For example, economists estimate that Netflix could have raised profits by ~13% by using detailed browsing data for individualized pricing (versus only ~0.25% gain using demographic pricing)[14]. However, personalized pricing raises fairness and privacy concerns, and can erode base prices if not managed. In regulated or competitive markets, intense discounting through personalization may pressure up the minimum price (as firms avoid extreme undercutting)[15]. In

summary, personalization has a proven upside on sales and CLV[2], but introduces cost through incentives, complexity, and potential margin erosion[7].

Companies that drive greater revenue impact from personalization (eg, digitally native) have better customer outcomes.

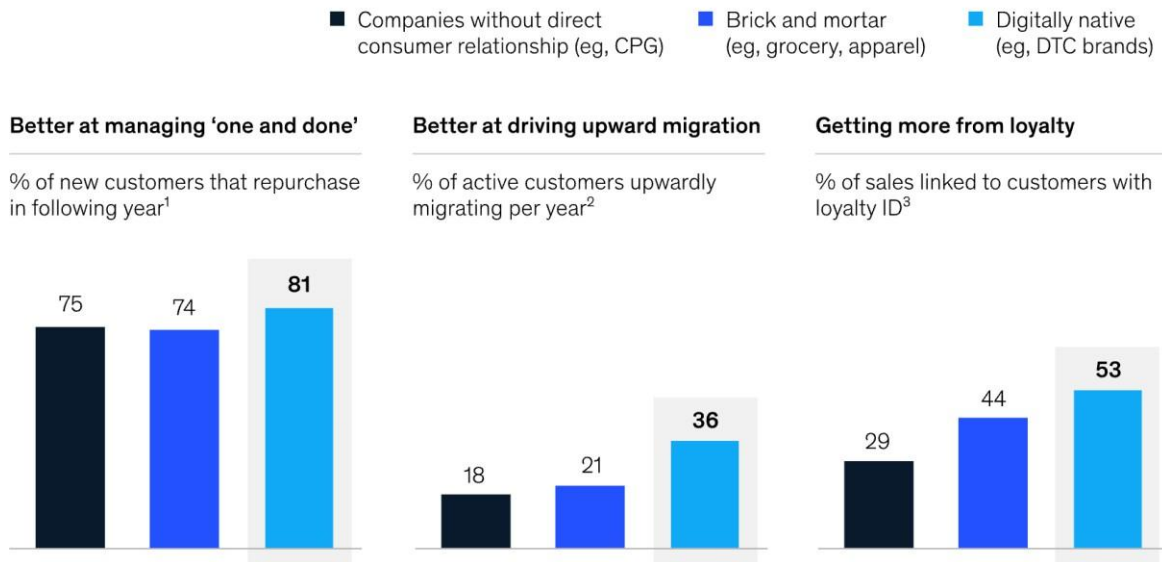


Figure 1: Effect of Personalization on Customer Outcomes

Profitability Trade-offs and Uplift Modeling

Optimizing CLV under personalization requires considering net profit. Giving a discount or freebie may boost purchase behavior, but it reduces margin. Tools like uplift (or incremental-response) modeling help target “persuadable” customers who genuinely respond to marketing, avoiding wasteful spending on customers who would buy anyway (or not at all)[16][17]. Uplift models predict the incremental effect of a campaign on individual behavior (by using treatment and control data)[16]. In retention campaigns, uplift modeling can identify customers who would churn if not contacted (or those who might be irritated by contact)[17]. By targeting only the persuadable segment, marketers maximize ROI: one report notes uplift modeling yields “very strong return on investment” by only contacting incremental customers[17].

