

3.3.2 Number of research papers per teachers in the Journals notified on UGC website during the year.

Effect of Pesticides on Nervous System or Neural Health

Shama Chavan¹, Meena Mehta²

ABSTRACT

Pesticides will be utilized to manage pests that are important to agriculture and health care, and they will continue to be necessary for the future related to food security and prevention and control. Pesticides are unlikely to be phased out in the foreseeable future, but they should be handled with prudence. The majority of pesticides are hazardous to humans and can cause serious health problems which lead to death. During chemical spraying, skin contact accounts for about all of the body exposure. Contamination, such as for local farmers in open vegetable farming or pesticide industry employees, may result in direct exposure. Indirect exposure can occur through dietary goods such as food and drinking water, as well as the usage of repellents in homes. Some neurotoxic effects are immediately apparent, while others might take months or even years to appear. A variety of variables, including the toxin's characteristics and the dosage a person, is exposed to, determine the consequences of neurotoxicity. Amyotrophic Lateral Sclerosis, Intermediate syndrome, Parkinson's disease, and Alzheimer's disease are diseases that highly damage the mental health and the neural health of a person. This review is mainly focused on types of pesticides, route of pesticide entry in body, their effect on human health, and how these pesticides induce neural diseases.

Keywords: Pesticides, Neurotoxicity, Alzheimer, Parkinson, Amyotrophic Lateral Sclerosis, Intermediate syndrome

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INTRODUCTION

Pesticides are a broad and varied chemical family. Fungus, insects, rodents, and weeds are all killed and eradicated using these pesticides. Fungicides, herbicides, insecticides, molluscicides, nematocides, rodenticides, and plant growth regulators are some of the examples of pesticides [Figure 1].^[1]

Maximum pesticides have the main site of action in the neurological and endocrine systems, making them potentially hazardous to humans with substantial direct and indirect health consequences. Pesticides are directly or indirectly ingested by humans. Ingestion of tainted food and water, as well as absorption of pesticide droplets from the drift, are all examples of direct exposure in agriculture, public health, and livestock, as well as fumigation. Due to their physical constitution, temperament, and physiology, children are more sensitive to pesticides than adults, and even modest amounts of exposure during the early stages of development can create health problems. These pesticides can also cause neurotoxicity which damages the several function of the nervous system and cause neural disease.

According to existentialist philosophy, the nervous system is a complex component of an organism that governs its activities and sensory information by conveying impulses throughout the body. The central nervous system (CNS) is a marvel of intricate biomolecular connections that keep life moving and maintain homeostasis. The CNS, on the other hand, is not immune to alterations that generate neurological disease, which may be brought on by latent viral infections, chronic, or acute. Numerous viruses may infect resident cells in the CNS, including neurons. The nervous system detects changes in the environment that produces acute and then responds with the help of the endocrine system. The nervous system gets its name from nerves, which are cylindrical bundles of fiber (neuronal axons) that originates from the brain and spinal cord and branch out to innervate every part of the body. Nerves, which are cylindrical bundles of fiber (axons of neurons) arise from the brain and spinal cord and branch repeatedly to innervate every area of the body, are the foundation of the nervous system.^[2,3]

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The direct or indirect influence of chemicals on the neurological systems of people and animals is referred to as neurotoxicity. In humans, a variety of substances may cause neurotoxic illnesses. Although there may be a long delay between exposure and the emergence of neurotoxic consequences, neurotoxicity is typically self-limiting when exposure ends and seldom progressive in the absence of ongoing exposure.^[4]

Types of Pesticides and their Drawbacks

Herbicides

Herbicides may induce deformities by interfering with cell division, photosynthesis, and amino acid production. The harmful therapeutic action of herbicides, as well as the method of administration, have a significant impact on their prospective consequences.^[5]

Insecticides

Insecticides have a variety of consequences. Some pesticides disturb the neurological system, while others destroy the exoskeletons of pests, repel insects, or manipulate humans in other manners. Due to these variables, each pesticide may offer a varying amount of danger to non-target insects, humans, pets, and the environment.^[6]

1 of 1

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TO STUDY THE CONCEPT OF MEME MARKETING - A NEW WAY OF SOCIAL MEDIA MARKETING

