

## Review Form 1.6

Journal Name:	<a href="#">Asian Journal of Agricultural Extension, Economics &amp; Sociology</a>
Manuscript Number:	Ms_AJAEES_90640
Title of the Manuscript:	A study on marketing channels and it's efficiency, and factors influencing the selection of marketing channels by the pomegranate growers in Karnataka
Type of the Article	Original Research 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>Compulsory</b> REVISION comments	<ol style="list-style-type: none"><li>1. In the title author can write-A study on marketing channels and its efficiency instead of It's as It's represents It is. Same type of modification is required in 1<sup>st</sup> objective .</li><li>2. In methodology, method of calculation of price spread, marketing efficiency etc. needs to be included as these calculations are done by the author in the article.</li><li>3. No information of marketing of pomegranate by the FPO was available in the article so author can remove the word FPO from the 2<sup>nd</sup> objective.</li></ol>	
<b>Minor</b> REVISION comments	<ol style="list-style-type: none"><li>1. While putting the references in description it is important to put year along with the name.</li><li>2. In Table no 8 Price paid by the consumers included but quantity term was not included.</li><li>3. Arrange references alphabetically and put the year of published after the name of the author.</li></ol>	
<b>Optional/General</b> comments	Good paper after necessary modification.	

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

### Reviewer Details:

Name:	Sangita Borah
Department, University & Country	Assam Agricultural University, India