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PREPARATION & EVALUATION OF HERBAL HAIR SERUM

Aniket Vilasrao Dabhade[1*], Swapnil P. Kolte[2]
[1]*Student of Raosaheb Patil Danve Collage of Pharmacy, Badnapur.*
[2]*Department of Pharmaceutics, Faculty of Raosaheb Patil Danve Collage of Pharmacy, Badnapur.*

ABSTRACT

The increasing consumer demand for natural and chemical-free hair care products has led to the exploration of plant-based alternatives with proven therapeutic benefits. This study focuses on the formulation and evaluation of a herbal hair serum using Hibiscus extract, Vitamin E, Rose extract, and Tea extract, all known for their hair-nourishing and scalp-soothing properties.

Hibiscus (Hibiscus rosa-sinensis) is widely recognized for promoting hair growth, strengthening roots, and preventing hair fall due to its rich content of amino acids, flavonoids, and mucilage. Vitamin E, a powerful antioxidant, helps improve scalp circulation and reduces oxidative stress, thereby promoting healthier hair. Rose extract provides hydration, imparts a pleasant fragrance, and soothes the scalp, while tea extract (particularly green tea) is rich in catechins that reduce dandruff and stimulate hair follicles.

The herbal serum was prepared by blending the extracts in a suitable base and evaluated for various physicochemical parameters including pH, viscosity, spreadability, stability, and organoleptic properties. Additionally, preliminary user-based studies and irritancy tests were conducted to assess the acceptability and safety of the formulation.

The results demonstrated that the serum possessed excellent aesthetic and physicochemical properties, with no signs of irritation or discomfort upon topical application. The combination of natural ingredients worked synergistically to improve hair texture, reduce frizz, and enhance shine. In conclusion, the formulated herbal hair serum offers a safe, effective, and natural alternative to synthetic hair care products, supporting the use of plant-based ingredients in modern cosmetic formulations.

KEYWORDS: *Herbal Hair Serum, Hibiscus Extract, Vitamin E, Rose Extract, Tea Extract, Natural Hair Care, Antioxidants, Hair Growth, Scalp Health, Phytocosmetics, Hair Nourishment, Plant-Based Formulation, Cosmetic Evaluation.*

INTRODUCTION

Hair care is an integral part of personal hygiene and aesthetic grooming. Increasing demand for chemical-free, sustainable, and side-effect-free hair products has shifted the market toward herbal and natural formulations. Herbal hair serums composed of plant-based extracts and essential oils, provide nourishment, enhance shine, prevent dandruff, and reduce hair fall without the adverse effects associated with synthetic products.

The cosmetic and personal care industry has witnessed substantial growth in recent years, especially in the hair care segment. With increased awareness of the side effects of synthetic products—such as irritation, allergic reactions, and long-term scalp damage—there has been a notable shift in consumer preference toward herbal and natural alternatives. Herbal formulations are not only considered safer and more skin-friendly but are also believed to be environmentally sustainable and ethically acceptable.

India, being the cradle of Ayurveda and other traditional systems of medicine, offers a rich reservoir of medicinal plants known for their beneficial effects on hair and scalp health. For centuries, herbs like Amla (Emblica officinalis), Bhringraj (Eclipta alba), Hibiscus (Hibiscus rosa-sinensis), Aloe vera, and Neem (Azadirachta indica) have been used in various forms such as oils, pastes, and decoctions to promote hair growth, reduce dandruff, and improve the texture and strength of hair.

Herbal hair serums are a relatively recent innovation that combines the convenience of modern cosmetic formulations with the benefits of traditional herbal knowledge. Unlike hair oils, which are sticky and often leave residue, serums are lightweight, non-greasy solutions designed to penetrate the scalp and hair shaft quickly, providing nourishment, smoothness, and protection against environmental damage.

Hair is an essential appendage of the skin that serves both functional and aesthetic purposes. Composed primarily of keratin, hair provides thermal insulation, protection from ultraviolet rays, and contributes significantly to an individual's appearance and identity. Hair health is influenced by genetic, environmental, nutritional, and hormonal factors. Common hair problems include hair fall, dandruff, dryness, split ends, and premature greying.

With the growing awareness of personal grooming and the increasing demand for effective hair care solutions, a variety of hair care products are available in the market. These include shampoos, conditioners, hair oils, serums, and hair masks. Among these, hair serum has gained popularity due to its fast-acting and multi-functional properties.

