

From Chairman's Desk

"Great minds discuss ideas, average minds discuss events, small minds discuss people."

- Hugh C. Cameron

Research is the subject of great minds. Research publication is meant for communicating the finding so that discussion on the issue can be initiated and its further extension, application planned and executed. Pharmaceutical journalism originally espoused for its readers current and advancing knowledge to move pharmacy to a level having firm scientific basis for the formulated medicines. Advances in chemistry triggered development of pharmaceuticals

and pharmaceutical excipients to such an extent that formulation became more complex science than ever. Academia imbibed scientific knowledge from all branches and cultivated it for focused growth of pharmaceutical sciences. The saying 'if one does not imbibe the culture one cannot succeed' proved very truthful for advances in pharmacy. Pharmacy academic and researchers adopted the true culture of science and technology to firmly establish medicinal value of their products in terms of therapeutic benefits. At the same time publication of the research findings popularized the newly developed concepts/techniques by cross verifying and applying them, which serves as acid test for researchers. The inclination for research helped in emergence of enumerable new drugs and new dosage forms. It's a fact of the day that without medicines there would be a lot less people alive on the earth today. We have got so many potent medicines because of continued pharmaceutical research initiatives and enterprising skills. It is just indisputable that we also need many more medicines to solve the world's health problems and for a better world and better tomorrow. As for now pharmaceutical industries should not abandon science for salesmanship i.e. research budget should be more than marketing budget. Moreover, industry must tie up with academic researchers for cost effective research. Collaborative research between industry and academia has always been fruitful. The need of the day is to take Research & Development back to Pharmacy colleges for academic alliance. It is an issue which deserves more apt consideration to consolidate resources for scientific discovery and management of competing interests between the two.

Both pharma industry as well as academia face resources crunch. At the 2013 Yale Healthcare Conference it was revealed that even National Institute of Health (NIH) funding is all time low. Only less than 20% applications are successful in obtaining funding. On top of it, in 2013 US budget there is projection of additional reduction of \$1.7billion in NIH grant funding. This challenge can be effectively tackled only if industry and academia come closer. It is need of the day that industries in US give a serious thought for collaboration with Pharmacy colleges in India. Large number of Pharmacy post-graduates produced by the colleges in India is working over there, which is testimony of the standards of education, training and research in India.

Another advantage of the collaborative research will be that all projects will have commercial value, unlike pure academic research which usually remains in cupboard only. This will also improve the quality of work as focus will be on final outcome and its face value.

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