

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_90947
Title of the Manuscript:	Value Chain Upgrading Strategies for Sustainable Coffee Industry:- A Visionary SWOT approach
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:

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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	<p>Abstract:</p> <p>The government of India believes boosting exports of agricultural commodities is a sure-shot way to enhance the farmer's income in the country. How can you say that? Better to cite the article.</p> <p>Indian coffee is primarily an export-oriented commodity with over 75 per cent of the annual production being exported to various destinations around the world. How can you say that? Better to cite the article.</p> <p>Small coffee growers dominate coffee production in the country. The study comprised both qualitative and quantitative data collected for coffee value chain actors in Kodagu districts of Karnataka during the study period. The main objective of the study is to develop strategies to upgrade the value chain for the sustainable coffee industry. The results of the study indicate that value chains for coffee are largely diffuse, with limited coordination in terms of quality and specifications in the conventional chain. For up gradation in the value chain in the study area farmers has to adopt Branding and Labeling, value chain through bio-dynamic farming, Sale through direct auction, Collectivization, Direct Sale of ripe cherries to a Corporate, Internet Marketing, organic certification etc. Is this your finding? Otherwise better to cite the article.</p> <p>This study suggests that upgrading strategies could be difficult at the level of the chain without any institutional support.</p> <p>Hence, the government needs to develop strategies to adopt these strategies very easily by the farmers. This sentence is not clear. Better to clarify it.</p> <p>Key - Words: Coffee Value Chain, SWOT, Value Chain Mapping, Marketing strategies, etc. Why etc.? Better to remove it.</p> <p>Conclusions</p> <p>India's coffee value chain is about to undergo a significant change. How can you say that? Better to clarify it.</p> <p>Due to market constraints, traditional marketing and manufacturing methods are becoming more and more vulnerable, necessitating the development of new strategies for the diversification of sources of revenue and output. Is this your finding? If yes better to improve language. If No better to cite it.</p> <p>The analysis outlined some of the difficulties encountered along the value chain and considered whether farmers might benefit from engaging in conservation-based activities like protecting butterfly habitats. With the diffuse nature of coordination in the various value chains, adding another brand with a</p>	

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	<p>conservation focus may be difficult on a large scale. However, integrating straightforward, reasonably inexpensive activities, like the establishment of butterfly gardens, may be feasible and accessible for a variety of stakeholders, especially smallholders. Scaling this up will require collaboration with numerous stakeholders in conservation and tourism, but it has the potential to rebrand Coorg as not just a destination for coffee, but responsible environmental stewardship as well</p> <p>Overall suggestion:</p> <ul style="list-style-type: none"> • Improve your grammer • If you are writing ay data or statement from other study better to cite it. • The essence of your objective of study should be in your findings, conclusion and abstract section. • Better to revise your article accordingly. 	
Minor REVISION comments		
Optional/General comments		

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>	

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