

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_103369
Title of the Manuscript:	An analysis of marketing cost, producer's share in consumer's rupee and market efficiency of marketing channels of prawn fish/shrimp farming in district Rohtak (Haryana)
Type of the 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:

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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> <ol style="list-style-type: none"> 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> 1. Draft "An analysis of marketing cost, producer's share in consumer's rupee and market efficiency of marketing channels of prawn fish/shrimp farming in district Rohtak (Haryana)". Research on the market chain in shrimp and fish production in Rohtak district. Market analysis to determine the share of production and the contribution of the market, is the trend to create high profits for producers and distribute profits reasonably. There are three different marketing channels that exist in the study area. For the marketing dimensions analyzed by panel analysis, the percentages and difficulties encountered by the sample farmers in shrimp marketing were ranked using Garrett's ranking technique. The present study shows that the average of market cost, market margin and spread of the channels is Rs.38, Rs.37 and Rs.75 per kg. 2. Title of the paper "An analysis of marketing cost, producer's share in consumer's rupee and market efficiency of marketing channels of prawn fish/shrimp farming in district Rohtak (Haryana)" The title of the paper is suitable for the purpose, content, method and results of the article 3. The abstract of the paper comprehensively presents the objectives, overview, methods and results and conclusions. Select a sample to collect production information. Identify the different market channels that exist in the study area. The present study reveals that the average of market cost, market margin and spread of the channels are Rs.38, Rs.37 and Rs.75 per kg. The average producer's share in consumer rupees is 85.68%. The average market efficiency of existing channels is 8.67% 4. The article is structured into 5 parts (summary, introduction, research methods, results and discussion, conclusions and recommendations, references). Sections and subsections are arranged in accordance with a scientific article, clarifying the contents to be presented in the report. The illustrations are clear and consistent with the research content. 5. Manuscript "An analysis of marketing cost, producer's share in consumer's rupee and market efficiency of marketing channels of prawn fish/shrimp farming in district Rohtak (Haryana)". It is a well-written, targeted and structured manuscript. scientific article structure. Appropriate research methods, detailed analysis results, appropriate references 6. 6. The manuscript "An analysis of marketing cost, producer's share in consumer's rupee and market efficiency of marketing channels of prawn fish/shrimp farming in district Rohtak (Haryana)" cited six documents, cited in accordance with content of the manuscript. Check, add few documentation references: <i>Shepherd Method (1965)</i> <i>(MPEDA, 2021)</i>. Checked 6 documents (1 - 6) in the references section, no citations were found in the article. 	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> 1. Is language/English quality of the article suitable for scholarly communications? 	<p>Article are in English language, good English quality, easy to read articles, use accurate and scientific technical words.</p>	
<p>Optional/General comments</p>	<p>Manuscript "An analysis of marketing cost, producer's share in consumer's rupee and market efficiency of marketing channels of prawn fish/shrimp farming in district Rohtak (Haryana)", Very scientific article, calculation of shrimp farming profit, calculation costs are based on primary and secondary data obtained regarding the regional market. Functional analysis of the market by objects, Producer, Trader, Whole salers, Retailers and Purchase enterprise.</p>	

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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>	

Reviewer Details:

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