

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_103838
Title of the Manuscript:	IDENTIFY MARKETING CHANNEL & MARKETING EFFICIENCY, MARKETING MARGIN, MARKETING COST, PRICE SPREAD OF GOBINDOBHOG RICE IN PURBA BARDHAMAN DISTRICT OF WEST BENGAL
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)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>Yes, especially as it intends to bring into limelight the empirical evidence of the profitability of growing the rice variety</p> <p>No, title should be simple and straight forward and unambiguous. I suggest "ANALYSIS OF MARKETING EFFICIENCY OF GOBINDOBHOG RICE IN PURBA BARDHAMAN DISTRICT OF WEST BENGAL"</p> <p>No. It should be revised please. Briefly capture the objective of the study, the study area and period of study plus tools of analysis. Then report some of the findings and tour recommendations</p> <p>Some section needs to be revised. Under Introduction for instance research problems (gap) should be clearly stated. There should also be reference citations (in text). In methodology under analytical tools, Marketing Cost was misplaced for Marginal Cost , need to be corrected. Marketing margin is also not correct,; Absolute margin =sale price- purchase price + cost incurred (Acharya & Agarwal , 2011)</p> <p>Manuscript is scientifically correct</p> <p>There is no in text citation, empirical related study should be cited in the body of the research not under reference list and there should be as many as possible. References are not sufficient</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Language is understandable	
Optional/General comments		

Review Form 1.7

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> Not visible	

Reviewer Details:

Name:	Umar Safiyanu Maiadua
Department, University & Country	Federal University, Nigeria