

## Review Form 3

Journal Name:	<a href="#">Asian Journal of Agricultural Extension, Economics &amp; Sociology</a>
Manuscript Number:	Ms_AJAEES_125987
Title of the Manuscript:	Constraints faced by players in branded rice market
Type of the Article	Original Research Article

### **General guidelines for the 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 guidelines for the Peer Review process, reviewers are requested to visit this link:

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### **Important Policies Regarding Peer Review**

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### PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</p>	<p>This manuscript presents a significant contribution to the scientific community by addressing the multifaceted constraints faced by various stakeholders in the branded rice market in Kerala. By systematically analyzing the challenges experienced by farmers, exporters, manufacturers, wholesalers, retailers, and consumers, the study offers a comprehensive view of the issues that hinder market efficiency and sustainability. This holistic approach not only fills a notable gap in existing literature but also provides actionable insights that can inform policy decisions and improve market conditions.</p> <p>I appreciate the manuscript for its rigorous methodology and the use of Garrett's ranking method to quantify constraints, which adds a layer of robustness to the findings. However, I believe that the paper could benefit from a clearer articulation of its implications for future research and policy formulation. Additionally, while the study is thorough in identifying constraints, it could enhance its impact by providing more detailed recommendations tailored to each stakeholder group. Overall, this research is a valuable addition to the field and has the potential to drive meaningful change within the branded rice market.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The title "Constraints Faced by Players in Branded Rice Market" is generally appropriate as it succinctly conveys the primary focus of the study. However, it could be enhanced to better reflect the specific context and scope of the research. The author(s) should consider the following points:</p> <p>(i) Specify the Scope: Include the geographical focus to provide context (Kerala)  (ii) Change "Players" to "Stakeholders"  (iii) Indicate Analytical Approach: Incorporate terms that reflect the analytical nature of the study, such as "Analysis," "Assessment," or "Evaluation." This signals to readers that the manuscript offers insights based on <b>systematic research</b>.</p> <p>Authors should take into consideration the following revised title: <b>Identifying and Analyzing Constraints in the Branded Rice Market: A Comprehensive Study of Stakeholders in Kerala</b></p>	
<p>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</p>	<p>The abstract of the manuscript provides a foundational overview of the study but <b>lacks clarity and comprehensiveness in several areas</b>. The authors should consider the following points:</p> <p>(i) The paper should clearly articulate the primary objectives, specifying that the study aims to identify actionable insights for improving market conditions.  (ii) A brief description of the methodology, such as how Garrett's ranking method was applied, would enhance understanding of the analytical framework.  (iii) The key findings should summarize the most critical constraints faced by stakeholders, highlighting the top issues for farmers, exporters, and consumers succinctly.  (iv) Incorporating a statement on the implications of the findings and any recommendations since it adds depth to the paper.  (v) Some phrases could be streamlined for brevity and precision; for example, instead of saying "the study seeks to identify the critical issues like," it could be simplified to "the study identifies critical issues such as." The author(s) therefore is recommended to polish the abstract.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The manuscript is well-structured, providing a clear and logical flow from the introduction through to the results and discussion sections. Each major section is appropriately divided into subsections that focus on specific aspects of the research, which aids in guiding the reader through the complexities of the branded rice market in Kerala. However, <b>there are opportunities for improvement</b>. For instance, subsection titles could be made more descriptive to enhance clarity, and incorporating visual aids such as tables or figures earlier in the results section would facilitate quicker comprehension of key findings.</p>	
<p>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</p>	<p>The manuscript demonstrates scientific robustness and technical soundness through its comprehensive approach to investigating the constraints faced by various stakeholders in the branded rice market in Kerala. The study employs a well-defined methodology, utilizing both primary and secondary data sources, which enhances the reliability of the findings. By applying Garrett's ranking method to analyze constraints, the research provides a quantitative framework that allows for a nuanced understanding of the challenges faced by farmers, exporters, manufacturers, and consumers. Additionally, the manuscript thoroughly discusses each constraint identified, supported by relevant data and examples, which underscores its analytical depth. Overall, the rigorous methodology and detailed examination of issues contribute</p>	

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	to the manuscript's credibility and significance within the field of agricultural economics.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	The references provided in the manuscript are appropriate and sufficient. No additional references are necessary at this time.	
<u>Minor</u> REVISION comments  <b>Is the language/English quality of the article suitable for scholarly communications?</b>	The language and English quality of the article appear to be suitable for scholarly communications. The text is generally clear and conveys the research findings effectively. However, minor revisions (as mentioned earlier) could enhance clarity and coherence, particularly in areas such as sentence structure and punctuation.	
<u>Optional/General</u> comments	The structure is well-organized, and the data collection methods are appropriate for the study's objectives. However, the paper could benefit from a deeper analysis of the causes and implications of the identified constraints, as well as more detailed policy recommendations. Improving the clarity of some sections and addressing minor grammatical issues would enhance readability. Additionally, the use of visual aids like charts or graphs could make the data presentation more impactful. Despite these areas for improvement, the manuscript is a significant contribution to agricultural economics research.	

### PART 2:

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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)
<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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