

ROLE OF JOURNAL OF THE INDIAN MEDICAL ASSOCIATION

IN UPLIFTING THE IDEOLOGY AND OBLIGATIONS OF INDIAN
MEDICAL ASSOCIATION

“When I divide the week’s contribution into
two piles - one that we are going to publish
and the other that we are going to return-
I wonder whether it would make any real difference
to the journal or its readers if I exchanged one pile for the

other?”

—“*Sir Theodore Fox*
Previous Editor of Lancet”

Being compelled by the editor of the Journal of the Indian Medical Association (JIMA) I venture to write on the “Role of the Journal of the Indian Medical Association (JIMA) in uplifting the ideology and obligations of Indian Medical Association (IMA)” a vital organ of Indian Medical Association (IMA) and voice the considered views of IMA. The main objective of the Journal are:

1. To project the interests of the medical profession and that of the public who are the ultimate beneficiaries of the health care delivery.
2. To publish scientific information and medical data.
3. To serve as a medium to express the views, constructive suggestions, appropriate guidelines by IMA on health policy, health education and

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implementation of health care delivery.

4. To bring about public and professional dialogue and public opinion on issues of topical interest concerning medical profession.
5. To propagate the aims of IMA and ventilate its views with changing needs.
6. As a vehicle to carry the information about the activities of branches of IMA and its members.

The JIMA could be considered as a cementing force for the medical fraternity and the views of JIMA could in a way be considered as the opinion of the public and that of the profession and these views being impartial and forthright need to be heeded by the Government and other bodies. The objectives of the Indian Medical Association is to promote and advance medical and allied sciences in all their different branches and to promote the improvement of public health and medical education. In order to achieve this as well as to maintain the honour and dignity and to uphold the interests of the medical profession and to promote co-operation amongst the members thereof it was imperative for IMA to have its own organ in the form of the medical journal.

The JIMA is the only media of communication between IMA and its members across the length and breadth of the country. We need to have the journal to express the right and unbiased opinion of IMA which is the largest voluntary medical organization and custodian of public health of this vast country. In fact, JIMA has through its columns, time and again been expressing its views on various matters pertaining to health such as immunisation programmes, ORT programmes, mother and child care, primary, secondary and tertiary health care and medical education and training, as well as paediatric to geriatric health care, to mention only a few. JIMA has been voicing the opinion of IMA fearlessly on shortcomings of various Governmental bills and laws and at the same time offering constructive or alternative and practical suggestions.

Several issues such as ESI schemes, doctors employed in tea gardens, health of industrial doctor, role of family physician, hospital management medical research, CME programmes, quackery, role of voluntary agencies

which have been discussed threadbare by the Central Working Committee and Central Council of IMA find expression through JIMA. Matters such as medical ethics, law and medicine, taxes which directly concern the members of the medical profession and medical education are put forth by the IMA to its members through the JIMA. The view of IMA on drugs, drug industry and appliances have been rightly focussed periodically through the columns of JIMA in the interest of the suffering masses.

IMA whose motto is to serve, has been able to give clarion calls to its members and the public to render help and offer voluntary service during national emergencies be it war or peace, as in the case of Bangladesh refugee camps and during natural disasters and calamities such as Andra Pradesh cyclone and Bhopal Gas tragedy, family welfare programmes, WHO Day themes etc. Scores of health check up camps, immunisation programmes and other services organized by the branches and members of IMA in different parts of the country, day in and day out are notified through JIMA. Hardly a day passes without a scientific and social activity at branches of IMA in some corner or other of the country. Activities reported in JIMA is a stimulus as well as encouragement for improvement.

JIMA is being managed superbly in its business administration, circulation (every member of IMA is entitled to a free copy), plan supervision including engraving and proof desk and the newsroom. IMA is uniquely fortunate that successive editors of JIMA have all the qualities that make for a good editor like good medical education, good health and good public relation, considerable patience and determination, 'Nose' for 'News', art of selecting the matter, sound general knowledge and common sense. It is wisely included in the constitution of IMA that there will be a journal committee which will be elected every year and rightly this committee is given the responsibility of supervision and regular publication of the journal with the help of the editor.

JIMA believes that it is a vehicle of opinion. It has been comprehensive in its function and is a collector and distributor of medical news and in that function it beats every possible rival. JIMA has been guiding scientific opinion by interpreting and elaborating on information, producing the desired impact. JIMA believes not to 'kill' but to accept important opinions

and articles. In selecting articles, JIMA has been taking note of expectation of the reader to find in a scholarly article something added to the sum knowledge, as popularity of a journal depends upon readers acceptance. The future of IMA depends upon the integrity of its members and their sincerity in handing it over to future generation of young doctors. The future of the medical profession in this country depends not on legislation or medical audits but on the inculcation of proper sense of devotion and dedication in one's practice. JIMA is the only media which can properly project and propagate views of IMA and thus uphold the ideology and obligations of the Indian Medical Association.

