

## Review Form 1.7

Journal Name:	<a href="#">Asian Journal of Agricultural Extension, Economics &amp; Sociology</a>
Manuscript Number:	Ms_AJAEES_100946
Title of the Manuscript:	Identification of different promotional strategy and promotional tool for enhancing the acceptability of systematic insecticide in Kurukshetra district of state Haryana, India
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.journalajaees.com/index.php/AJAEES/editorial-policy> )

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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><b>Compulsory</b> REVISION comments</p> <ol style="list-style-type: none"> <li>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</li> <li>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</li> <li>3. <b>Is the abstract of the article comprehensive?</b></li> <li>4. <b>Are subsections and structure of the manuscript appropriate?</b></li> <li>5. <b>Do you think the manuscript is scientifically correct?</b></li> <li>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></li> </ol> <p><b><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></b></p>	<ol style="list-style-type: none"> <li>1. Undoubtedly this manuscript must very relevant for scientific community. As we know, agriculture is one of the most important sectors in India, and all the knowledge that contributes for more efficient methods can be extremely useful. However, I think it is imperative that the manuscript should be deeply rewritten, as there are some sections that need to be extended and better interconnected. In fact, some sentences do not follow a logical sequence, hampering a correct interpretation. Additionally, the manuscript does not contain any citation of the articles presented in the "References" section. In conclusion I affirm that this study is pretty interesting and if the necessary modifications will be done in the final version of the article it must be a very good manuscript.</li> <li>2. In my opinion the title must be simplified in the following format: "Identification of different promotional strategies and tools for enhancing the acceptability of systematic insecticide in Kurukshetra district (Haryana, India)".</li> <li>3. The abstract tries to summarise the whole manuscript, however it is a bit confuse. In fact, this abstract contains an integral copy of several sentences written in other sections of the manuscript. Additionally, the connection of the sentences is not very good, making it difficult to understand its meaning. Thus, I consider that the Abstract must be rewritten. The chosen keywords also should suffer a reformulation (i.e. the isolated words "Respondents" or "Promotion" do not perform an adequate representation of the manuscript topic).</li> <li>4. The elected structure must be appropriate, but some of the subsections need to be further elaborated. For example, the section "Research Methodology" is extremely incomplete and several important information needs to be included. It would be interesting if the author could detail which criteria were used to select the include villages, how was the sample size calculated, which statistical software was used, etc... The section "Result and Discussion" should be further detailed, as it is necessary to include a comparison between the obtained results and the conclusions obtained in the cited references.</li> <li>5. The manuscript needs to consider some modifications must be made before publishment. A scientific article needs to use citations, but this manuscript does not mention any citation. It is necessary to mention "Table 1", "Table 2", "Table 3", "Table 4" and "Figure 1" throughout the text of the manuscript. When you use an acronym, you must write out the first in-text reference to an acronym, followed by the acronym itself written in capital letters and enclosed by parentheses. All the subsequent references to the acronym must be made just by the capital letters alone. Because of that, the acronym GDP need to preceded by the complete meaning "gross domestique product". All the subsequent mentions must be made uniquely with the acronym itself (GDP). Line spacing and type of letter must be used uniformly in the whole manuscript, so it is necessary to correct that situation.</li> <li>6. The number of references cited (10) is not very extensive, and only 2 of them were published in the past 5 years. It is imperative that the manuscript includes citation of all the articles included in the "References" section. The references pattern is not always the same, so it is necessary to correct that situation. For example, the reference "Fallatah. Rodwan Hashim Mohammed, et al. "A critical review</li> </ol>	

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	<p>of Maslow's hierarchy of needs." <i>Employee Motivation in Saudi Arabia: An Investigation into the Higher Education Sector</i> (2018): 19-59." does not have the year of publication located in the same place of the rest of the references. That reference also includes the expression "et al." but it is necessary to write the name of all the authors. The references of articles with two authors are written in two different patterns ("Dief, M.E., Font, X (2010)" and "Furlow, N.E., and Knoff, C. (2009)") and it is necessary to use only one format.</p>	
<p><b>Minor</b> REVISION comments</p> <p><b>1. Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>1. The quality of the language must be adequate, but some parts of the manuscript must be rewritten because the connection between sentences is not well structured. The whole manuscript must be checked for some grammar and spelling mistakes.</p> <p>Additional suggestions:</p> <p>Some sentences / parts of sentences are not correctly written and need to be rewritten:</p> <ul style="list-style-type: none"> <li>- "...as of 2020..."</li> <li>- "...percent GDP (2012-13). In India..."</li> <li>- "...largest rice producing state."</li> <li>- "In this we are study about..."</li> <li>- "(Source link :( <a href="http://articles.economictimes.indiatimes.com">articles.economictimes.indiatimes.com</a>))"</li> <li>- "...every farmer of nearby field and villages are came and see..."</li> </ul> <p>Replace the sentence "The majority of Indians more than 65 percent—live in rural areas." by "The majority of Indians — more than 65 percent — live in rural areas".</p> <p>Replace the sentence "...products that helped me to cover..." by "...products that helped to cover..."</p> <p>Replace the sentence "During the study in Kurukshetra region the promotional tools was used by company for increasing the sale of product was farmer meeting, van camping, poster, phone call, Banner, Demonstration etc. these tools was used by company" by "During the study in Kurukshetra region the promotional tools used by company for increasing the sale of product were farmer meeting, van camping, poster, phone call, Banner, Demonstration etc. these tools were used by company".</p> <p>Replace the sentence "It was very effective way to increase their sale" by "It was a very effective way to increase their sale".</p> <p>The legend of "Figure 1" has two errors:</p> <ul style="list-style-type: none"> <li>- Replace "Farmer meetingh" by "Farmer meeting"</li> <li>- Replace "Van campaign" by "Van campaign"</li> </ul>	
<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><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

**Reviewer Details:**

<p>Name:</p>	<p><b>Pedro Miguel Cunha Caetano</b></p>
<p>Department, University &amp; Country</p>	<p><b>Universidade de Évora, Portugal</b></p>