

Review Form 1.7

Journal Name:	Journal of Education, Society and Behavioural Science
Manuscript Number:	Ms_JESBS_116710
Title of the Manuscript:	Empowering Narratives: Exploring the Impact of Kotak General Insurance's 'Drive Like A Lady' Campaign on Shifting Perceptions of Female Empowerment
Type of the Article	

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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>The manuscript is important for scientific community. It aims to undermine ingrained cultural conventions that restrict women to certain positions and prevent them from entering areas that have historically been controlled by males.</p> <p>The title of the article is appropriate.</p> <p>The abstract of the article is comprehensive.</p> <p>The subsections and structure of the manuscript are appropriate.</p> <p>Yes, I do.</p> <p>The most recent reference is 2015, needs to be supplemented with newer articles. Add articles about current Indian culture. Also bring up articles that put forward theories (for example about culture) that can be used.</p> <p>In general, this article is quite good and has a positive impact on humanity, especially regarding gender equality. It would be good to also put forward a theory of Indian culture that could support it, or a women's perspective from Hinduism.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The quality of english in this article is still suitable for scholarly communication.</p>	
<p>Optional/General comments</p>	<p>--</p>	

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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:

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