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Abstract

Memes are generally used on Social Media Platforms. Both concepts are about engaging with people online. While social media is a platform for communication, memes are a way to convey a culturally related idea. A meme is an image or video that illustrates the thoughts and feelings of a particular audience. Most memes have captioned photos meant to spark humor. Memes have become a daily dose of unrepentant comedy that relieves us of the monotony of existence. Nowadays memes are also used by Marketers to carry out their Marketing Activities. It flares out like wildfire across all social sites and gets people to notice it and pass it on to others in their preferred target group. Although memes may or may not have a favorable impact on a company, the pros far overstep the cons. This paper intends to study how the marketing of memes can effectively influence the values and attitudes of consumers and further boost their purchase intention; furthermore, this research would aim at understanding consumer's intuitions about a brand through its Memes and how it can benefit in branding a product. It will also provide strategies used by Marketers and Advertisers of brands. In a nutshell, this study will explore numerous hidden facts about meme marketing and highlight future usefulness and prospective.

Keywords: Memes, Social Media Marketing Tool, consumer perception, Brand Promotion.

INTRODUCTION

An Internet meme, commonly known as a meme is an idea, behavior, or style that is spread through the internet or social media, especially for humorous purposes. The term meme was invented by Richard Dawkins in his book *The Selfish Gene* to explain how ideas replicate, mutate, and evolve memetics. The first resemblances of internet memes are Emoticons. According to him, internet memes are a "hijacking of the original idea," with the meme's core concept has changed and evolved in various new directions from the mid-1990s till date. Internet memes are regarded as a part of the culture of the internet. They can be transferred from one person to another by social media, blogs, emails etc. Internet memes can remain the same or evolve over time either by coincidence, or through criticism, imitations, parody or inclusion of news about itself. Memes on the Internet proliferate as a result of cultural influences. As social media marketing becomes the norm for businesses, from small businesses to conglomerates, the occasional use of a meme to highlight products or services has proven ineffective. Studies relating to the effective use of memes for marketing purposes are still lacking in terms of contextualized analysis. While knowing this aspect may improve the use of memes by marketers, it is also an engaging area for

OBJECTIVES OF THE RESEARCH:

1. To understand the concept of Meme marketing.
2. To study the negative or positive impact of Memes on brand image.
3. To examine whether memes really affect the brand preference of customers.
4. To understand the perception and opinions of consumers on Memes related to products they use.
5. To provide the conclusion and suggestion for the study.

RATIONALE OF THE STUDY:

This study is undertaken to understand the concept of memes marketing influencing the purchasing behavior of consumers through social media platforms. This study would be a major benefit to the Marketing department of companies and Advertising Agencies.

SIGNIFICANCE OF STUDY:

The meme concept creates instant humor and a big impact on viewers with limited words and pictures. It gives a distinctive position to the product in the mind of the customer. The concept of meme marketing needs to be explored and promoted further because it is cost-effective and gives good comebacks. This study is undertaken to evaluate the impact of meme marketing on the audience and its supporting factors. This study also helps to discover the effect of memes on brand image. It can provide the basis for marketers who are eager to adopt this marketing strategy.

RESEARCH METHODOLOGY

The study adopted both qualitative and quantitative research methods. The researchers attempted to obtain data from primary and secondary sources. It is based on a structured way of obtaining and evaluating data from different sources. Primary data is collected via the questionnaire method. Secondary data is collected by researching information sources such as reports, databases, e-books, e-journals. The research tool used for data collection was a questionnaire method. The sample size is 100 units. The study is mainly carried out on social media presence like Instagram, Facebook, and whatsapp.

REVIEW OF LITERATURE

Holt and Cameron, (2010) stated that, in any case, content is "king," and as Memes are one of the most extensively utilized types of content, and the process of selecting popular memes is considered crucial in a culturally entrenched branding strategy.

²Sajid et.al. (2016): Social media marketing, also known as social media promotion, strives to make maximum use of online community platforms to sell products and services that are tailored to the wants and needs of consumers. Many businesses are making an attempt to tap into this growing market in order to not only sell their products and services, but also to raise brand awareness.

1. Holt, D., & Cameron, D. (2010). *Cultural strategy: Using innovative ideologies to build brands*, New York, NY: Oxford University Press.
2. Sajid, S. I. (2016). Social media and its role in marketing. *Business and Economics Journal*, 7(1),1-5

Csordas et al. (2017): Illustrated how user generated memes can affect a brand image by spreading like a virus and display a "alternative meaning" to what a company was originally intending to portray. They discovered that, while memes were beneficial for generating interest in specific businesses, they may also contribute to negative portrayals of those firms.

Brubaker et. al. (2018): Here the researcher stated that Memes are increasingly being used in social media marketing to ensure that any product or service appeals to a younger demographic. However, he also emphasized the need of examining meme-generation tactics.

