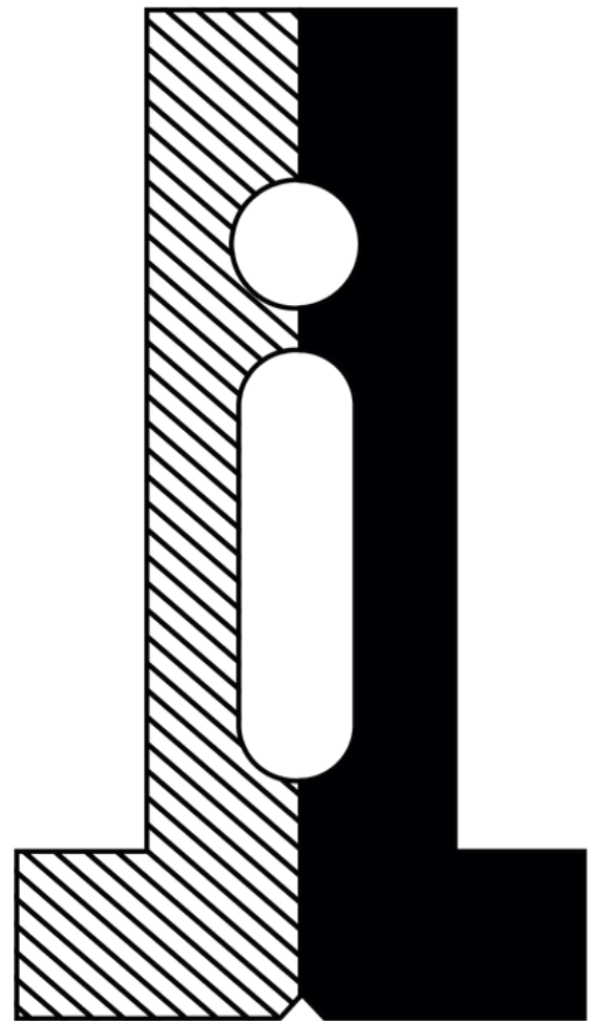




Institute of Health  
Management Research

# Institute of Health Management Research BANGALORE



319, near Thimma reddy layout, Electronic  
City Phase 1, Hulimangala, Bengaluru,  
Karnataka 560105  
[www.iihmrbangalore.edu.in](http://www.iihmrbangalore.edu.in)



### **3.4.4**

**(Number of books and chapters in edited volumes published per teacher during the last five years)**

**INSTITUTE OF HEALTH MANAGEMENT RESEARCH**

# 319, Near Thimmareddy Layout  
Hulimangala Post, Electronic City  
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Website: www.iihmbangalore.edu.in  
Toll Free No. 1800-572-2728  
GST No.: 29AAT10517J1ZQ

**CRITERIA -3  
3.4.4**

NAAC 2024/SSR/3/-3.4.4

Date: 14/08/2024

<b>Criteria</b>	<b>Research, Innovations and Extension</b>
<b>Key Indicator</b>	<b>Research Publications and Awards</b>
<b>Metric</b>	Number of books and chapters in edited volumes published per teacher during the last five years
<b>Documents As per SoP</b>	1) List of chapter/book with the links redirecting to the source website. <b>(Appendix-I)</b> 2) E-copy of the Cover page, content page and first page of the publications indicating ISBN number and year of publication for books/chapters. <b>(Appendix-II)</b>
<b>Document Link :</b>	<a href="https://iihmbangalore.edu.in/naac/">https://iihmbangalore.edu.in/naac/</a>

  
Criteria -3 Coordinator



# **Cr-3.4.4**

## **APPENDIX-I**

List of chapter/book with the  
links redirecting to the  
source website.

