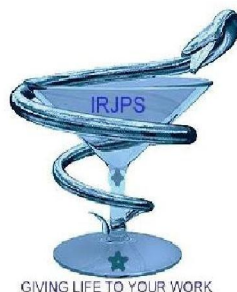


**EDITORIAL****EDITORIAL**

Dear Readers,

In this Competitive World of Scientific Innovations, where budding researchers are struggling hard to make their mark, we are offering an unbiased platform for them from last 2 years, but to maintain standard we are bound to reject few manuscripts which do not comply in any way with Publication Ethics. But we try hard to help Our Upcoming Researchers.

To talk of the Present day Scenario, we must talk of the Publish or Perish attitude of our Institutions. Now this can't support Research work or help researchers. Educational Institutions asks their Faculty members to Publish at least 2-3 Papers per academic session, they must fulfill their Teaching requirements; they must fulfill regulatory aspects needed for NACC/NBA, AICTE, MCI, PCI. Plus any other duties as the Management may ask for.

Now, when we are asking for all these from a Teacher, HOW CAN WE EXPECT QUALITY EDUCATION AND QUALITY RESEARCH? This is the sole reason that we see thousands of Research papers submitted to Universities every year, but not a single New Drug or Formulation in the market.

It's high time we change our attitude from "Publish or Perish" to "Quality Publications".

Happy Reading,

Saumendu Deb Roy,  
Executive Chief Editor  
Chemihive Redefined

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