

## Review Form 1.7

Journal Name:	<a href="#">Asian Journal of Agricultural Extension, Economics &amp; Sociology</a>
Manuscript Number:	Ms_AJAEES_100966
Title of the Manuscript:	"An Investigation of the Distribution Channels and Demand Analysis for NFL products in Sri Ganganagar district of Rajasthan"
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> )

### 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> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>1. The manuscript is very interesting and important for the scientific community, because it investigates distribution channels and analysis of demand for fertilizers in India, which is one of the world's largest fertilizer producers, in order to increase agricultural production.</p> <p>2. The authors should clarify the title of the article by specifying the country of the study, since international experts may not know the exact location of the region where the research was conducted. In this regard, in my opinion, the article should be titled as "<b>Research of sales channels and analysis of demand for NFL products in Sri Ganganagar District of Rajasthan (India)</b>".</p> <p>3. The abstract briefly and fairly well outlines the content of the article and the main conclusions arising from it.</p> <p>4. In general, subsections and the structure of the manuscript are appropriate. The introduction is written quite clearly and well. However, in my opinion, the structure of the article should be rebuilt as follows. The authors should make separate sections "Results" and "Discussion" by dividing the section "Results and discussions" in the article.</p> <p>5. The article is very well integrated with current research. The conclusions set out in the manuscript look quite well done and justified.</p> <p>6. The authors should update the list of references in the article.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	English quality of the article is suitable for scholarly communications	
<p><b>Optional/General</b> comments</p>	The paper can be recommended for publication with minor corrections.	

### 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>	

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