



## **Welcome to January-April 2018 Issue**

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A very Happy New Year to everybody. I hope that this year will see enormous progresses made by the Asian Society of Pharmacognosy and the Society members. Habit is a difficult thing to break. Take the case of us, scientists and members of the Asian Society of Pharmacognosy. On paper, the Board of Directors is probably one of the best in the world. But in that case, why is the Asian Journal of Pharmacognosy suffering from lack of papers? This is because we or our superiors (whether be it academia or industry) wants us to publish in 'high impact factor journals'. Our jobs, promotion, fame all depends on high impact factors. We forget the fact that if we start publishing in the Asian Journal of Pharmacognosy, it will possibly take less than a year to make this Journal 'high impact'. As has been repeatedly pointed out by our Editor, Asian countries are rich in resources but poor in funding. To get out of this conundrum, we need to increase collaboration between us. Money cannot increase brain power, but brain power can bring in funding for research and funding for equipments. In most of the less developed Asian countries, this may also serve as an eye opener in increasing contacts and collaboration between academia and industry. And unless we can do that, we will remain fund-less and so be considered brain-less. Nothing beats promoting the Society than a well-organized Conference where Asian resources and Asian researchers can be displayed in front of the world. I would implore all members of the Society to think on this matter very seriously and find out a suitable venue and a time to hold this Conference. Otherwise we would always remain and be remembered as the minnows despite the enormous talents of our members. We need to remember that the tortoise outran the hare. Let us hope that the same thing happens with the Asian Society of Pharmacognosy tortoise.