

EDITORIAL

Indian Veterinary Journal

Vol. 91, No. 1, January 2014

HAPPY NEW YEAR, 2014

Our journal bearing the title Volume 91 Issue 1 signifies, we are completing 90 years of non-stop monthly journal publication for our veterinary community with the support and encouragement of its innumerable readers, contributors, veterinary and animal science professionals, students, scholars, advertisers and general well wishers. Our immense happiness to applaud and remember every contributor who has made this endeavour a reality. All this would not have happened but for the positive support of the Indian Veterinary Association which has fully realized the responsibility lying with the IVJ in bringing in latest information on science and technology to the doorsteps of the practicing veterinarian and helping in the documentation and transfer of technologies for the health, production and welfare of domestic, free-living, pet, captive and wildlife wealth of the country. The efforts of the IVJ in this regard came in for appreciation from many professional brethren by emails, phone calls and written correspondence. The IVJ places on record the untiring and dedicated contribution made in this regard by the present team of Editors and the establishment staff of the IVJ.

When we are stepping into another new year, I was trying to find out what should be the element that IVJ should majorly focus to be able to reach the next higher level. After extensive research with a thirst to find the right answer, eventually evolved into a vision – a dream – which hopefully will come true very soon with all your support. It is simply a clear mission and the way to move forward to build an effective platform that seamlessly integrates the three most crucial segments of IVJ namely – the members (both annual and life), authors (the contributors including co-authors) and the referees (vetting the article) with the core editorial team of IVJ using technology along side with process automation techniques. This platform will be created in a phased manner – without grossly affecting the going-ons of the journal - which will directly impact overall efficiency and productively, while we will be saving significant operational cost.

To mention few key highlights of the envisaged platform – **a) our authors will receive real time automated notifications to indicate the status of the article, b) our members will get a new book like online experience in journal reading, c) transforming our IVJ website into an encyclopedia of information with advance research facility, d) end to end automation of subscription process with alerts/notifications and e) enhanced peer reviewing with more elaborate screening procedures to ensure the quality of articles.** We know, it will not happen overnight, but we are making an earnest beginning.

The IVJ, the official organ of the Indian Veterinary Association takes this opportunity to wish all its readers **A HAPPY AND PROSPEROUS NEW YEAR OF 2014.**

*Happy be the days ahead
With all the splendid things done and said
Peace be yours, with mind and sole
Pleasure be mine to greet / wish you all.*

*Dr S. Sukumar
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