

LETTER

My sincere appeal to the editor

I would like to bring to your kind notice our sincere feelings towards the rejection of manuscripts mainly because of poor English. In India, the healthcare industry has grown, with many advanced technologies and westernised equipment. But per patient, personal care standards in terms of knowledge, attitude and everyday practice towards disease prevention and management remains questionable. As a female clinical pharmacist in India, my journey is quite hard in bringing forward my new ideas or changing the previous monotonous perception among patients as well as community pharmacists. The Indian academic world wants me first to publish in

standard international journals as the basic criteria at least to mention on the same. Publication charges are also burdensome in developing countries such as India, as we have low and middle incomes. In this rapidly changing world, delayed publication leads to the provision of outdated or irrelevant information to the healthcare sector. Films of different cultures, languages and people are still awarded Oscars only because of their original and sincere feel. I request you¹ to look at our sincere motivation and take an extra step to consider us with the chance of review but not rejection.

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