

Review Form 1.7

Journal Name:	Current Journal of Applied Science and Technology
Manuscript Number:	Ms_CJAST_102269
Title of the Manuscript:	A study on Awareness of Extension personnel about use of digital marketing applications
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.journalcjust.com/index.php/CJAST/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>Good, accept the submission. The study was conducted in three districts of Telangana with the objective of examining the Awareness of Extension personnel about use of digital marketing applications covering a random sample of 90 extension personnel. It was found that majority of them belonged to age between 29 to 38 years and were found educated up to post graduation. It can be concluded that it is important for the extension personnel keep themselves updated with the latest information about new technologies in agriculture. The knowledge gap between farmers and the information source needs to be closed more effectively by agricultural extension personnel. It is important that extension personnel have to create awareness among farmers by conducting training programmes about the use of the digital marketing applications in marketing of their produce and the advantages it brings to improve their income level.</p> <p>Yes. It is Suitable.</p> <p>Yes.</p> <p>Yes it is correct.</p> <p>Yes</p> <p>OK</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	OK	
<p>Optional/General comments</p>	Good	

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>	

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