

### Review Form 3

122165

Journal Name:	<a href="#">Asian Research Journal of Agriculture</a>
Manuscript Number:	Ms_ARJA_122165
Title of the Manuscript:	<b>Study on marketing of Marigold Flower in Varanasi district of Uttar Pradesh</b>
Type of the 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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**PART 1: Review Comments**

<b><u>Compulsory</u></b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p><b>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.</b></p>	<p>Marigold marketing is important not only for farmers' livelihoods but also for meeting the flower's high demand during religious and cultural events, boosting exports, and supporting industrial applications.</p>	
<p><b>Is the title of the article suitable? (If not please suggest an alternative title)</b></p>	<p><b>Yes.</b> <b>A Study on the Marketing of Marigold Flowers in the Varanasi District of Uttar Pradesh</b> <b>This one also holds good</b></p>	
<p><b>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.</b></p>	<p><b>Yes</b> <b>Mention key words and year of experiment in abstract</b></p>	
<p><b>Are subsections and structure of the manuscript appropriate?</b></p>	<p><b>Yes</b></p>	
<p><b>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.</b></p>	<p>This research examines the marketing dynamics of marigold flowers in the Varanasi district, Uttar Pradesh. It analyzes the entire supply chain, from cultivation to distribution and sales, identifying factors such as festival-driven demand, the involvement of intermediaries, price volatility, and the difficulties faced by farmers. The study also highlights the economic importance of marigold farming in the region and explores opportunities for growth through enhanced marketing strategies and better infrastructure.</p>	
<p><b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b> -</p>	<p><b>Add more recent references that will give more weightage to manuscript</b></p>	
<p><b><u>Minor</u></b> REVISION comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>Correct the grammatical corrections</p>	
<p><b><u>Optional/General</u></b> comments</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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