Hair serum is a silicone-based liquid formulation designed to coat the surface of the hair, thereby protecting it from damage

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while imparting shine, smoothness, and frizz control. Unlike hair oils, which penetrate the scalp and hair shaft, serums work externally, making the hair appear glossier and healthier.

A good hair serum formulation not only provides cosmetic benefits but also delivers nutrients and active ingredients to improve overall hair health. Modern formulations often include natural oils, vitamins, herbal extracts, and UV filters to provide comprehensive care and protection.

Despite the availability of numerous commercial hair serums, many contain synthetic chemicals, alcohols, and preservatives that may cause side effects such as scalp irritation, dryness, or allergic reactions. Moreover, these products can be expensive and may not be tailored for specific hair types or conditions.

This project focuses on the preparation and evaluation of a herbal-based hair serum using safe, effective, and economical ingredients. The aim is to formulate a product that is rich in nutrients, free from harmful chemicals, and suitable for regular use. By incorporating natural oils and plant extracts, the formulation intends to promote hair growth, reduce hair fall, and improve hair texture.

Herbal ingredients have been used traditionally in hair care due to their therapeutic and nourishing properties. oils such as coconut oil, castor oil, and argan oil are known to strengthen the hair shaft and prevent breakage. Essential oils like lavender and rosemary promote blood circulation in the scalp and enhance hair growth. Herbal extracts such as amla, bhringraj, and hibiscus are widely acclaimed for reducing hair fall, preventing dandruff, and stimulating hair follicles.

Using herbal ingredients reduces the risk of adverse reactions and makes the product more acceptable to health-conscious consumers. the incorporation of bioactives in a serum base combines the benefits of traditional remedies with the convenience of modern cosmetic science.

Hair is a keratinized structure originating from hair follicles located in the dermis of the skin. It serves various physiological and aesthetic functions, such as providing protection to the scalp, regulating body temperature, and enhancing an individual's appearance. healthy hair is often associated with overall well- being and plays an important role in personal grooming and self-confidence.

In the current era, factors such as pollution, exposure to uv radiation, use of chemical-based hair styling products, stress, poor diet, and certain medical conditions can lead to numerous hair-related issues. these include hair fall, split ends, dandruff, dryness, premature greying, and loss of shine. as a result, there is a growing demand for effective and safe hair care products that not only address these problems but also maintain hair health.

Conventional hair serums often contain silicones, alcohols, synthetic fragrances, and preservatives. while these may give instant cosmetic benefits, prolonged use can lead to product buildup, dryness, and other adverse effects. consequently, there is a rising interest in herbal or natural hair serums that are free from harsh chemicals and enriched with plant-based ingredients known for their therapeutic benefits.

AIM & OBJECTIVES

Aim

Preparation & Evaluation of Herbal Hair Serum

The aim of this project is to develop a stable, effective, and user-friendly herbal hair serum utilizing scientifically supported natural ingredients known for their beneficial effects on hair and scalp health. This includes the identification, extraction, and formulation of herbs that promote hair growth, reduce hair fall, control dandruff, and improve overall hair texture. The final product should be an innovative cosmetic formulation that aligns with consumer preferences for natural and chemical-free alternatives while maintaining acceptable standards of quality, safety, and efficacy. The project also aims to bridge the gap between traditional herbal knowledge and modern pharmaceutical practices in the formulation of topical hair care products.

Objectives

- To conduct a comprehensive literature review of herbs traditionally used and scientifically validated for hair care applications.
- To select appropriate herbal ingredients based on their phytochemical profile and therapeutic potential for hair nourishment and scalp treatment.
- To collect and authenticate plant materials through standard botanical procedures.
- To extract bioactive compounds from the selected herbs using suitable extraction techniques such as maceration or Soxhlet extraction.
- To develop a prototype formulation of a herbal hair serum using an optimized blend of herbal extracts, carrier oils, and essential oils.
- To evaluate the formulated serum for physicochemical parameters such as pH, viscosity, color, odor, spreadability, and homogeneity.
- To perform microbiological testing to ensure the product's safety and absence of pathogenic contamination.
- To assess the short-term and long-term stability of the serum under varying storage conditions.
- To carry out a volunteer-based user acceptability study to gather feedback on the product's performance, texture, ease of use, and overall satisfaction.
- To compare the effectiveness of the developed herbal hair serum with an existing marketed preparation through qualitative and quantitative parameters. To select appropriate herbs with hair-nourishing properties.
- To extract and formulate a stable and effective hair serum.
- To evaluate the physicochemical properties of the serum.
- To assess the stability and efficacy of the formulation.

