Change is the ultimate truth and research is the tool to find out the cause, benefits, drawbacks or numerous innovative effects. Ayurveda, the life science also flourished from the results of research of ancient seers. According to present definition the systematic investigation and/or study of materials, observations and sources in order to establish facts or to reach new conclusions is known as research. Research is the basic need for every science to survive, to develop and to prove its benefits to humanity. It can't be neglected that Ayurveda is one of the greatest science dealing with nature and its advantageous applications to mankind. Conducting researches by utilizing modern technologies and parameters is the need of hour for the globalization of Ayurveda as well as to establish its basic concepts, safety and efficacy. Publishing research is the best way to spread what one has discovered. Thus writing scientific papers is gaining more and more importance. When something becomes increasingly valuable then many people attempt to find effortless ways to get the advantage. The Global concern in 21st Century is Poor publication quality, misleading research and plagiarism.

Writing scientific papers and expressing our findings is an art which require deep understanding of subject and skill to communicate it in systematic way with the help of sufficient proof. Lack of profound understanding of subject result in misleading conclusions while lack of scientific and systematic writing skill also result in incomplete understanding of subject and it can be misleading. In general for publishing research works, researcher must have sufficient intelligence and enough skills to explain what one has discovered; why specific conclusions are withdrawn and how his work is contributing in increasing knowledge of related science. Recent criteria for career advancement, promotions for teachers and mandatory publications for MD and PhD students have been forcing them towards publishing articles. There is significant rise in number of journals most of them are with commercial interest. The competition between journals for publishing papers, fast track publishing systems, advertising for papers, e-journals have created favorable condition for those who lack hard working and above mentioned skills and still making desperate attempts for publications. Such authors and journals which do not have sufficient quality are responsible for turning journalism into a professional market.

As most of the concepts of Ayurveda are difficult to interpret in terms of modern parameters, Ayurveda is most likely to get affected by such publishers and publications. Hence till a system is developed to get hold on
misleading publications; it is advisable for the readers to use their self experience and judgment while reading published papers to access the genuine research works.

**Need of publication in Ayurveda:**

Research in Ayurveda has been significantly increased after establishment of CCRAS and AYUSH. Institutes involved in PG and PhD faculties are contributing to most in exploring scientific basis of Ayurvedic concepts and therapeutics. It is very difficult task to elaborate Ayurvedic concepts, as it is a vast system of knowledge, moreover it require much more skills to utilize modern parameters to study Ayurvedic principles. That is why, those research which are completed and those minds which know very well how to comprehend Ayurveda in terms of modern view must publish their works. Knowledge has little value when it is known to few persons but knowledge and its value rapidly increases when one starts spreading it. Ayurveda has attracted attention of whole word through potential researches. On the other hand some articles have been published against Ayurveda. As responsible scholars of Ayurveda, one must take the responsibility to answer such concerns and prove what our ancient seers had claimed. Expressing our science in modern language will open doors for everyone who seek to learn Ayurveda. Publication is one of the best way to present benefits of Ayurveda at both national and international level.

**Content, originality and plagiarism:**

Published articles are contributing more in exploring hidden facts, in presenting new facts of existed knowledge and validating the present one. Content of article reflects the level of understanding of subject matter and intelligence of author. It is unfortunate that several articles have been published with poor content and lack of subject knowledge, which is a result of poor or no peer review. It is responsibility of editorial team of journals to complete the content by peer reviewing process. Originality is the soul of research and can be maintained when collected data during research works is devoid of bias, supporting information taken from genuine source and when author interprets the observations on the basis of experience and proven experiments. However, instead of content and originality many authors are turning towards plagiarism to improve academic performance. It is crystal clear that journals have the power and duty to control plagiarism.

**Need of authentic researches and value edition to the science:**

Authors must remember that published articles are not just limited upto authors, journal or any institute. Published articles work is like torchbearer for other researcher related with similar field. Hence published article must contain authentic research data, scientific interpretations and precise conclusions. Both author and journals should always keep one thing clear in mind that every article should contribute genuinely in increasing knowledge of related field. Every published article must present some beneficial aspect of research to humanity.

**Scientific interpretation of data:**

Interpretation of data is most difficult task. It requires both intelligence and interest in knowing the rationality of every observation. Scientific interpretation of data leads to precise and definite conclusions. It is advisable to authors not to be in hurry while withdrawing conclusions and writing articles. At the outset discuss results of research with specialist of related filed, consider their suggestions and possibilities and then derive to conclusions. The conclusions can't be trusted if they are presented with insufficient scientific interpretations.

**Comparison needed in similar research works:**

After starting postgraduate and Ph.D. courses in Ayurveda, significant numbers of researches has been completed. It is not exaggeration to mention that Ayurveda is ocean of knowledge and there are too many methods to conduct research on same subject. Articles of numerous research works on Ayurveda have been published. Most of research topics are conducted with slight deviation of previous works. That is why, while making attempt to write article on already published or unpublished work, author must compare his work with previous findings and should explain the reason of difference. Such comparison helps in exploring other possible research area and highlights the limitations, advantages and originality of both works.

**Incorporation of relevant modern concepts:**

Basic concepts of Ayurveda were discovered after keen observations of nature during which self experience was utilized instead of
instruments and chemicals. Today modern technologies have reached far ahead even the nanoparticles are now photographed. For globalization of Ayurveda, it is expected that Ayurvedic research must be explained in terms of modern language with the help of modern parameters. But still it is very difficult to completely present Ayurvedic research in modern terms as all ever discovered methods and instruments can't find Vata, Pitta and Kapha, no laboratory is known which have indentified Virya and Vipaka and no method can analyze Panchamahabhuta in human body. It doesn't mean that we remain stick to our way nor we can ignore numerous advantages of modern technologies. Researcher of every field especially Ayurveda should incorporate relevant modern concepts where it seems possible. The same thing should be kept in mind while writing articles.

Sincere service to society is the greatest worship to God. One can hide everything from everyone but can't hide even a smallest thing from himself. It is advisable for researchers, authors and all journals to be honest and put their best effort for the bright future of Ayurveda.