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Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_100338
Title of the Manuscript:	STUDY OF EFFECTIVE PROMOTIONAL TOOLS FOR ENHANCING THE USE OF PRE- EMERGENCE HERBICIDE IN PADDY CROP
Type of the Article	Original Research Article

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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 <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>
<p><u>Compulsory</u> 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>	<p>The paper "STUDY OF EFFECTIVE PROMOTIONAL TOOLS FOR ENHANCING THE USE OF PRE- EMERGENCE HERBICIDE IN PADDY CROP" is a very useful research that analyses and evaluates effective promotional tools to improve the use of the herbicide before its appearance in the paddy culture.</p> <p>The paper is important for the scientific community, but also for practitioners because it helps to design directions of action in research and practice especially for evaluating effective promotional tools to improve the use of the herbicide before its appearance in the paddy culture.</p> <p>I should mention that the topic is of great importance because in the research carried out it has been shown that many opportunities are offered for growth, development and improvement of the business, including the improvement of the use of the herbicide before its appearance in the paddy culture, in the area of study.</p> <p>The title of the paper is appropriate to the research carried out because in the paper are detailed the aspects related to the impact of effective promotional tools for improving the use of the herbicide before its appearance in the paddy culture.</p> <p>The summary of the paper presents the important elements of the research carried out, which mainly concern the factors that influence effective promotional tools for improving the use of the herbicide before its appearance in the paddy culture.</p> <p>We appreciate the capacity analysis to identify and design a management strategy for the effective use of effective promotional tools to improve the use of the herbicide before its appearance in the paddy culture, in the study area.</p> <p>The overall objective of the research focused on an in-depth analysis that focused on the importance of how to know the chemicals useful for crop protection, and non-knowledge can lead to crop loss.</p> <p>The research reveals the importance of analysis on the factors that influence effective promotional tools to improve the use of the herbicide before its appearance in the paddy culture, in the area of study, through the use of modern systems, skills, innovative capabilities and management.</p> <p>The structure of the work and its subsections are in a sequential sequence and lead to the presentation of the results of the research.</p> <p>I appreciate that the research is based on risk behaviour with impact analysis on: factors that influence effective promotional tools to improve the use of the herbicide before its appearance in the paddy culture and that require a scientifically and practically appropriate approach.</p> <p>The study was also based on a series of own analyses that are based on the specialized literature, and during the scientific approach, the opinions of analysts, researchers, experts and professionals in the field were called upon and important approaches from the literature specific to the field, references and corresponding bibliographic sources were indicated.</p> <p>The research was based on appropriate methods of data collection and analysis.</p> <p>Therefore, the research carried out is important because it reveals that it contributes significantly to the field of knowledge by integrating the models specific to the system but also specific to each person in a context where effective promotional tools lead to the improvement of the use of the herbicide before its appearance in the paddy culture.</p> <p>We believe that it is important to have a risk behaviour, but also to carry out the analysis of the impact of control and balance on the relationship between financing constraints and investment efficiency, especially in the area of study that must be properly analysed and which can contribute to the favourable evolution of transactions, especially to ensure the development of businesses and other industries.</p> <p>The results showed that the research undertaken benefits promotional service providers and policy makers by providing comprehensive information on improving the use of the herbicide before it appears in paddy culture.</p> <p>The proposed recommendation is that taking into account the results of the study that provide valuable information about improving the use of the herbicide before its occurrence in paddy culture.</p>	

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	<p>The analysis of the information obtained from different sources during the study shows that a number of solutions were identified that allowed the conclusions to be substantiated.</p> <p>The conclusions drawn from the research carried out in order to use all the available opportunities were summarised.</p> <p>At the same time, through the present research, it is contributed, both theoretically and practically, to the identification and design of solutions to discover the predominant problems, necessary for the decision-makers to support and intensify policies and solutions that help the political and economic decision-makers.</p> <p>These factors should focus on promoting more research on identifying risks that can generate risk-taking behaviour, and that mitigate risk aversion that leads to the use of the information obtained to better understand users' behaviours, needs and preferences.</p>	
Minor REVISION comments		
1. Is language/English quality of the article suitable for scholarly communications?		
Optional/General comments		

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>	

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