



The Indian Welding Journal which has been portraying the activities in the welding profession in the country every three months now comes to you with this issue in a shining new look. It is now liberally adorned with colour advertisements – on its front cover, front inside, on back inside and back cover of the Journal. Besides, there is a splendid centrespread of advertisement together with two more colour ads before and after the centrespread. With this issue an era of greater stability for the journal is ushered in.

The story of our journal is one of perpetual struggle with financial difficulty. The journal which, with rare exceptions, has been reaching our members quarterly every year, has incurred losses for its every issue. Revenue earned through advertisements could hardly cover 40% of the total cost of production and distribution (see Editor's page, vol 20, No.4 issue).

Efforts were on to find ways to reduce the loss. For that, a two-pronged activity was launched. While constant efforts were made to acquire more advertisements, side by side production of the journal was regularised, professional editing introduced and distribution improved through courier service. Our National Council, General Purpose Committee, Meetings, Publication and Libraries Sub-Committee have all grappled with the problem, which was also discussed at in-house meetings. And finally when the idea to go in for four-colour commercial advertisement adorned covers for the journal together with a centrespread emerged, we grasped at it.

Our assessment is that this novel measure would see the journal break the loss barrier and reach an even-keel situation immediately — something we have been striving for over the years.

Together our ideas for improving the finances of the journal have come to fruition, and we thank all concerned in this endeavour. Our special thanks and appreciation are due to our valued sponsors and advertisers for their kind and generous response. Our head office staff who have laboured all through with the essential groundwork of our efforts also deserve appreciation.

Before concluding, we would like to say that all will agree that the heart of a technical journal of repute like ours comprises the technical papers along with the information on welding science and technology in general provided in it. A steady supply of these is vital for its sustenance. We urge our members, particularly our younger friends, to keep in mind the interest of their journal - which with its bright new look could only be more inspiring - and contribute regularly.

Finally, we thank our members for bearing with us for the delay - unavoidably caused by the major changes made - in receiving this issue of the journal. We hope there will be a response from them in this regard.

**Sd/- Dr. P. Majumdar**  
Editor