Anton Lucan's (2019): According to Anton Lucan's The Internet meme culture has ushered in a new and strong digital marketing era. He says that the power of memes to appeal to any generation, to turn a boring product or event into a popular one, and to gain viral attention has contributed to its resurgence on the internet and across cultures.

According to Shubham Davey, (2021): Meme culture or memejacking, is the most underrated digital marketing tactic that no one is talking about. One's sense of humor may help him or her land a serious position with one of the most well known companies. There isn't a single brand that isn't using memes to its advantage. Even the most intelligent and traditional marketers are influenced by meme-culture

FINDINGS

After collecting the primary data and secondary data our findings for research paper are as follows: -

1. The world has altered as a result of social media, especially after the hit of pandemic people have come to digital platforms to socialize virtually. 96% of total respondents use social media out of this 5.9% spend more than 4 hours on social media whereas 15.8% and less than 2 hour.
2. Facebook being the most common social media, according to our findings Facebook and Twitter are not much frequent as compared to Whatsapp, Instagram, Youtube that are most frequently used.
3. Talking about memes, at present memes have gained a lot of popularity on social media platforms, people are now aware of memes and its use for entertainment, advertisement, etc. hardly few people know about memes for advertisement and 34.7% think that memes are for entertainment purpose and 5.8% think that it is for only brand awareness purpose, Whereas majority of respondents (59.4%) believe that it is both entertainment as well as brand awareness purpose.
4. As memes have various forms, Majority of respondents prefer image and caption form as it is the most common form of memes, and prefer video and GIFs. Making
5. People also gave perceptions on products consumed by them related to memes, majority of them find that it was funny, on an average basis they think it was informative and influential for buying a product and very few of them find it as boring.

Csordás, T., Horváth, D., Milev, A., & Markos-Kujbus, B. (2017). User-generated internet memes as advertising vehicles: Visual narratives as special consumer information sources and consumer tribe integrators. In G. Siebert, M. B. Rimscha, & S. Grubenmann, Commercial Communication in the digital age (pp. 274-266). Berlin, Germany: Walter de Gruyter.

Brubaker, P. J., Church, S. H., Hansen, J., Pelham, S., & Ostler, A. (2018). One does not simply meme about organizations: Exploring the content creation strategies of user-generated memes on Imgur. *Public Relations Review*, 44(5), 741-751.

Anton Lucan's, 5th March 2019 "Meme marketing isn't a joke — it's an A-1 strategy, especially in Asia" <https://e27.co/meme-marketing-isnt-a-joke-its-an-a-1-strategy-especially-in-asia-20190305/>

Subhuman Davey 4 February, 2021 "The future of digital marketing that no one's talking about" <https://medium.com/limitedio/the-future-of-digital-marketing-no-ones-talking-about-it-79d770568455>

6. Memes marketing can also affect brand image of product or service in a positive or negative way depending on content, effectiveness, etc. of meme, as per our findings 38.6% of people feel that memes marketing can affect the brand as positive however, rest of them believe that it can effect in both positive and negative way. According to Teng.et.al (2021) Internet memes positively influence branding. However, not all of the characteristics of memes were associated to branding; only the prestige of the brand, interaction and the humor reinforce the image of the brand.
7. Many respondents claimed that they may get influenced for purchasing a product or services after watching its meme depending upon how effective a meme is.
8. Respondents had no problem with Memes used for television advertisement and the also think that Meme Marketing might become a crucial part of the advertisement industry.
9. As memes being popular on social media platforms made people (45.5%) think that meme marketing is an effective way of marketing brands.

IX. SUGGESTIONS

1. Clarity is the key when it comes to memes. A meme should be clear and simple to understand. The main purpose of the meme shouldn't get lost somewhere. For instance, a meme with a social message should remember to emphasize the product or service for the business. While this can spark a conversation, it should also be obvious about what you plan to sell. It should include Relation between the text and image that encourages to portray the message in a straightforward way. It is also suggested for companies to keep up with what is trending so that the memes utilized for marketing are not perceived as outdated.
2. As Majority of Consumers have shifted to virtual platforms, memes are a good way of engaging the audience through social media. Companies can engage consumers by using Memes for initiating various offers, schemes, etc.
3. It should be in general terms and not specifically designating or targeting anyone, also it shouldn't point out the competitors negatively in order to damage competitors' impression in the market.
4. Avoid using slang languages because using slang language would make memes funny but sometimes can be doubtful to understand. Trying to use slang language would make consumers feel the brand is striving too hard to be cool and will ultimately hurt the brand.
5. Confusion arises in the minds of consumers for purchasing a brand after viewing its meme, so companies must attach a landing page that keeps an eye on the target, provides value for offers along with eye-catching visuals.
6. Companies can raise social, cultural and environmental issues using meme marketing. It will help the company raise corporate social responsibility along with brand or product awareness.
7. Companies should take Meme marketing much more seriously, a strong content driven meme marketing can go viral over a few mins or hours. It is important for organizations to map the relevant communications ecosystems.