# INSTITUTE OF HEALTH MANAGEMENT RESEARCH

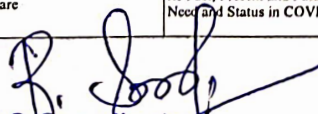

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### 3.4.4 Number of books and chapters in edited volumes/books published per teacher during the last five years (5)

#### 3.4.4.1: Total number of books and chapters in edited volumes / books published, and papers in national/international conference-proceedings year wise during last five years

SL No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Year of publication	ISBN/ISSN number of the proceeding	Name of the publisher	Date	Link
<b>2020-2021</b>								
1	Dr. Rajeshwari BS, Dr. Usha Manjunath	CAPHRI Care and Public Health Research Institute, Department- PRIMARY CARE, of Maastricht University	Performance of Primary Health Centres in Bengaluru Urban District: An Evaluation	2020-2021	978-94-6380-850-7	Maastricht University	May,2020	Hardcopy
2	Ugargol, Allen	Ageing and Exchange of Care in Emigrant Households	Ageing and Exchange of Care in Emigrant Households: Case Studies from Kerala and Goa, India	2020-2021	978-94-034-2817-8	University of Groningen	Jun,2020	<a href="https://doi.org/10.33612/diss.127734371">https://doi.org/10.33612/diss.127734371</a>
3	Gyan Chandra Kashyap, Praveen Chokhandre and Shri Kant Singh	Occupational wellbeing	Responsiveness of Occupational Health Risk and Preventive Measures Practice by the Workers Employed in Tannery Occupation in Kanpur, India	2020-2021	978-1-83962-338-7	Intech open	Dec,2020	<a href="http://dx.doi.org/10.5772/intechopen.925110">http://dx.doi.org/10.5772/intechopen.925110</a>
<b>2021-2022</b>								
4	Mrinmoy Roy	Customer Satisfaction	Emerging Trends to Improve Business Operations and Customer Experience Through a Blend of Data Science, Machine Learning & Artificial Intelligence	2021-2022	NA	Adhyayan Publishers & Distributors	Oct,2021	<a href="https://www.researchgate.net/publication/355492705_Emerging_Trends_to_Improve_Business_Operations_and_Customer_Experience_Through_a_Blend_of_Data_Science_Machine_Learning_Artificial_Intelligence">https://www.researchgate.net/publication/355492705_Emerging_Trends_to_Improve_Business_Operations_and_Customer_Experience_Through_a_Blend_of_Data_Science_Machine_Learning_Artificial_Intelligence</a>
5	Mrinmoy Roy	Artificial Intelligence - Latest Advances, New Paradigms and Novel Applications	AI-Powered Workforce Management and Its Future in India	2021-2022	978-1-83962-387-5	Intech open	May,2021	<a href="http://dx.doi.org/10.5772/intechopen.927817">http://dx.doi.org/10.5772/intechopen.927817</a>
6	Prabhune AG and Usha Manjunath	Guru Arjan Dev Institute of Development Studies, Amritsar	Comprehensive Education for People with Deafness/Hearing Impairment (DHI) and National Educational Policy – A Policy Research	2021-2022	NA		Hardcopy	
7	Mrinmoy Roy	A Manager's Handbook on Medical Coding Standards		2021-2022	978-6205513071	LAP Lambert Academic Publishing	2022	<a href="https://www.abebooks.com/servlet/SearchResults?cm_sp=SearchFwi-SRP_-Results&amp;kn=A%20Manager%27s%20Handbook%20on%20Medical%20Coding%20Standards&amp;pn=lap%20Lambert%20Academic%20Publishing&amp;rollup=on&amp;sortbs=17">https://www.abebooks.com/servlet/SearchResults?cm_sp=SearchFwi-SRP_-Results&amp;kn=A%20Manager%27s%20Handbook%20on%20Medical%20Coding%20Standards&amp;pn=lap%20Lambert%20Academic%20Publishing&amp;rollup=on&amp;sortbs=17</a>
<b>2022-2023</b>								
8	Akash Gajanan Prabhune	Introduction to health informatics		2022-2023	9789394875364	Bookera	April,2022	<a href="https://bookerapub.com/products/introduction-to-health-informatics">https://bookerapub.com/products/introduction-to-health-informatics</a>
9	Allen Prabhaker Ugargol, Ajay Bailey, Inge Hutter, and K.S. James	Care for Older Adults in India	Care Arrangements for Older Adults: Exploring the Intergenerational Contract in Emigrant Households of Goa, India	2022-2023	978-94-034-2817-8	University of Groningen	May,2022	Hardcopy
10	Dr. Akash G. Prabhune, P S Karpaga Priya, Shushrutha B And E Harika	Clean India Campaign for New India: Achievements and Challenges	Systematic Review of Sentiment Analysis on Swachh Bharat Abhiyan (SBA): To Develop a Future Roadmap for The Campaign	2022-2023	978-93-92042-23-2	Kongunadu Publications India Private Limited	Sep,2022	<a href="https://www.researchgate.net/publication/365493600_Clean_India_Campaign_for_New_India_Systematic_Review_of_Sentiment_Analysis_on_Swachh_Bharat_Abhiyan_SBA_To_Develop_a_Future_Roadmap_for_The_Campaign">https://www.researchgate.net/publication/365493600_Clean_India_Campaign_for_New_India_Systematic_Review_of_Sentiment_Analysis_on_Swachh_Bharat_Abhiyan_SBA_To_Develop_a_Future_Roadmap_for_The_Campaign</a>
11	Dr. Subodh S Sathoesh, Anisha. P, Chinchu Varghese, and Bhargavi Boddeti	Clean India Campaign for New India: Achievements and Challenges	A Critical Review on Impact of Microplastics Exposure on Marine life and Sustainable Remediation Strategies	2022-2023	9789392042232	Kongunadu Publications India Private Limited	June,2022	Hardcopy
12	Mrinmoy Roy	Bioethical issue in health care	Good Pharmacy Practice in India: Its Past, Present and Future with Need and Status in COVID 19	2022-2023	978-1-83969-467-7	Intech open	Jan 2022	<a href="https://www.intechopen.com/chapter/79666">https://www.intechopen.com/chapter/79666</a>

