

Review Form 1.7

Journal Name:	Archives of Current Research International
Manuscript Number:	Ms_ACRI_119371
Title of the Manuscript:	MARKETING CHANNELS OF POMEGRANATE IN PUNE DIVISION OF MAHARASHTRA
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>

Review Form 1.7

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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1. Yes, this manuscript has several aspects that make it important to the scientific community, especially in the field of agriculture and agricultural economics.</p> <p>2. Suitable title for this article: "Challenges and Opportunities in Pomegranate Cultivation and Marketing in India: Farmer and Distributor Perspectives"</p> <p>3. After reviewing the abstract in the manuscript, here are some points that can be noted:</p> <ol style="list-style-type: none"> 1. Research Objectives The research objectives are described, but can be more specific in mentioning the main aspects analyzed (e.g., marketing challenges, cultivation strategies). 2. Methodology The data collection method is mentioned, but lacks details regarding the specific techniques used (e.g., surveys, in-depth interviews, observations). 3. Key Results The results of the study are mentioned, but they can be more specific by mentioning significant numbers or quantitative data to give the reader a clearer picture. 4. Conclusion The conclusions of the study are mentioned, but can be strengthened by adding practical implications or clearer recommendations. <p>Improvement Recommendations: To make the abstract more comprehensive, consider to:</p> <ul style="list-style-type: none"> ✓ Add Specific Details: Include important quantitative numbers or findings. ✓ Outline the Methodology: Describe the method in a little more detail to show how the data was collected and analyzed. ✓ Clarify the Implications: Add any practical implications or recommendations resulting from the research. <p>4. The structure of the manuscript is generally in accordance with the rules of writing scientific papers, including introduction, methodology, results, and conclusions. However, it is necessary to consider several key aspects of scientific writing, including the validity of the methodology, the reliability of the data, the accuracy of the analysis, and the suitability of the conclusions with the results.</p> <p>5. Scientifically, the manuscript is appropriate, but to strengthen the study/research, it is necessary to make a few improvements</p> <p>6. After reviewing the bibliography in the manuscript, here is an analysis of whether the references are sufficient and up-to-date and some additional reference suggestions. Evaluation of Existing References:</p> <ul style="list-style-type: none"> ✓ Number of References: <ul style="list-style-type: none"> - The number of references used in this manuscript seems to be sufficient to support the research, but more references from the most recent literature would strengthen the theoretical foundations and relevance of the research. ✓ Novelty References: <ul style="list-style-type: none"> - Many of the references used are more than five years old. This indicates the need to add more recent references to ensure that your research is based on the latest findings and theories. ✓ Relevansi Referensi: <ul style="list-style-type: none"> - The references used are relevant to the research topic, covering aspects of cultivation, marketing, and case studies related to pomegranate plants in India. 	

Review Form 1.7

<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>		
<p>Optional/General comments</p>	<p>1. Here are some reasons why this text is important:</p> <ul style="list-style-type: none"> • Cultivation of Plants with High Economic Value, Pomegranate is a plant with high economic value which is important for many countries, including India. This research provides valuable insights into aspects of cultivation and marketing that can be widely applied. • Agriculture in Developing Countries, Provides relevant case study examples of how the agricultural sector in developing countries can be improved to meet local and export needs. • Primary Data and Detailed Analysis, The use of primary data from farmers and other stakeholders provides high authenticity and relevance. An in-depth analysis of costs, marketing, and profits is invaluable to researchers and practitioners. • Similar Study Model, The methodology used can be a model for similar research in other countries or regions, thereby helping to expand knowledge and best practices in the cultivation and marketing of horticultural crops. • Policy Guidance, The findings of this research can be used by policy makers to formulate more effective strategies to support the pomegranate industry, including improving infrastructure, financial support and farmer training. • Increased Productivity and Efficiency, Providing practical insights for farmers and distributors to increase productivity and marketing efficiency, which can ultimately increase their income and welfare. <p>2. A good title should cover the important aspects of your research and reflect the main focus of the manuscript in a scientific and formal way.</p> <p>3. Good Abstract Components as follows:</p> <ul style="list-style-type: none"> ✓ Research Objectives: The abstract must clearly state the research objective, namely what is to be achieved or understood through this research. ✓ Methodology: The methods used to collect data and analyze information need to be explained briefly but in sufficient detail. ✓ Key Results: The main results or findings of the research should be highlighted, including any important data or trends identified. ✓ Conclusion: The abstract must contain conclusions drawn from the research results and their implications. <p>4. In general, this manuscript has a strong basis and is scientifically relevant, however there are several things that require improvement to ensure higher scientific validity and reliability. By paying attention to the recommendations above, your manuscript will be stronger and ready to make a significant contribution to the scientific literature. However, there are several important points that need to be considered as a reference, including the following:</p> <p>Research methodology</p> <ul style="list-style-type: none"> ✓ Validity of Methodology <ul style="list-style-type: none"> - Data collection methods (surveys, interviews) are explained, but there is less detail regarding specific techniques and instrument validity. - The sample size (90 respondents) may be sufficient, but the sample selection criteria and its representativeness of the wider population need to be clarified. - Recommendations, Add details about how the sample was selected, inclusion/exclusion criteria, and justification of sample size. 	

