

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_91649
Title of the Manuscript:	MARKETING BEHAVIOUR OF REGISTERED WOMEN ENTREPRENEURS IN COIMBATORE DISTRICT OF TAMIL NADU
Type of the 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.

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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>In Abstract part, The paper reveals <i>that that</i> more than half (56.19 %) registered women entrepreneurs had medium level of marketing behaviour followed by high (24.76 %) and low (19.05 %) levels. Please check before final submission.</p> <p>In introduction part, all of the information needs proper justification for source of information. Please write every reference for each single sentence.</p> <p>1.1.Introduction</p> <p>In the present era, women are recognized as entrepreneurs through their strong desire, qualities, and capabilities for economic development. Women Entrepreneur is a person who accepts challenging role to fulfill her personal needs and turn out to be economically independent. Entrepreneurship plays an important role in a developing country like India. Nowadays entrepreneurial talents could be harnessed so as to convert them from the position of jobseekers to job givers. The speeding up of economic growth requires an expanded supply of women entrepreneurs. The government has realized the importance of women entrepreneurship. The Government of India and Tamil Nadu offers a variety of programmes for women entrepreneurs. Even though the government provides such programmes, they are very many hurdles the women faces . As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities and social norms. Compared to men the problems of women entrepreneurs are numerous. The entrepreneur is always be busy in financial transactions in terms of buying and selling activities. As time progresses, the entrepreneurs strive hard to reduce the cost of production and marketing and aims for achieving high returns per unit of good. This quality enhance the quality of an woman entrepreneur and makes them to visualize in forecasting the prospects of a business in economic terms.</p> <p>Here in this paper the marketing behaviour of registered women entrepreneurs were studied and presented under four components viz., raw material, utilization of labour, marketing channel of the product, existing market information</p> <ul style="list-style-type: none"> - Explain and justify the source of information. 	
Minor REVISION comments	<ul style="list-style-type: none"> - Summary of all findings, results and conclusion part are not clear enough for submitting this paper. Please rewrite before final submission. 	
Optional/General comments	-Need to check grammatical and sentence structure before the final submission	

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>	

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