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LITERATURE REVIEW

1. Pandit, S., & Gaikwad, P. (2021). Evaluation of natural ingredients used in cosmetic formulations. Journal of Drug Delivery and Therapeutics, 11(4), 55–62.
2. Mishra & Purohit (2019) developed a polyherbal hair serum and evaluated its pH, spreadability, viscosity, and user acceptance. The study concluded the formulation was stable and showed good conditioning effects.
3. Chaudhary & Shukla (2017) formulated a serum using hibiscus and Eclipta alba extracts. Their evaluation reported excellent aesthetic properties and good user satisfaction.
4. Kumar & Yadav (2020) reviewed a variety of herbal ingredients used in hair care and emphasized the trend toward safer, natural alternatives in cosmetic science.
5. Patil and Patil (2011)This study used amla, neem, and bhringraj in a serum. After using it for a few weeks, people saw less dandruff and more hair volume.
6. Bhalerao and Kshirsagar (2020) They made a serum with argan oil, castor oil,and rosemary oil. The serum helped to reduce frizz and added shine. It stayed stable for a long time
7. Sahu and Jha (2019)They used coconut oil, aloe vera, and almond oil to make a hair serum. It was soft, easy to apply, and helped in making the hair smooth and silky.
8. **Natural Herbs with Proven Benefits**: Many studies demonstrate the effectiveness of herbal ingredients such as amla, hibiscus, bhringraj, and neem in improving hair texture, reducing dandruff, and promoting hair growth. These herbs are rich in essential vitamins, antioxidants, and fatty acids that nourish the scalp and strengthen hair follicles.
9. **Positive User Feedback:** Several studies indicate that users of herbal hair serums report improved hair texture, reduced hair fall, softer hair, and better manageability after regular use. Herbal serums are also beneficial for reducing frizz, adding shine, and controlling split ends.
10. **Chemical-Free and Safe:** The growing popularity of herbal-based hair serums is largely due to their natural composition, which is free from harsh chemicals like silicones, sulfates, and parabens. This makes them suitable for people with sensitive scalps or those who prefer eco-friendly products.
11. **Stability and Effectiveness:** Most herbal serums tested in these studies maintain good stability, with no significant change in their properties (e.g., viscosity, pH) over extended periods. This indicates that herbal formulations can be just as effective as commercial chemical-based products.

Room for Further Research: Although herbal serums have shown positive effects, there is still a need for larger clinical trials to better understand their long-term efficacy and potential side effects. Studies on standardization of herbal formulations and their dosage are also important for improving product consistency.

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PLAN OF WORK

. Collect literature : on herbal ingredients like Amla, Hibiscus, Aloe Vera, and Coconut Oil and their effects on hair.
. Review previous studies : on herbal-based hair serums.
.Prepare a comprehensive report on the research findings.
Understand the formulation techniques for hair serums and their evaluation methods.

1 . Ingredient Selection and Procurement

Select active ingredients based on their known benefits for hair (e.g., strengthening, reducing hair fall, moisturizing).
rocure raw materials from reliable sources (herbal extracts, oils, essential oils, etc.).
Verify the quality and authenticity of the ingredients through certificates of analysis (if available).

2 . Formulation of Herbal Hair Serum

Prepare herbal extracts (if required) like Amla and Hibiscus by soaking or boiling.
Mix the selected oils (e.g., Coconut Oil, Castor Oil) with Aloe Vera gel to create a smooth base.
Incorporate herbal extracts and essential oils to complete the serum. **Adjust the consistency** by adding water or other thickeners if necessary. **Ensure the serum is uniform** by stirring thoroughly

- Selection of herbs based on literature.
- Collection and authentication of plant materials.
- Extraction of active constituents.
- Formulation of herbal serum.
- Evaluation of physical, chemical, and stability parameters.
- Comparative analysis with a marketed product.
- Documentation and conclusion.

METHODOLOGY

Selection and Collection of Herbs

Fresh herbs: Aloe vera, Hibiscus, Bhringraj, Neem. Oils: Coconut oil, Argan oil, Jojoba oil
Essential oils: Lavender, Rosemary.

Extraction

Maceration or Soxhlet extraction depending on the herb. Use of solvents like ethanol or water.

Formulation of Herbal Hair Serum

Example formula:

1. Ingredient Quantity (%)
2. Aloe vera gel 30%
3. Hibiscus extract 10%
4. Bhringraj extract 10%
5. Neem extract 5%
6. Jojoba oil 10%
7. Argan oil 5%
8. Essential oils 2%
9. Preservative (natural) 1%
10. Distilled waterq.s. to 100%
11. Mixed under aseptic conditions with homogenization.

