

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_75311
Title of the Manuscript:	A CASE STUDY OF SUCCESSFUL NURSERY ENTREPRENEUR AT THANJAVUR DISTRICT OF TAMILNADU, 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:

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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)
Compulsory REVISION comments	<ul style="list-style-type: none"> The article is not reflecting scientific or technical analysis and hence major revision is required. In methodology, analytical techniques used are to be mentioned. Cost and return structure of the enterprise is to be studied in detail to provide the fixed costs, variable costs, per unit cost of saplings production, gross returns, net returns and returns per rupee investment. Financial analysis of the enterprise employing discounted measures of project evaluation is to be added to reveal the profitability of the enterprise over the period of time. SWOT analysis of the nursery production unit is to be included which will enable to technically analyze and understand the factors determining success of the enterprise. Economic and social impact of the enterprise is to be analysed and presented in detail for justification of the conclusions strongly. The economic position before and after the success of the venture will also support the findings of the study. Furnishing information in numbers will be more appropriate than the percentages. 	
Minor REVISION comments	<ul style="list-style-type: none"> The reason for taking up the study, problem statement and objectives of the study are to be mentioned in the introduction part of the article. Collection of data from more successful entrepreneurs would provide specific opportunities existing for promotion of nurseries in the district. References are to be mentioned in the prescribed format. 	
Optional/General comments	<ul style="list-style-type: none"> The case study selected was presented in a motivational way to upcoming entrepreneurs. Reason for selection of the entrepreneur was explained properly. 	

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)
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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