

## Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_109788
Title of the Manuscript:	Utilization of Social Media by Input Dealers for Information Needs in Agriculture
Type of the Article	

### 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><b>Compulsory</b> 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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1.The manuscript highlights the significant role of social media in the agricultural sector. Platforms like WhatsApp, YouTube, and Facebook are transforming the way information is disseminated, enabling rapid and efficient communication. Therefore, it's recommended that extension organizations utilize these social media tools more extensively. Additionally, input dealers and farmers should be encouraged to use these platforms for sharing information and implementing new agricultural technologies. This could lead to more informed decision-making and improved outcomes in the agricultural sector.</p> <p>2. 'Agricultural Insights: Social Media Strategies in Input Dealership'</p> <p>3. Yes.Its good in my point of view.</p> <p>4.Yes</p> <p>Sandeep, G. P., P. Prashanth, M. Sreenivasulu and Madhaviata, A. 2020. Social Media in Agriculture – A Profile Analysis.Int.J.Curr.Microbiol.App.Sci. 9(7): 2727-2736. doi: <a href="https://doi.org/10.20546/ijcmas.2020.907.322">https://doi.org/10.20546/ijcmas.2020.907.322</a></p>	
<p><b>Minor</b> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>1.Good enough</p>	
<p><b>Optional/General</b> comments</p>		

### 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)
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

[Review Form 1.7](#)

**Reviewer Details:**

Name:	<b>Jaizen Kuriakose</b>
Department, University & Country	<b>Kerala Agricultural University, India</b>