

Review Form 1.6

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| 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:

(<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) |
|-------------------------------------|---|---|
| Compulsory REVISION comments | <ol style="list-style-type: none">1. The Title: What is the unclear title that is appointed as a research phenomenon?2. Research Background: do not find the problem you are facing in the background of this manuscript what exactly will be researched3. Research problem: what is the problem with coffee in india that you are interested in doing research, this should be the background of your research4. Result and Discussant: can there be a description of the relationship between the variables in the title of the manuscript in the form of variable operationalization? | |
| Minor REVISION comments | <ul style="list-style-type: none">- The systematics of writing must be in accordance with the research methodology- Minor revision in every step | |
| Optional/General comments | Can be continue | |

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

Reviewer Details:

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