The Official Communication and Knowledge Dissemination Platform of the Society for Ethnopharmacology, India



VASUDHA

NEWSLETTER

A Quaterly Publication



Objectives



- To create a regular platform for disseminating information about SFE's activities, achievements, and initiatives.
- To highlight the activities and achievements of SFE's local chapters across different regions.
- To recognise and celebrate the professional and academic achievements of SFE members.
- To document and share reports of SFE Congresses, Conventions, and other major events.
- To strengthen a sense of community and belonging among members through consistent communication.
- To serve as an archival record of the Society's growth and contributions to the field of ethnopharmacology over time.

The newsletter will feature:

- Message from President, Secretary, coordinators and other office bearers (as decided).
- Ethnopharmacology News from around the world.
- Ethnopharmacology cross word puzzle.
- Traditional / Folk lore practices for health & wellbeing
- Documenting one Medicinal Plant from ancient texts to modern medicine
- Dravyaguna Vijnana- A Vaidya's perspective.
- Research Highlights - Emerging findings in ethnopharmacology and natural product sciences.
- Traditional Knowledge Perspectives - Documentation of indigenous healthcare practices and community knowledge.
- Medicinal Plant Profiles - Scientific and ethnopharmacological information on important medicinal species.
- Expert Perspectives - Insights from eminent researchers, clinicians, traditional healers, industry professionals, and policymakers.
- Scientific Reviews and Research Updates - Developments in natural products, pharmacology, phytochemistry and traditional medicine.
- Field Reports - Documentation of ethnopharmacological surveys, traditional healer interactions and community-based research.
- Policy and Regulatory Updates - Important developments concerning traditional medicine, herbal products, quality standards and regulatory science.
- Conference and Event Highlights - Major activities, conventions, webinars, workshops and scientific programmes of SFE-India.
- Awards and Recognitions - Achievements of researchers, practitioners, traditional knowledge holders and institutions.
- Chapter Activities - Scientific and outreach activities conducted by SFE-India chapters across different regions.
- Student and Young Researcher Corner - Opportunities for scientific engagement, learning and professional development.
- Industry and Academia Interface - Collaborative opportunities for translating research into responsible applications.

Thematic Scope:

- Ethnopharmacology, sustainable healthcare, biodiversity conservation, and culturally relevant innovation.
- Sustainable sourcing, conservation strategies, ecosystem restoration, climate resilience, and One Health approaches linking human, animal, and environmental health.
- Natural product discovery, characterization, and validation using metabolomics, proteomics, bioactivity-guided fractionation, chemoinformatics, network pharmacology, and systems biology.
- Applications of artificial intelligence, machine learning, and data-driven approaches in natural product discovery and traditional knowledge validation.
- Indigenous-led research, equitable community participation, and fair benefit-sharing frameworks.



CONTENT PRINCIPLES

Criterion	Best-Practice Guideline
Value-first content	Every item should offer genuine informational, professional, or community value rather than purely promotional messaging.
Clarity & scannability	Use short paragraphs, bullet points, and descriptive subheadings so busy readers can scan and locate relevant content quickly.
Prioritised structure	Place the most important updates, achievements, or announcements near the top of each section, following an inverted-pyramid approach.
Consistent voice & scope	Maintain a consistent editorial tone and stay within the Society's thematic scope so readers know what to expect from every issue.
Narrative framing	Frame chapter reports and event summaries with a brief narrative arc context, activity, and outcome/impact rather than a flat list of facts.
Concise headlines	Section and article headings should clearly signal the content that follows, aiding both scanning and archival searchability.