

## Review Form 1.6

Journal Name:	<b>South Asian Journal of Social Studies and Economics</b>
Manuscript Number:	<b>Ms_SAJSSSE_91828</b>
Title of the Manuscript:	<b>An analysis of Marketing Channels and Marketing Efficiency of Apple growers in Kashmir (J&amp;K)</b>
Type of the Article	<b>Original Research Article</b>

### **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> )

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**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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		
<b>Minor</b> REVISION comments	<p>Instead of writing in the paragraph for objectives and research methodology, the researcher can write it under separate headings like</p> <p><b>Objectives of the Study</b></p> <p>1. To analyze marketing efficiency, marketing Channels and marketing margins in the study area.</p> <p><b>Sources of Data:</b></p> <p>The present study is based on the primary data to analyze marketing efficiency, marketing Channels and marketing margins in the study area.</p> <p><b>Area Covered for the Study</b></p> <p>The universe for conducting the present study is Baramulla, Kupwara and Shopian districts from Jammu and Kashmir. The reason behind this is that these districts cover highest area and production of apple cultivation. Therefore, finally three districts are considered for study. In Baramulla, two tehsils, Baramulla and Sopore are selected. In Kupwara, Hindwara and Kupwara tehsils are selected and in Shopian district there is only one tehsil Shopian, selected for the study purpose.</p> <p><b>Sample Size</b></p> <p>A total number of 120 sample apple growers, 40 from each district, 20 from each tehsil are selected purposively as sample for collecting the primary data.</p> <p><b>Tools Used for Analysis</b></p> <p>The marketing efficiency is computed by using the formula given by Acharya, 2011. The formulation is as under:  <b>MME=FP/ (MC+MM).</b>            Where,            MME = Modified measure of Marketing Efficiency.            FP = Net price received by Producer.            MC = Total Marketing Cost.            MM = Total Marketing Margin.</p>	
<b>Optional/General</b> comments	<p>If research has been conducted recently, the Research paper will be more accurate. Because the primary data was collected in 2018.</p> <p>The overall presentation of the paper is excellent.</p>	

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <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>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

Name:	<b>Nagamani K N</b>
Department, University & Country	<b>Government First Grade College KGF, India</b>