

# Report of the SAFOG Journal

The Journal of SAFOG was launched during the SAFOG conference held at Bangladesh, and during the short span of 6 months, we have got tremendous response from various quarters. It is a matter of pleasure and great satisfaction that, during this period, we have received about 70 subscriptions out of which 10% subscriptions are from the libraries and 90% subscriptions are from individuals. In view of this overwhelming response, we expect this number to be 150 by the next year.

We wish to bring to your kind notice that we are involving all channels to publicize the journal, including contacting all libraries, institutes, individual doctors and also participating in various conferences in all the countries like Bangladesh, Bhutan, Maldives, Nepal, Pakistan and Sri Lanka. Our marketing efforts also include mass mailing to a database of about 20,000 obstetricians and gynecologists inviting them for the subscriptions. Further, our sales and marketing personnel, to an overwhelming number of 450, are continuously working to make this journal more successful.

We are also trying for pharma deals of the journal wherein some pharma companies will be taking customized imprints. We are also in process of getting the online submission platform for the submission of manuscript online, peer-reviewing by the editors and editorial board, online subscription buying, etc.

We are sure that once this journal is in circulation for 2 years, we will apply for indexing in institutions, like PubMed, Ulrich, Embase, ERIC, IndexCopernicus, Index Medicus, in order to have an impact factor that would further add to the credibility of the journal.

The first issue of the journal was released during the SAFOG conference at Dhaka and the second issue of this year will be released on the 3rd of July at the SAFOG day at RCOG, London.

We look forward to continuous contributions in form of research papers, review articles and case reports, letters to editors and of course advertisements.

We are not spending any money from SAFOG for the journal. The expenses are being done by the publisher Jaypee Brothers Medical Publishers, New Delhi, India. We have printed and distributed, 1,500 copies of the two issues.

As per our contract with the publisher, all editorial board members and contributors will be given a free copy and a free copy will be sent to all country representative. We have a revenue sharing with the publisher on the advertisement 50% to SAFOG. Also after the journal gets established in next 2 years, the publisher will give SAFOG a percentage out of the subscription.

We need to motivate all the member countries of SAFOG to get atleast 50 subscriptions for their country as institutional subscription.

Looking forward to more inputs and suggestions.

I wish to put on record the tremendous help and work being done by Col Dr Randhir Puri as executive editor.

**Narendra Malhotra**  
Editor-in-Chief

