

Editor's Comment:

I have gone through the reviewer's comments and the revised manuscript. I feel that the title of the manuscript is problematic since there is nothing like "Social media-WhatsApp." If the author is trying to mean the use of social media and WhatsApp, then it is problematic since the study says nothing about social media. However, there is a contention that WhatsApp can be termed a social media. Further, there is a difference between technology and technique. For me, WhatsApp can disseminate the ideas (the techniques), not the technology

Thus, I suggest the title of the manuscript be kept as "Effectiveness of the Use of WhatsApp for Dissemination of Ideas of Improved Crop Production Techniques".

For your reference, I have corrected the manuscript with the "track change" option and attached it to this reply mail.

Decision:

The manuscript shall be accepted for publication after the corrections are made, as suggested with this.

Editor's Details:

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