

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_101140
Title of the Manuscript:	Assessment of applicability and usefulness of the messages delivered by Kisan Mobile Advisory Service as perceived by the beneficiaries of KVK, Raipur.
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>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>Yes, the manuscript is important for the scientific community because it highlighting the evolution of the extension tools by the use of ICT's</p> <p>The title is suitable</p> <p>The abstract is not complete because the problem and the methods are not indicated and the impact issue mentioned is not developed in the document</p> <p>The main subsections and the structure of a scientific paper are outlined in the manuscript</p> <p>It is scientifically correct but need some improvements</p> <p>The references are based only on Kisan mobile advisory service The author has to prospect wider (ICT in extension services) e.g.: - Y. Zhou, <i>Reinventing agricultural extension to smallholders</i>, - A. Maru, and V. Pesce, <i>Adoption of Information and Communication Technologies in Agricultural Research for Development</i>, - J. Mirza, S. Khalid, and A. Sakhwat, <i>Role of communication in diffusion and adoption of agricultural innovations</i></p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The quality of the language is suitable</p>	
<p>Optional/General comments</p>	<p>The manuscript presents an important issue of the extension in the rural sector, specifically for those farmers located in isolated area. However, the manuscript need to be ameliorated both for the methods and the results/discussion sections.</p> <ul style="list-style-type: none"> - Methods/methodology: the sampling process is not clarified (the choice of 120 farmers out of...??? It is random sample? - Results and discussion: the results are only the MPS for the opinion of farmers, the analysis is based on the MPS. The results seem to be very simples, some statistics are necessary, such as ANOVA or some correlations. Furthermore, there is any discussion (what other authors thought about? Are the results remained same in other areas? 	

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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>	

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