  
IQAC Coordinator  
IQAC Coordinator  
 Institute of Health Management Research

  
For Institute of Health Management Research, Bangalore  
Director-IIHMR  
  
Director

## **Cr-3.4.4**

### **APPENDIX-II**

E-copy of the Cover page, content page and first page of the publications indicating ISBN number and year of publication for books/chapters. (Appendix-II)

**2020-2021**

# PERFORMANCE OF PRIMARY HEALTHCARE CENTRES IN BENGALURU URBAN DISTRICT AN EVALUATION

Rajeshwari Bangalore Sathyananda



For Institute of Health Management Research, Bangalore

*Asha Maryjath*  
Director



@Copyright Rajeshwari Bangalore Sathyananda, Maastricht 2020

ISBN/EAN: 978-94-6380-850-7  
Title: Performance of Primary Healthcare Centres in Bengaluru  
Urban District: An Evaluation  
Authors: Bangalore Sathyananda, Rajeshwari Dr. / De Rijk, Angelique  
Prof. dr. / Manjunath, Usha Prof. dr. / Krumeich, Anja Prof. dr.  
/ Van Schayck, C. P. Prof. dr.  
Publisher: Maastricht University  
NUR-code: 882  
Illustrations: No  
Pages: 172  
Language: English  
Format: Ebook  
Date: 21-05-2020

*The research presented in this thesis was conducted at CAPHRI Care and Public Health Research Institute. Department- PRIMARY CARE, of Maastricht University. CAPHRI participates in the Netherlands School of Public Health and Care Research CaRe*

This research described in this dissertation presents was funded by NUFFIC: CF11830.

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For Institute of Health Management Research, Bangalore

*Usha Manjunath*

Director

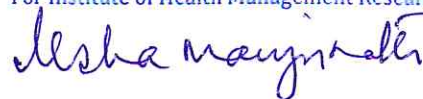
**Supervisors**

Prof. Dr. C.P. van Schayck  
Prof. Dr. A. Krumeich  
Prof. Dr. A. de Rijk  
Prof. Dr. U. Manjunath (Institute of Health Management Research, Bengaluru, India)

**Assessment Committee**

Prof. Dr. J.W.M. Muris (Chair)  
Prof. Dr. G. R. Babu (Indian Institute of Public Health, Bengaluru, India)  
Prof. Dr. R. Batenburg (Radboud University/ Nivel Utrecht)  
Prof. Dr. G.J.A. Hummels

For Institute of Health Management Research, Bangalore



Director

University of Groningen

## Ageing and Exchange of Care in Emigrant Households

Ugargol, Allen

DOI:  
10.33612/diss.127734371

**IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.**

*Document Version*  
Publisher's PDF, also known as Version of record

*Publication date:*  
2020

Link to publication in University of Groningen/UMCG research database

*Citation for published version (APA):*

Ugargol, A. (2020). *Ageing and Exchange of Care in Emigrant Households: Case Studies from Kerala and Goa, India*. [Thesis fully internal (DIV), University of Groningen]. University of Groningen.  
<https://doi.org/10.33612/diss.127734371>

