



**SDI EDITORIAL COMMENTS FORM**

EDITORIAL COMMENT'S on revised paper (if any)	Authors' response to editor's comments
<p>1. Use newer sources</p> <p>2. What is your base model?</p> <p>3. The research method is very simple, it would be better if you used more recent days, but still mention the reason for choosing your method.</p> <p>4. Mention a practical suggestion to improve the current situation</p> <p>5. What were the limitations of your research?</p> <p>6. However, it seems that the study is based on opinions and perceptions of the respondents. So, it is a non-critical and very conventional inquiry though proper statistical procedures are adopted. Some indicative questions used for the interviews could have been added to show how the responses were collected.</p> <p>7. The language used are simple and suitable. However, the author must correct the grammar mistakes.</p>	<p><b>Respected sir/madam</b></p> <p>Thank you for your valuable editorial comments on my research paper. I sincerely appreciate the time and effort you have put into reviewing my work and providing insightful feedback.</p> <p>1. I have mentioned few studies as less studies were conducted on the present topic.</p> <p>2. the study is based on Ex-post facto research design</p> <p>3. I have mentioned it in the methodology.</p> <p>4. I have made changes in the conclusion regarding this.</p> <p>5. major limitation(s) – time available at the disposal to conduct this research. Study was confined to just three districts with small sample size. Study is confined to the ability of the extension personnel to recall and also their honesty in providing the necessary information. Moreover, it was based on the expressed information and options of the respondents, which may not be free from individual biases and prejudices</p> <p>6. The present study was mainly focused to study the awareness of extension personnel about digital marketing applications. So I mentioned major finding regarding awareness and questions related to awareness has only be mentioned. I have mentioned how the data regarding this is collected in the methodology.</p> <p>7. I have made necessary corrections accordingly</p>