

## Review Form 1.6

Journal Name:	<a href="#">Asian Journal of Agricultural Extension, Economics &amp; Sociology</a>
Manuscript Number:	Ms_AJAEES_87640
Title of the Manuscript:	Increased income to farming community through direct marketing
Type of the Article	Article

### 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	<b>Abstract and Introduction must be separately presented.</b> <b>Innovative strategies mentioned in article, kindly explore (Direct, Indirect or any other form of marketing channels).</b> <b>The stakeholder who are benefited are individual farmers and FPOs.</b> <b>Please come up with schematic diagram showcasing the innovative marketing strategies.</b> <b>Consider above research study as a informative article only.</b>	
<b><u>Minor</u></b> REVISION comments	NA	
<b><u>Optional/General</u></b> comments	NA	

### **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?	<u>(If yes, Kindly please write down the ethical issues here in details)</u>	

### Reviewer Details:

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