



## Welcome to Journal of Ayurvedic and Herbal Medicine (J Ayu Herb Med 2454-5023)

**Dr. Koppala Narayana Sunil Kumar** M.Sc., Ph.D.

SDM Centre for Research in Ayurveda  
and Allied Sciences

Laxminarayana Nagar

Kuthpady, Udupi

Karnataka, INDIA- 574 118

e-mail : [sunilkumarnarayanan@gmail.com](mailto:sunilkumarnarayanan@gmail.com)

Mobile: +91-8050230864



Dear Readers,

Welcome to Journal of Ayurvedic and Herbal Medicine (J Ayu Herb Med 2454-5023).

**W**orld Health Organization (WHO) defines 'Traditional medicine (TM) is the sum total of the knowledge, skills, and practices based on the theories, beliefs, and experiences indigenous to different cultures, whether explicable or not, used in the maintenance of health as well as in the prevention, diagnosis, improvement or treatment of physical and mental illness'. Ayurveda is one of the TMs originated in India during Vedic era (3,000 BCE). According to WHO 'Herbal medicines include herbs, herbal materials, herbal preparations and finished herbal products, that contain as active ingredients parts of plants, or other plant materials, or combinations'.

Thousands of years ago, the principles and practices for well being of mankind are explained in 'the science of life' by *Acharyas*, in the name of Ayurveda. The efficacy of treatment with natural products is time tested though some of the theories are inexplicable with scientific models. Research on the principles, practices and drugs of Ayurveda and Herbal medicines are the need of the hour for global acceptance of TM. Research on TMs is in vogue with growing popularity on account of ill effects of synthetic drugs. Scholars are looking for publication platforms as the attitude for research among TM scholars is growing exponentially.

At this juncture, JSIR Publishing, *Mr. Ashok K Gupta* as The Managing Editor, has taken a right initiative of dedicating J Ayu Herb Med to scholars of TM. It was my pleasure to accept the offer as The Editor in Chief of the new initiative immediately when it was proposed to me.

J Ayu Herb Med is a Peer Reviewed International Journal which will be abstracted in various reputed databases. The Journal provides the platform with the aim of motivating the students and personnel in all aspects of Ayurveda and Herbal Science.

The editorial board members hope the journal reach new heights by publishing quality research findings in the field of Ayurveda and Herbal Medicine. We will be thankful all the authors who would make this initiative a grand success. Kindly feel free to give support and suggestions to the Journal. You can also send the original articles, case reports, review articles, editorials, short communications, contemporary issues, letters to editor, book reviews and other scientific information in the disciplines of Ayurveda and Herbal Science.

A handwritten signature in blue ink that reads 'Sunil Kumar K.N.'.

**Dr. KN Sunil Kumar**

Editor in Chief

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Web Link: <http://www.ayurvedjournal.com>

E-mail: [editor@ayurvedjournal.com](mailto:editor@ayurvedjournal.com), [ayurvedjournal@gmail.com](mailto:ayurvedjournal@gmail.com)