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For Institute of Health Management Research, Bangalore

*Asha Marynath*

## **Appendices**

I.	In-depth Interview Guide – Older Adults
II.	In-depth Interview Guide – Primary Caregivers
III.	In-depth Interview Guide – Key Informants
IV.	Informed Consent Form (ICF)
V.	Elderly Survey - BKPAI questionnaires (2013)
VI.	Table - Description of Older Adults and their Caregivers from Kerala
VII.	Table - Description of Older Adults and their Caregivers from Goa

## I. In-Depth Interview Guide for Older Adults living in Emigrant Households

### Ageing and Exchange of Care in Emigrant Households Case Studies from Kerala and Goa

I would like to thank you for taking time to meet me today. My name is Allen and my interpreter is \_\_\_\_\_. I am currently pursuing a research as part of my PhD in the area of Population Studies. I am interested in improving my knowledge about 'ageing, the care needs of the older adults and how the migration of adult children affects care availability and provision for the older adult parents.

Over the next few weeks our research team will be conducting in-depth interviews in households which have at least one older adult member (aged above 60 years) and in which household an adult child has migrated abroad. By 'exchange of care' we refer to the care giving and care receiving that happens among people, either family members or significant others outside the household. Your views, opinions and feelings are important for us.

Your participation in this research work is voluntary and you can opt out of this interview at any point. All information shared will be kept anonymous and there are no right or wrong answers. Please feel free to voice our opinions and your experiences, understanding, etc. During the interview, we will be taking down notes and also audio recording the entire interview. Are you alright with us audio recording the entire interview? The entire interview might take a little more than an hour. Do you have any questions at this point? Can we start if there are no questions?

**Consent: Written consent should be taken from the respondent prior to beginning of each interview. The permission for recording the conversation should also be taken. Confidentiality of information at all levels should be stressed during the establishment of the rapport. Informed consent form attached.**

#### For older adults living in households:

#### I. Background Information (Opening questions)

Can you tell me something about yourself?

(Probes: occupation, family, occupation, work history, marital status – married/widowed/how long married or widowed.)

#### II. Family

Can you tell me something about your family?

(Probes: Children, spouse, household composition, own/rented place, relatives, paid care giver)


Which of your children have migrated abroad?

(Probes: where, gender, age of son/daughter, since when)

For Institute of Health Management Research, Bangalore

*Disha Nayyar*

Director

 OPEN ACCESS PEER-REVIEWED CHAPTER

# Responsiveness of Occupational Health Risk and Preventive Measures Practice by the Workers Employed in Tannery Occupation in Kanpur, India

WRITTEN BY

Gyan Chandra Kashyap, Praveen Chokhandre and Shri Kant Singh

Submitted: 09 June 2020 , Reviewed: 23 November 2020 , Published: 15 December 2020

DOI: 10.5772/intechopen.95110



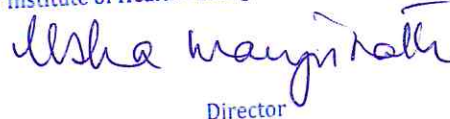
FROM THE EDITED VOLUME

## Occupational Wellbeing

Edited by Kavitha Palaniappan and Pamela McCauley

[Book Details](#) | [Order Print](#)

For Institute of Health Management Research, Bangalore

A handwritten signature in blue ink that reads 'Alsha Wajidath'.

Director

2021-2022

# EMERGING TRENDS TO IMPROVE BUSINESS OPERATIONS AND CUSTOMER EXPERIENCE THROUGH A BLEND OF DATA SCIENCE, MACHINE LEARNING & ARTIFICIAL INTELLIGENCE