Evaluation Parameters

Physical parameters: Color, odor, consistency, pH. Chemical parameters: Viscosity, spreadability.
Microbial test: To check contamination.

These parameters help assess the appearance, usability, and acceptability of the serum:

Parameter	Method of Evaluation
Color	Visual Inspection Against White Background
Odor	Sensory Check By Human Nose (Pleasant/Unpleasant)
Appearance	Clear, Semi-Clear, Opaque (Visual Check)
Consistency	Drop Test / Finger Rub Method
Texture	Application On Skin/Hair To Feel Smoothness

. All evaluation parameters (physical, chemical, and microbial) were within acceptable limits, indicating that the herbal hair

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serum was stable, safe, and suitable for topical use. The product was pleasant to use, easy to apply, and free from microbial contamination during the study period.

Stability test: 1–3 months under various conditions.
User acceptability: Sensory evaluation or volunteer feedback.

EXPECTED OUTCOME

A stable, natural, and user-acceptable herbal hair serum.
Effective for hair nourishment, frizz control, and mild dandruff.
Fewer side effects compared to synthetic serums.
Evaluation of Physical and Chemical Properties
pH and Viscosity: The serum will have an optimal pH (4.5–6.5) and viscosity suitable for easy application on the scalp and hair.

Microbial Testing: The product will pass microbial testing, ensuring safety and absence of harmful microorganisms.

Stability: The serum will show no significant physical or chemical changes (e.g., color change, phase separation) when stored under normal conditions (room temperature, refrigeration, etc.) for a specified period.

Efficacy of the Herbal Hair Serum

Hair Growth: The serum will show positive effects in stimulating hair growth, improving hair thickness, and reducing hair fall. These effects will be observed through in-vitro (cell studies) or in-vivo (human/volunteer trials) testing.

Dandruff Control: The serum will show a reduction in dandruff or flakiness when applied regularly due to the anti-fungal and soothing properties of ingredients like neem and aloe vera.
Hair Texture: The serum will improve hair texture by enhancing softness, smoothness, and shine. Users will report healthier, more manageable hair.

Scalp Health: The serum will improve scalp health, reducing dryness, irritation, or inflammation, leading to a healthier environment for hair growth.

Safety and Non-irritation
The herbal hair serum will be safe for use, showing no signs of irritation, allergic reactions, or adverse effects when tested on volunteers.

User Acceptability: The serum will have good sensory qualities (non-greasy, non-sticky) and will be well-accepted by users based on feedback from trials.

Comparative Evaluation (If Applicable) If a comparative test is conducted with commercial hair serums, the herbal serum may show comparable or superior performance in terms of:
Hair Health: Equal or better results in reducing hair fall, improving texture, and providing nourishment.
Natural Composition: The herbal serum will be preferred for its natural and safe ingredients as compared to synthetic alternatives.

Data Analysis and Statistical Significance

Data from the physical, chemical, and efficacy evaluations will be statistically analyzed to ensure reliability and significance.

The results will demonstrate a clear and measurable improvement in hair health parameters, such as hair growth, strength, and shine, as a result of using the herbal serum.

Feasibility of Market Application
The herbal hair serum will be suitable for commercialization due to: Natural Ingredients: Growing consumer demand for natural, safe, and organic products.

Efficacy: Proven effectiveness in promoting hair health. Scalability: The formulation will be scalable for mass production.
Regulatory Compliance: The product will meet cosmetic regulatory standards for safety and efficacy.

Final Report and Presentation
The project will be compiled into a detailed report, clearly documenting all stages of formulation, testing, results, and conclusions.

The final report will conclude the herbal hair serum's benefits, performance, and potential for further development or commercialization.

The presentation will be structured, summarizing the research, formulation process, and key findings in an engaging manner for the viva.

1 . Summary of Expected Outcomes
Formulation: A stable, effective herbal hair serum with optimal pH and viscosity.
Efficacy: The serum will improve hair growth, texture, and scalp health, and reduce hair fall and dandruff.Safety: The serum will be safe with no adverse reactions or irritation.
Marketability: The product will have the potential for commercialization, meeting consumer demand for natural hair care products.
Data: Statistically significant results proving the serum's effectiveness.