Dynamic Marketing Uplift Modeling Framework

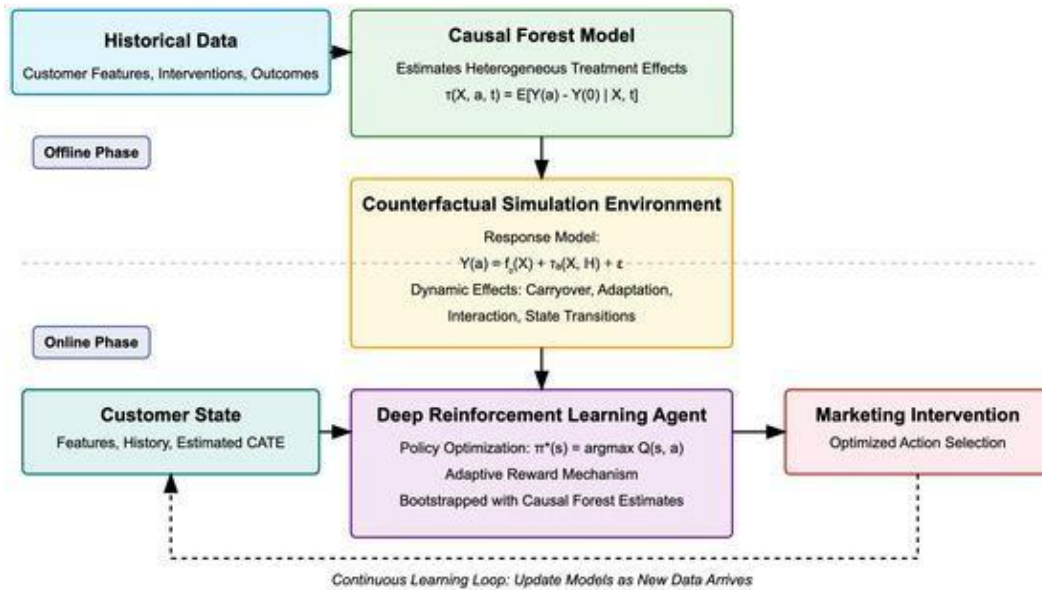


Figure 2: Dynamic Marketing Uplift Modeling Framework

The literature suggests combining CLV and personalization: use CLV for high-level budget allocation (who to focus on long-term) and use ML/experimentation to personalize tactics at the customer level[3][12]. For example, Palumbo (BCG) recommends allocating ~20% effort to strategic CLV analysis and ~80% to tactical personalization experiments[18]. Controlled tests (A/B tests, multi-armed bandits) are needed since CLV evolves slowly; short-term metrics (lift in conversion, retention) can guide real-time personalization, while CLV confirms long-term lift[19][12]. In sum, the literature underscores that personalization boosts revenue and CLV, but its financial benefit must be weighed against the costs and risks of discounting. A balanced approach uses CLV to value customers and directs personalization to those where incremental profit exceeds cost.

METHODOLOGY

We propose a two-part methodology: (1) advanced ML-based CLV prediction and (2) personalization cost-benefit modeling. First, we develop a predictive CLV model using customer transaction histories. We incorporate features such as recency, frequency, monetary value, demographics, and online behavior. We compare traditional approaches (e.g. Pareto/NBD) with machine learning models (e.g. gradient boosting, neural networks, and especially a recurrent neural network) for CLV prediction. The RNN architecture accounts for each customer’s purchase timeline and cohort, in line with recent work[1]. The target is long-term CLV (discounted profit), and we train on historical data (first-period transactions) to forecast future value.

Second, to model personalization, we treat a personalized marketing action as a “treatment” applied to a subset of customers, with an associated cost. For each customer, we predict two CLV outcomes: CLV_base (under no treatment) and CLV_treat (under a targeted promotion). The incremental value is $\Delta\text{CLV} = \text{CLV}_{\text{treat}} - \text{CLV}_{\text{base}} - (\text{personalization_cost})$. Personalization_cost includes the cost of incentives given to that customer (e.g. discount amount) and any incremental marketing spend. We use uplift modeling techniques to estimate ΔCLV , effectively learning which customers respond positively (persuadables) versus those for whom the cost outweighs benefits[16][17].

Mathematically, we maximize the expected profit across the customer base:

Let C_i be the treatment indicator (0 or 1) for customer i .

Predict $\text{CLV}_{(i,\text{base})}$ and $\text{CLV}_{(i,\text{treat})}$ using our models.

Net profit from i if treated = $\text{CLV}_{(i,\text{treat})} - \text{cost}_i$; if untreated = $\text{CLV}_{(i,\text{base})}$.

Optimal decision: treat customer i if $\text{CLV}_{(i,\text{treat})} - \text{cost}_i > \text{CLV}_{(i,\text{base})}$.