**Mrinmoy Roy**  
Assistant Professor  
IIHMR, Bangalore

## ABSTRACT

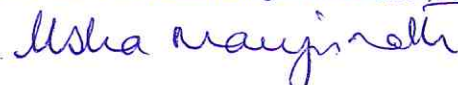
*Companies with an online presence and physical shops located in urban as well as rural areas facing increased competitive challenges from online businesses and rapidly evolving customer habits are increasingly turning to data science, machine learning and artificial intelligence to make smarter decisions and boost their operations. The uncertainties faced by the companies are as follows: how to increase their online reputation; web traffic discoverability and engagement levels; how to analyze and improve customer experience; and competitor tracking and benchmarking. The widespread use of mobile phones and data links has had a significant impact on the market's dynamics. As a result, customers are more informed, make more real-time purchasing decisions, and share their experiences on review sites and social media. Companies take advantage of this massive amount of user-generated material by extracting the most relevant information using text analytics and machine learning algorithms to find trends and customer sentiment at scale. They rely on negative customer evaluations to help them sell their products and services, attract new customers, and give a better experience. The use of standard metrics to analyze online credibility strengths and weaknesses; detecting consumer activity patterns; listening to customer input at scale are all obvious benefits of employing Data Science, machine learning, and Artificial Intelligence. In the field of Data Analytics and Insights solutions, one approach for classifying documents is sentiment analysis. It enables users to learn about many facets of public opinion. This data allows companies to consider customer satisfaction. Social networks like Twitter are essential channels of information because information can be accessed and processed from them in real time. Customer satisfaction is an important element in customer service. In this sense, a deep-learning-based approach may be used that enables businesses and organizations to recognize opportunities through sentiment analysis to enhance the quality of their goods or services. Another possible tool for assessing consumer loyalty in the tourism sector is the use of facial-expression recognition to assess emotions. The information obtained from the recognition of facial expression has shown that an instrument is as valid as that given by self-administered questionnaires for customer satisfaction assessment. This paper will explore the competitive environment based on consumer-generated feedbacks, its analysis and course of action by organizations getting the insights out of it.*

*Keywords: Artificial Intelligence, Big Data, Customer Experience, Customer Satisfaction, Sentiment Analysis*

## Introduction

The conventional ways to find out local companies, such as using yellow pages directories are becoming obsolete. Customers now have faster access to more company information than ever before thanks to mobile phones and strong search engines: product specifications, customer service reviews, physical location, and contact information. They use these online reputation data

For Institute of Health Management Research, Bangalore



Director



# AI-Powered Workforce Management and Its Future in India

WRITTEN BY

Mrinmoy Roy

Submitted: 13 November 2020 , Reviewed: 21 April 2021 , Published: 18 May 2021

DOI: 10.5772/intechopen.97817



FROM THE EDITED VOLUME

## Artificial Intelligence - Latest Advances, New Paradigms and Novel Applications

Edited by Eneko Osaba, Esther Villar, Jesús L. Lobo and Ibai Laña

[Book Details](#) | [Order Print](#)

For Institute of Health Management Research, Bangalore

A handwritten signature in blue ink, appearing to read 'Aisha Maryam', is written over the printed text.

Director

## The Book

This book comprises a selection of papers addressing teacher education in sustainability. Sustainable Teaching is the practice of giving students the skills they need for life-long learning outside of the classroom. Teachers play an important role in promoting environmentally responsible citizenship. Teacher education in sustainability should be considered essential for introducing Education for Sustainable Development in schools. However, for this education to be effective adequate training of pre-service and in-service teachers is needed. Higher education and other in-service training systems need to be reviewed to establish basic teacher's competences in sustainability, as well as to analyze which pedagogic/didactic methodologies are the most appropriate to improve such competences.

## The Editor

Recipient of various national and international awards, Dr Gursharan Singh Kainth is currently, Director General and Founder of Amritsar based Guru Arjan Dev Institute of Development Studies. He is rightly acclaimed as a thinker and a scholar and is well known for his diligence and academic approach to work as well as his unassuming demeanor. An unwearied researcher and a specialist in Quantitative Techniques and Development Economics, has contributed numerous papers in national and international journals and authored/co-authored/Edited more than 35 books and research monographs which has been highly acclaimed during his three and a half decades of professional career.



