

## Review Form 1.7

Journal Name:	<b>Archives of Current Research International</b>
Manuscript Number:	<b>Ms_ACRI_119946</b>
Title of the Manuscript:	<b>STUDY THE CATTLE FEED INDUSTRY AND PROBLEMS FACED BY CATTLE FEED DEALERS IN THE SAURASHTRA REGION OF GUJARAT</b>
Type of the 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.journalacri.com/index.php/ACRI/editorial-policy>

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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><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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></b></p>	<p>The cattle feed industry is crucial for animal husbandry and dairy farming, which are significant components of the agricultural sector. Insights into the competitive landscape, brand performance, and challenges faced by dealers are relevant for improving industry practices and policies.</p> <p><b>NO</b> "Analysis of Branded Cattle Feed Industry in Saurashtra Region: A Case Study of Rajkot, Junagadh, and Amreli Districts"</p> <ul style="list-style-type: none"> <li>• <b>Provide more context and explanations for the key findings. For instance, explain why there are significant variations in prices and profit margins among different brands and districts.</b></li> </ul> <ol style="list-style-type: none"> <li>1. Highlight the implications of these findings for stakeholders, such as dealers, farmers, and businesses.</li> <li>2. Clearly outline the problems faced by dealers in a separate section with detailed explanations.</li> <li>3. Provide more context and explanations for the key findings. For instance, explain why there are significant variations in prices and profit margins among different brands and districts.</li> </ol> <ol style="list-style-type: none"> <li>1. Highlight the practical implications and potential areas for future research.</li> <li>2. Clearly outline the problems faced by dealers in a separate section with detailed explanations.</li> <li>3. Discuss potential solutions or recommendations to address these problems.</li> </ol> <p><b>'INSUFFICIENT'</b></p> <p><b><u>Additional suggestions:</u></b></p> <ol style="list-style-type: none"> <li>1. Include specific data and statistics to support the findings. For example, mention the exact profit margins, price differences, and sales quantities for the top-performing brands.</li> <li>2. Use tables and graphs to visually represent the data, making it easier for readers to grasp the information.</li> </ol>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>"Need Improvement"</p>	
<p><b>Optional/General</b> comments</p>	<p>Nil</p>	

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <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>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

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