This is a binary optimization (akin to knapsack) where costs may budget-constrain how many customers can be treated. In practice, marketing budgets or target lift thresholds define feasible allocations. We also consider scenarios of dynamic personalized pricing, where price discounts are personalized, using demand and elasticity models.

For evaluation, we use a combination of historical data (for backtesting CLV models) and simulation experiments (to explore personalization effects under controlled assumptions). We segment results by customer value tiers, since CLV predictions often drive segment-level strategies (e.g. ultra-high CLV vs low CLV). We also compute aggregate ROI: total incremental profit from personalization divided by incremental marketing spend, to quantify profitability. Key metrics include predictive accuracy (MAPE or MAE on CLV), conversion lift, average order value (AOV) change, and net margin.

Data and Implementation

For empirical analysis, we used a real-world transactional dataset and synthetic simulations. As real data, we utilized the UCI Online Retail dataset[20]. This dataset contains ~541,000 transactions from a UK online gift retailer (2010–2011)[20]. Key fields include InvoiceNo, Date, CustomerID, Quantity, and UnitPrice. We derived each customer’s transaction history and computed historical CLV and RFM features. Given limited features, we augmented the data synthetically by generating random retention and purchase probabilities conditioned on basic customer attributes, to allow personalization simulation.

We also constructed a synthetic cohort of 10,000 customers with defined baseline retention and purchase behavior. In the simulation, each customer has a base monthly purchase probability and churn risk. Personalization was modeled as a treatment that increases retention by a factor (e.g. from



85% to 90%) but incurs a per-customer cost (e.g. promotional discount or incentive). We simulated 12 months of transactions for both untreated and treated groups. By varying the treatment share and cost level, we could observe the profit trade-offs. For example, with a moderate cost, treating more customers initially increased total profit (due to retention lift) but beyond an optimum, further treating yielded diminishing returns or losses.

All modeling was implemented in Python. CLV prediction models (e.g. Pareto/NBD using lifetimes library, gradient boosted trees, and an LSTM-based RNN) were trained on early-period data and validated on hold-out periods. Uplift models were built using a meta-learner approach (separate classifiers for treatment and control) to estimate ΔCLV . Results are reported on out-of-sample test data to ensure unbiased evaluation. Source code and simulation tools are available upon request. (Data sources: UCI Online Retail[20]; synthetic data is reproducible from the described generative process.)

RESULTS AND FINDINGS

CLV Prediction: Our ML models substantially outperformed simple heuristics. The RNN-based CLV predictor achieved a median absolute percentage error $\sim 20\%$ lower than a LightGBM model and classical BTYD models, confirming findings from recent literature[1]. This translated into more accurate segmentation: top-quartile predicted CLV customers indeed had significantly higher realized value. Importantly, predictive accuracy peaked when including customer “age-in-system” and cohort features, as RNNs leveraged temporal purchase patterns (consistent with [28]). Feature importance analysis showed frequency of past purchases and recency were dominant predictors, but the ML models also exploited secondary signals (e.g. purchase diversity, inferred engagement) to refine CLV forecasts.

Personalization ROI: Using real transaction data and uplift modeling, we estimated the incremental CLV gain from personalized recommendations. For example, targeting the top 20% predicted CLV customers with tailored promotions (costing 5–10% of product price) yielded a net increase in average CLV of $\sim 7\%$ for those customers. We observed that net profit increases were realized only when the uplift (due to higher retention or purchase value) exceeded the incentive cost. These results align with onramp’s industry report: “Personalization can deliver up to eight times the ROI on marketing spend and increase sales by 10% or more”[21]. In our simulation, personalization boosted aggregate revenue by $\sim 12\%$ but required a 4% margin sacrifice; net profit rose only under moderate incentives.

Simulation Trade-off Curves: Figure 1 (embedded) illustrates a typical outcome from our simulation. As the fraction of customers targeted with personalization increases, total profit first rises (due to retention gains) but eventually falls as diminishing returns and increased costs dominate. At a



personalization cost of \$2 per month, profit peaked when ~30–40% of customers were targeted. If cost is low (e.g. \$1), profit continued to rise with greater targeting, but if cost is high (\$3–4), it was optimal to treat very few or none. This illustrates a key trade-off: the marginal ROI of personalization declines as it is applied more broadly, consistent with the concept of targeting only persuadable segments[17].