Education and Sustainability: Developing Fresh Mindset  
Dr Gursharan Singh Kainth

# EDUCATION & SUSTAINABILITY

developing fresh mindset

Institute of Health Management Research, Bangalore

*Lisha Manginath*  
Director

DR. GURSHARAN SINGH KAINTH

# *Comprehensive Education for People with Deafness/Hearing Impairment People and National Educational Policy - A Policy Research*

*Usha Manjunath and Akash Gajanan Prabhune,  
Institute of Health Management Research,  
Bangalore*

## *(ABSTRACT)*

*The literacy rate amongst people with any disability in India was 52 per cent across rural and urban areas and genders. People with disability completing secondary education were 24 per cent and those completing vocational training were 1.9 to 2 per cent. People with any disability completing technical education were 1.2 per cent. Indicating the rate of people with disability completing secondary education was much below the Indian standards. The National Education Policy 2020 has briefly touched upon the changes envisaged to improve the accessibility and availability of education to children with hearing disabilities.*

*The objective of this policy research was to identify key challenges to deaf education in India, identify good practices for inclusive education for children with hearing disabilities and develop a roadmap for guidelines to improve the educational status of people leaving with hearing disabilities in India using a stepwise approach of Punch 2009(Punch & Oancea, 2014).*

*The challenges identified were:*

- *Lack of standardized Indian Sign Language*

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*Usha Manjunath*

Director

- *Limited establishments with limited capacity to train the student with hearing disability*
- *Lack of trained as well as adequately trained manpower to support education (in residential, special and mainstreamed schools)*
- *Limited awareness about the technological advances*
- *Limited access and availability of good educational programmes and support for DHI children*
- *Cost and maintenance issues with hearing aids*
- *The Good Practices identified includes*
- *Development of a dictionary inclusive of various Indian languages into a digital sign language dictionary*
- *Online peer to peer support networks to create awareness amongst parents, teachers about the educational needs of children with hearing impairment*
- *The software's for early education of children with hearing disability*
- *Schools with the capacity to accommodate rural and children from a disadvantaged background with hearing impairment*

*This led to four broad recommendations*

- ❖ *Need to standardize Indian Sign Language*
- ❖ *Need to build pathways for easy access to mobile technology for peer, family and educational communication purposes using Sign Language*
- ❖ *Creation of avenues for higher/college, technical and medical education for children with hearing disability*
- ❖ *Creation of Champions within the Hearing-impaired community*
- ❖ *The study also indicated, technology should be placed in the centre to improve access and availability of educational opportunities to children with hearing impairment, however, technology needs to be supported with motivated students, aware parents, and trained manpower along with accommodative and supportive society.*

**Key Words** – *Inclusive Education for specially-abled, Indian Sign Language, Accessibility and Availability, Technology for Deaf and Hearing-Impaired Education, Inclusive education to Deaf and Hearing Impaired Children.*

For Institute of Health Management Research, Bangalore

*Asha Manjunath*  
Director



Mrinmoy Roy

# A Manager's Handbook on Medical Coding Standards

From Health Information Technology perspectives

For Institute of Health Management Research, Bangalore

*Asha Manjunath*  
Director

 **LAMBERT**  
Academic Publishing

**2022-2023**



As Per the New Syllabus of  
Indian Nursing Council  
(II<sup>nd</sup> Semester)

**2021**



**Introduction to**  
**HEALTH**  
**INFORMATICS**

Akash Gajanan Prabhune

For Institute of Health Management Research, Bangalore  
*Usha Nayyar*

Director

## Care Arrangements for Older Adults: Exploring the Intergenerational Contract in Emigrant Households of Goa, India<sup>1</sup>

Allen Prabhaker Ugargol, Ajay Bailey, Inge Hutter, and K.S. James

### 6.1 Introduction

Demographic ageing and the associated changes in population health are necessitating a complex reorientation of health systems, public spending, social security and living arrangements of older adults in developing countries (Bloom, Chatterji, Kowal, Lloyd-Sherlock, McKee, Rechel, & Smith, 2015; Goodman & Harper, 2013; Lamb, 2013). In countries such as India, the consequences of ageing are far more severe because insufficient social security systems make families the main providers of support to older adults (Bloom, Mahal, Rosenberg & Sevilla, 2010). Changing demographic circumstances such as the increased mobility of adult children, fewer siblings and increased longevity of parents are influencing care arrangements in the Indian household (Croll, 2006; Dhillon, Ladusingh & Agrawal, 2016). The BKPAI (2011) study on the elderly in India reports that 6.2% of older adults live alone, 14.9% live exclusively with their spouse and 78.9% of them live with children and other family members respectively, and importantly, the proportion of older adult women who live alone is nearly four times in comparison to older adult men (Ugargol et al., 2016). The traditional Indian family is in transition and the modified extended family where parents, children and other relatives do not necessarily live under one roof or share a common hearth is now becoming common (Medora, 2007; Rajan & Kumar, 2003). Simultaneously, a cultural norm exists in India that older adults will continue to live with and receive their care from family members (Bongaarts & Zimmer, 2002; Ruggles & Heggeness, 2008) and living alone or in old age homes is interpreted as a sign of breakdown of traditional Indian values in public discourses (Lamb, 2013; Medora, 2007).

