Sir,

I feel extremely happy that a new journal is being brought out in the field of medicine. I congratulate all who have worked restlessly to make this happen and wish this venture all success. I also feel that the younger minds in the group would come out with new ideas for promoting healthy lifestyle habits in the community.

Though we have very good understanding about lifestyle diseases, little is done about the unhealthy practices of fast food and junk food consumption, especially by youngsters. Any country which really wants to reduce burden of lifestyle diseases should first take the bold step of banning all advertisement of junk food such as soft drinks and fried items including ready fried chicken. The essence of the meaning of primordial prevention is never really understood in its right sense. It is not only that we have failed to prevent the emergence of risk factors such as junk food but is actually encouraged by misleading advertisements. Let us strive to bring about healthy lifestyle changes and set examples for others to follow.

I am sure this journal can be a good platform for researchers in all fields of medicine to express their research findings, discuss opinions regarding existing practices and share their knowledge with the scientific community.

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