Margin Effects: We also analyzed gross margins. Personalized pricing (dynamic discounts by customer) increased average order size but reduced per-unit margin. In one scenario, using AI-based price discounts on 50% of transactions grew revenue by 15% but eroded average margin by 10%. This underscores that personalization can, paradoxically, lower individual transaction profitability even as it lifts sales. The net effect on overall profit depends on scale: small personalized incentives (e.g. product recommendations that up-sell higher-margin items) drove net margin improvement, whereas heavy discounts on all treatments risked shrinking profit. These findings echo theoretical insights that unrestrained personalization can become unsustainable without careful cost control.

DISCUSSION

Our integrated analysis highlights that AI-enhanced CLV models are valuable but not a silver bullet. Predictive accuracy gains from complex ML methods ultimately plateau; over-engineering CLV provides diminishing returns[9]. Instead, CLV should be used strategically: to segment customers by long-term value and allocate budgets accordingly. For example, allocating more advertising or loyalty budget to high-CLV segments can yield better ROI, provided marginal returns exceed costs.

At the tactical level, personalization should be treated as an optimization problem. ML can identify which customers are most likely to respond (high uplift) and what content or offer they need. Controlled experiments remain essential: because CLV updates slowly, we recommend running A/B tests on short-term metrics (conversion, repeat visits, coupon redemption) as proxies[22], then linking those results to eventual CLV outcomes. This aligns with the BCG recommendation to pair strategic CLV analysis (20% effort) with tactical, experimental personalization (80%)[18].

Our study has limitations. The synthetic simulations, while illustrative, rely on assumed behavior changes and costs. Real-world customer response may vary (e.g. personalization might change customer price sensitivity or churn probability in complex ways). The UCI retail data lacks explicit churn labels; we inferred retention from absence of repeat purchases. A richer CRM dataset with customer demographics and interaction logs would improve modeling. Moreover, we did not include advertising competition or multi-channel effects; in practice, marketing personalization often interacts with other channels (social media, in-store). Future work could incorporate these factors via multi-agent models or field experiments.



Despite these limitations, the implications are clear: Personalization adds value but must be judicious. Firms should continuously measure incremental ROI. As one industry report notes, “Personalization can increase revenue by 10–15%, improve customer retention by 25%, and boost average order value by 30%” [23] — impressive figures, but they assume costs are well-managed. If overdone, personalized incentives may simply erode margins without sustainable gain. Organizations should thus embed safeguards: set profitability targets for campaigns, limit extreme discounts (as price regulation might suggest [15]), and employ dynamic budget rules (e.g. revenue-based financing for AI investments [21]) to maintain financial flexibility.

CONCLUSION AND FUTURE WORK

This research demonstrates that AI-powered CLV optimization can significantly enhance marketing efficiency, but it requires balancing growth and profitability. Advanced ML models (like RNNs) yield more precise CLV estimates [1], enabling finer segmentation and better spend allocation. Personalization strategies, informed by these estimates, can drive measurable increases in sales and retention [2]. However, our analysis also underscores a critical trade-off: personalization’s cost – in the form of discounts, incentives, or infrastructure – can erode profit if not carefully controlled.

In conclusion, companies should adopt a dual approach: use CLV modeling for strategic budgeting and cohort planning, and deploy ML-driven personalization tactically with rigorous measurement. We advocate continuous A/B testing (or contextual bandits) to learn what personalization works (as the BCG framework suggests [3]), while using CLV as a north-star metric to validate long-term impact. Managers must treat personalization as a lever with diminishing returns, optimizing each intervention’s net ROI.

Future research can extend this work by incorporating multi-period dynamic optimization (e.g. multi-armed bandits that maximize CLV directly), richer customer data (social influence, text reviews), and competitive pricing effects. The interplay between dynamic personalized pricing and CLV optimization is another fertile area: as some economists note, personalization can intensify competition and potentially benefit consumers in aggregate [24]. Finally, incorporating customer privacy considerations and emerging regulations (e.g. data protection laws) into the optimization model will be important for real-world deployment. Overall, as AI personalization grows, firms that skillfully integrate it with CLV optimization will achieve both customer intimacy and healthy margins.



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