<sup>1</sup> This paper is accepted for publication as: Ugargol, A.P., Bailey, A., Hutter, I., James, K.S. (forthcoming). Care Arrangements for Older Adults: Exploring the Intergenerational Contract in Emigrant Households of Goa, India. In Bailey, A., Hyde, M. and James, K.S. (Eds). *Care for Older Adults in India*, Policy Press, UK.

For Institute of Health Management Research, Bangalore

*Asha Mary Hall*

Director



# Systematic Review of Sentiment Analysis on Swachh Bharat Abhiyan (SBA): To Develop a Future Roadmap for The Campaign

P S Karpaga Priya <sup>1</sup>, Dr. Shushrutha B<sup>1</sup>, E. Harika<sup>1</sup>, Dr. Soundariya S<sup>1</sup>, Dr. Akash G. Prabhune<sup>2</sup>

1 – Student PGDHM Institute of Health Management and Research (IIHMR) Bangalore

2 – Assistant Professor, Health IT, Institute of Health Management and Research (IIHMR) Bangalore

## Abstract

**Background:** The Honourable Prime Minister of India on October 2, 2014, launched Swachh Bharat Abhiyan (SBA). The SBA aimed to improve focus on hygiene and achieve universal sanitation across the country. The mission was implemented as a nationwide campaign, aimed at eliminating open defecation in rural areas through mass-scale behaviour change.

The key stakeholders in SBA were the common people of the nation, though the SBA developed android and iPhone applications to promote the campaign and disseminate information on progress, social media networks like Twitter, and Facebook was extensively used to create awareness, and communicate with citizens.

Several authors have used the data from social media to understand the sentiment of the social media users regarding various topics. Sentiment analysis is the use of natural language processing (NLP) to analyse conversations on social media platforms like Twitter, and Facebook, and to determine deeper context by monitoring conversations to learn the following two key things:

- Whether consumers' emotions are positive or negative (Net Sentiment).
- How strong those emotions are (Passion Intensity).

