Review Form 1.6

Journal Name:	**Asian Journal of Agricultural Extension, Economics & Sociology**
Manuscript Number:	**Ms_AJAEES_85136**
Title of the Manuscript:	**Information and communication technologies for marketing of horticultural crops in India**
Type of the Article	**Original Research Article**

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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.
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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)*
Compulsory REVISION comments	Abstract structure (specially results, conclusion and recommendations) should be modified Introduction lacks relevant references of the mentioned info. 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 Citations in body and reference need to be revised and checked. Methodology should be specific and clear Marketing channels should be prepared in easy and lucrative form to understand. With diagrams or shapes etc. Conclusion is huge it should only include the significant findings, interpretation, future scope and recommendation by the researcher. Why relevant table/figures of the research results are not presented? With out these none of your data/explanation is valid.	
Minor REVISION comments		
Optional/General comments	Seems this paper is written by an amateur researcher. Please follow definite rules of writing a scientific paper or article	

PART 2:

	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)***
Are there ethical issues in this manuscript?	***(If yes, Kindly please write down the ethical issues here in details)***	

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