X. CONCLUSION:

From the research carried out above, it can be concluded that most of the young people today use social media apps for more than 2 hours a day. Larger amount of Middle age generation has also shifted to platforms like facebook and Whatsapp. Digital platforms have become more of an entertainment, socializing than being informative, memes play an

- 7 Teng, Hsuj & Lo, Chi-Feng & Lee, Hsin-Hui. (2021). How do internet memes affect brand image?. Online Information Review ahead-of-print 10.1108/OIR-05-2020-0192.

important role with reference to entertainment hence reaching larger amount of customers in an entertaining way rather than being informative. This calls for larger brand awareness value and building brand image among all age groups of customers. Memes have become a synonym to humor based content and with the fact that people enjoy it and also share it with friends and family, indirectly publicizing the brand name.

Most of the time, companies use memes to market movies or programs, but they are also used to market their brand or product. In this research, people also agreed that memes have the power to influence the sales of marketed products and services. In today's world, creating a meme that is acceptable to all audiences is a difficult task and hence, creating memes is considered skillful for any individual. Memes marketing has therefore become a new sight for the marketing industry over the centuries today. With fierce competition in all industries, marketers always have to find new, more successful and affordable strategies. Besides entertainment, it also advertises the product/service and easily reaches the target audience. Efficiency can be easily measured and necessary future decisions can be made. In addition to entertainment, it should be seen as important and serious.

To conclude, the use of memes in advertising is still a new phenomenon. Businesses use internet memes to show that they are actively participating in online culture. Advertisers do their best to make the ads memorable so that consumers can buy the product. Memes spread quickly and marketers use them to meet their needs. Advertisers try to attract consumers by creating funny and humorous memes. Hence we can say Meme marketing is here to stay!

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COMPREHENSIVE ANALYSIS OF LIVELIHOOD ISSUES OF PERSONS WITH DISABILITIES: A QUALITATIVE PERSPECTIVE

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Abstract

The study explores essential areas of livelihoods such as work, education as well as training, self-employment, and social security using an amalgamation of interview sessions as well as quantitative information from independent sources. It also investigates the influence of a lack of healthcare services on handicapped people's livelihoods. The study delves deeply into the numerous social, behavioural, as well as environmental difficulties experienced by distinct groups of handicapped persons. Additionally, it examines the gender elements of the barriers to employment experienced by handicapped persons. Extracts from the interview were utilised to learn about the perspectives and experiences of handicapped individuals in attaining possibilities. Their personal experiences indicate that, in addition to prejudice and hurdles, a lack of available possibilities is a significant difficulty for them. According to the survey, handicapped persons rely mostly on the compassion and generosity of family members to support their livelihoods. Furthermore, a lack of understanding, self-interest, as well as unfavourable attitudes among family members prohibit handicapped persons from becoming self-sufficient as well as empowered.

Keywords: Livelihood Issues, Persons with Disabilities, Education, Healthcare.

1. Introduction

The World Health Organization (WHO) defines disability as "an umbrella word that encompasses disabilities, activity limits, and functional limitations." A disability is an issue with physical function or structure; an endeavour constraint is a challenge confronted by a person in carrying out a function or activity; and a participatory stipulation is a difficulty faced by an individual in participating in life circumstances. Thus, disability is a complicated occurrence revealing an interplay among characteristics of a person's body as well as characteristics of his or her social environment." A disability is a constraint brought about by social, environmental, cultural, as well as economical obstacles. Disabled persons account for 10-20 percent of any population and are concentrated in the poorest neighbourhoods. As a result, reducing poverty necessitates addressing handicapped people's rights and aspirations. Disability has lately emerged as an international development concern, with legislative proposals aimed at mainstreaming disability into the development discourse. Disability, on the other hand, has not been embraced as a cross-cutting developmental concern.

According to Deepak, et al. (2014), disabled persons face numerous forms of

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