

## Review Form 1.6

Journal Name:	<a href="#"><u>Asian Journal of Agricultural Extension, Economics &amp; Sociology</u></a>
Manuscript Number:	<b>Ms_AJAEES_85136</b>
Title of the Manuscript:	<b>Information and communication technologies for marketing of horticultural crops in India</b>
Type of the Article	<b>Original Research Article</b>

**General guideline for Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajaees.com/index.php/AJAEES/editorial-policy>)

## PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<b><u>Compulsory</u></b> REVISION comments	<p>Abstract structure (specially results, conclusion and recommendations) should be modified</p> <p>Introduction lacks relevant references of the mentioned info.</p> <p>Why Introduction is divided into sub-headings? It's mandatory to include in same heading with 3-4 sub paras. Avoid excessive info on Intro part</p> <p>Citations in body and reference need to be revised and checked.</p> <p>Methodology should be specific and clear</p> <p>Marketing channels should be prepared in easy and lucrative form to understand. With diagrams or shapes etc.</p> <p>Conclusion is huge it should only include the significant findings, interpretation, future scope and recommendation by the researcher.</p> <p>Why relevant table/figures of the research results are not presented? With out these none of your data/explanation is valid.</p>	<p>Modified</p> <p>Okay</p> <p>Done</p>
<b><u>Minor</u></b> REVISION comments		
<b><u>Optional/General</u></b> comments	Seems this paper is written by an amateur researcher. Please follow definite rules of writing a scientific paper or article	Okay

## **PART 2:**

	Reviewer's comment	Author's comment ( <i>if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here</i> )
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	