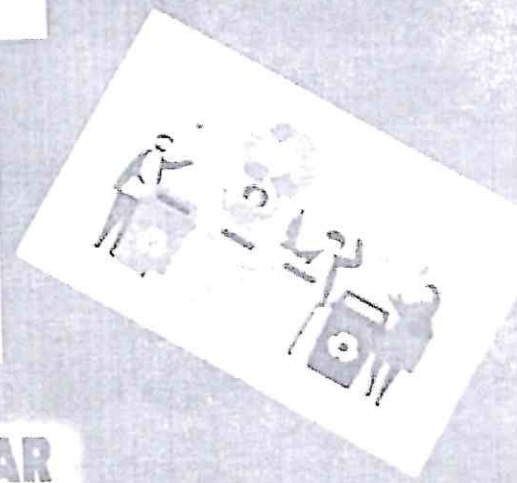
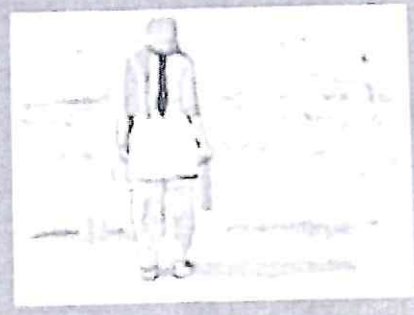
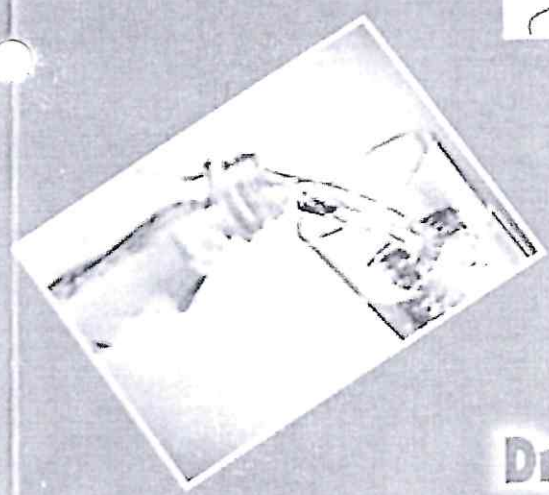
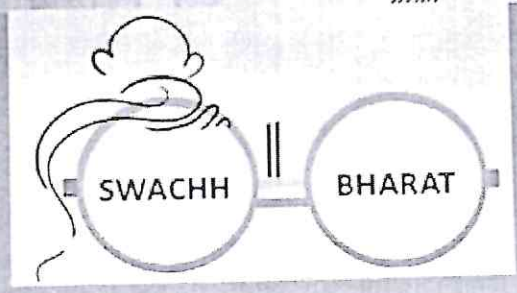
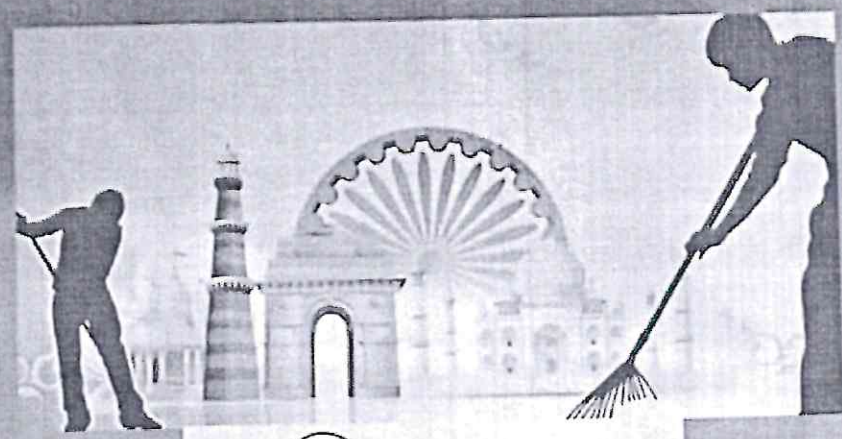
In this paper the authors have tried to synthesize the findings of sentiment analysis published on SBA to understand the descriptive change in perception of the citizen across the time and geography and developed road map for future of the campaign based on evidence.



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# CLEAN INDIA CAMPAIGN FOR NEW INDIA : ACHIEVEMENTS AND CHALLENGES



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**A CRITICAL REVIEW ON IMPACT OF MICROPLASTIC  
EXPOSURE ON MARINE LIFE AND SUSTAINABLE  
REMEDICATION STRATEGIES (PROGRESS TO SDG 14)**

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***Background:** Microplastics are small plastic pieces with less than 5mm in length and are conducive pollutants to aquatic life. With the recent covid pandemic adding to the existing problem of the plastics. This has garnered a prime attention towards the increasing menaces of microplastics ending up in the water bodies. These tiny particles are ingested by marine animals which are mistaken as food and ingested by marine biota and get transferred to higher trophic level. The harmful effect of microplastics on marine biota involves retention of plastic fragments in the tissue which leads to reduction in feeding capability and lowering in energy reserves<sup>1</sup>. Presence of microplastics in aquatic environment is posing a serious concern on human health and ecosystem. Microplastics can adversely impact humans and has the potentiality for neurotoxic and carcinogenic effects. The recent examinations on aquatic life such as fishes, coral reefs and especially zebra fish have tried to enumerate the harmful effects of microplastics and tried to quantify the extent of the harm<sup>2</sup> but still the knowledge regarding the toxicity and bioaccumulation of the plastics remains in a limited spectrum. These are affecting the potential rich biodiversity of the aquatic life. These also affect the vulnerable lower aquatic life leading to their depletion which altogether creates an imbalance in the marine ecosystem<sup>2</sup>. The plastic particle toxicity depends on concentration, particle size, exposure time, particle condition, shape and polymer type. Furthermore, contaminant background,*

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OPEN ACCESS PEER-REVIEWED CHAPTER

# Good Pharmacy Practice in India: Its Past, Present and Future with Need and Status in COVID 19

WRITTEN BY

Mrinmoy Roy

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