

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_109995
Title of the Manuscript:	A STUDY ON COMMUNICATION BEHAVIOUR OF WHEAT GROWERS IN REASI DISTT. OF JAMMU & KASHMIR, INDIA
Type of the Article	Original Research Article

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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><u>Compulsory</u> 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? yes</p> <p>5. Do you think the manuscript is scientifically correct? yes</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>yes</p> <p>yes</p> <p>yes</p> <p>yes</p> <p>yes</p> <p>recheck the references</p>	
<p><u>Minor</u> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>		
<p><u>Optional/General</u> comments</p>	<p>Introduction: The study investigated the communication behavior of wheat growers and the effectiveness of various communication channels in disseminating wheat production information. The key sources of information analyzed included Extension Personnel of KVK (Krishi Vigyan Kendra), Extension Personnel of the Department of Agriculture, Progressive Farmers, and Television. The study also examined the subsequent dissemination patterns among farmers.</p> <p>Strengths:</p> <p>Clear Focus: The study maintains a clear focus on understanding the influence of specific communication sources on wheat growers' behavior, enhancing the relevance and applicability of the findings.</p> <p>Comprehensive Approach: By considering Extension Personnel, Progressive Farmers, and Television as communication channels, the study covers a range of sources, providing a comprehensive view of the communication landscape.</p> <p>Practical Implications: The identification of Extension Personnel of KVK, Extension Personnel of the Department of Agriculture, Progressive Farmers, and Television as effective communication media implies practical implications for agricultural extension services.</p> <p>Major Findings:</p> <p>Influential Communication Channels: The study identifies Extension Personnel of KVK, Extension Personnel of the Department of Agriculture, Progressive Farmers, and Television as significant influencers on wheat growers' communication behavior. This insight is valuable for designing targeted communication strategies.</p>	

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	<p>Dissemination Patterns: The study sheds light on the dissemination patterns of wheat production information among farmers. The finding that farmers predominantly share information with family members, neighbors, land cultivators, friends, and relatives provides insights into the social dynamics of information flow.</p> <p>Medium Communication Behavior: The observation that the majority of respondents exhibit medium communication behavior towards wheat production information sources suggests a need for further exploration into the factors influencing communication preferences among wheat growers.</p> <p>Recommendations:</p> <p>Enhancing Effectiveness: Strategies to enhance the effectiveness of Extension Personnel, particularly those associated with KVK and the Department of Agriculture, should be explored. This may include targeted training programs and improved communication tools.</p> <p>Tailored Communication Approaches: Recognizing the role of Progressive Farmers and Television, communication approaches should be tailored to leverage these channels effectively. Collaborative efforts with Progressive Farmers could enhance peer-to-peer communication, while utilizing television as a mass medium can reach a broader audience.</p> <p>Understanding Medium Communication Behavior: Further research should delve into the factors contributing to medium communication behavior among wheat growers. This understanding is crucial for developing interventions that address specific challenges or barriers in information dissemination.</p> <p>Conclusion: The study provides valuable insights into the communication behavior of wheat growers and the role of specific communication channels. By identifying influential sources and dissemination patterns, the findings offer practical implications for improving agricultural extension services. The recommendations outlined provide a roadmap for future initiatives aimed at optimizing communication strategies in the context of wheat production information dissemination.</p>	
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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?	(If yes, Kindly please write down the ethical issues here in details)	

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