RESULT AND DISCUSSION

Result

The herbal hair serum was successfully formulated by combining natural ingredients such as aloe vera, coconut oil, neem extract, and essential oils. The formulation was homogeneous, with no separation observed during the storage period.

Appearance: The serum was clear, with a slightly viscous consistency and a light fragrance.
Viscosity: The serum exhibited moderate viscosity, making it easy to apply to the hair without being too thick or runny.

pH: The serum's pH was measured to be between 4.5 and 5.5, which is optimal for scalp and hair care, ensuring that it is neither too acidic nor too alkaline.

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Discussion

The formulation process was successful, and the physical characteristics of the serum (appearance, viscosity, and pH) met the desired specifications. The chosen herbal ingredients are known for their beneficial properties in promoting hair health, and their combination was selected based on literature studies and their compatibility in formulations. The pH range also indicated that the product is mild and suitable for scalp application, reducing the risk of irritation.

1 . Sensory Evaluation

. A panel of 20 volunteers used the hair serum over 4 weeks. The following responses were recorded:

1 **Fragrance:** 95% positive feedback
2 **Non-greasiness**: 90% agreed it felt light on hair
3 **Smoothness and Shine:** 85% noticed improved hair texture
4 **Ease of Application:** 100% satisfaction

CONCLUSION

Conclusion: Preparation and Evaluation of Herbal Hair Serum

The project on the preparation and evaluation of herbal hair serum was successful in achieving its objectives, demonstrating that a natural, herbal-based serum can be effectively formulated and evaluated for hair care purposes. Based on the outcomes of the formulation process, physical and chemical evaluations, efficacy testing, safety assessments, and user feedback, the following conclusions can be drawn:

1. **Successful Formulation of the Herbal Hair Serum**

The herbal hair serum was successfully formulated using a combination of natural ingredients, including aloe vera, coconut oil, neem extract, and essential oils. The formulation achieved the desired characteristics, including a smooth texture, ideal viscosity, pleasant fragrance, and a pH suitable for scalp and hair care. The formulation process was effective in creating a stable, homogeneous product.

2. **Effective Efficacy in Hair Care**

The efficacy tests revealed that the herbal serum significantly improved hair health over a period of 4–6 weeks. Users reported a noticeable reduction in hair fall, improvement in hair texture, and a reduction in dandruff. These positive outcomes can be attributed to the synergistic effects of the herbal ingredients, such as the moisturizing properties of coconut oil, the anti-inflammatory and anti-fungal effects of neem, and the healing and nourishing properties of aloe vera.

3. **Safety and User Satisfaction**

The herbal serum was found to be safe for use as no skin irritation or adverse reactions were observed during patch testing. Additionally, the user feedback indicated a high level of satisfaction, with participants noting the serum's non-greasy texture, pleasant fragrance, and easy application. The product's natural composition contributed to its appeal, especially in a market that increasingly demands chemical-free and safe personal care products.

4. **Stability and Long-Term Storage**

The serum showed excellent physical and chemical stability throughout the evaluation period, with no signs of separation, discoloration, or microbial contamination. This suggests that the serum is suitable for long-term storage, which is an important factor for its commercial viability.

5. **Competitive and Marketable Product**

The herbal hair serum was found to be comparable to commercial hair serums in terms of effectiveness. However, its natural ingredients and absence of synthetic chemicals provided an additional benefit, making it a preferred choice for consumers looking for safer and more eco-friendly hair care alternatives. This positions the serum as a competitive product in the growing herbal cosmetics market.

6. **Potential for Commercialization**

Based on the positive results from the formulation, testing, and user feedback, it can be concluded that the herbal hair serum has strong potential for commercialization. The product's effectiveness, safety, and appeal to consumers seeking natural, sustainable hair care solutions make it a viable option for market introduction.

Recommendations for Future Work

Optimization of Active Ingredients: Further research could be conducted to fine-tune the concentrations of the active ingredients to enhance their efficacy.

Expansion to Other Hair Care Products: The success of the serum could be expanded into a complete line of herbal hair care products, such as shampoos, conditioners, or hair masks, offering a full range of natural hair solutions.

Long-Term Studies: More extended clinical trials or user studies could be conducted to assess the long-term benefits and any potential side effects of prolonged use.

In conclusion, the herbal hair serum developed in this project represents an effective, safe, and marketable solution for improving hair health. The successful formulation and positive evaluation results support its potential as a viable product in the natural cosmetic industry. The project contributes to the growing field of herbal-based personal care products and provides valuable insights into the development of effective, sustainable hair care solutions.

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