

Review Form 1.6

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Ms_SAJSSSE_91828
Title of the Manuscript:	An analysis of Marketing Channels and Marketing Efficiency of Apple growers in Kashmir (J&K)
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.journalsajsse.com/index.php/SAJSSE/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	This study based on primary data. The objectives of the study based on finding and suggestions of the study. The topic chosen by the author is more appropriate and relevant for analysis the data. The researcher not it formulate any hypotheis and tested . And any advanced statistical tool not used in ths study.The researcher simply collect the primary data and tabulation of data. The finding and suggestions also not given in this study.	
Minor REVISION comments	The researcher make use of some advanced statistical and econometric tool.Just like a Table not enough.	
Optional/General comments		

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:

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