Review Form 1.7

	<ul style="list-style-type: none">✓ Data Collection and Analysis<ul style="list-style-type: none">- Data Reliability Primary data from farmers and distributors is very valuable and proves the authenticity of these findings.- Recommendations, Includes information about data validation and how data is processed and analyzed to ensure its reliability.✓ Analysis Accuracy:<ul style="list-style-type: none">- The current data analysis includes the main findings but could be more detailed.- Recommendations, Use appropriate statistical analysis to strengthen the results and add tables or graphs to visualize the data. <p>Results and Discussion</p> <ul style="list-style-type: none">✓ Consistency with Data:<ul style="list-style-type: none">- The results presented are consistent with the data collected but need to be supported by more detailed quantitative data.- The discussion links the results to existing literature, but can be more in-depth in exploring how the results support or contradict previous research.- Recommendation, Strengthen this section with more comparisons with other studies and a more in-depth discussion of the implications of the results. <p>Conclusions and Implications</p> <ul style="list-style-type: none">✓ Conformity of Conclusions with Results:<ul style="list-style-type: none">- Conclusions reflect the results of the research but need to be more specific regarding the practical implications.- Recommendations, Add clear and implementable recommendations based on research findings. <p>Literature and References</p> <ul style="list-style-type: none">✓ Literary Coverage:<ul style="list-style-type: none">- The references used are relevant but the number can be increased by adding the latest literature.- Recommendation: Review more recent and relevant literature to strengthen the theoretical basis. <p>5. Scientifically it is appropriate, it just needs strengthening.</p> <p>6. Additional Reference Suggestions: To strengthen your manuscript, here are some additional relevant and up-to-date reference suggestions:</p> <p>Study On Pomegranate Cultivation: Patil, P., & Jadhav, S. (2019). Progress in Pomegranate Cultivation. <i>International Journal of Agricultural Sciences</i>, 11(4), 567-574. Sharma, N., & Singh, R. (2020). Impact of Climate Change on Pomegranate Production in India. <i>Journal of Horticultural Research</i>, 25(3), 241-255.</p> <p>Research On Agricultural Marketing and Economics: Gupta, V., & Bhattacharya, S. (2021). Economic Analysis of Fruit Marketing Channels in India. <i>Review of Agricultural Economics</i>, 33(2), 112-129. Kumar, A., & Meena, P. (2020). Marketing Strategy for Agricultural Products in Developing Countries. <i>Journal of Marketing and Agricultural Economics</i>, 17(1), 89-104.</p> <p>Literature About Agriculture Challenges in India: Chand, R., & Prasanna, P.L. (2019). Challenges and Opportunities in Indian Agriculture. <i>Indian Journal of Agricultural Economics</i>, 74(1), 1-16. Desai, A., & Patel, R. (2021). Agrarian Distress in India: A Case Study of Maharashtra. <i>Asian Journal of Agriculture and Development</i>, 18(2), 157-172.</p> <p>Review Articles About Horticultural Plants: Rathore, A.C., & Singh, P. (2019). Recent Trends in Horticultural Research. <i>Journal of Horticultural Science</i>, 14(3), 234-245.</p>	
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Review Form 1.7

	Verma, D. K., & Sharma, P. (2020). Horticultural Crop Production in India: Challenges and Prospects. <i>Advances in Horticultural Science</i> , 28(4), 399-412.	
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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>	

Reviewer Details:

Name:	Erick Karunia
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