

### Review Form 3

Journal Name:	<a href="#">Archives of Current Research International</a>
Manuscript Number:	Ms_ACRI_121283
Title of the Manuscript:	Supply chain of Amul fresh milk products: A study of Amul dairy's retailers in Anand city and Vidyanagar
Type of the Article	Editorial 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**

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<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>The study of dairy products, particularly milk, remains important. This is because they provide strength to everyone to carry out daily activities. The significance of this study lies in understanding effective methods to continue the distribution of products, such as dairy products or milk. Additionally, it allows us to come up with innovative methods or strategies to distribute them adequately, correctly, and timely.</p>	
<p><b>Is the title of the article suitable? (If not please suggest an alternative title)</b></p>	<p>The title of the article is clear and concise but it could be more impactful to change it to <b>Supply Chain Analysis of Amul Fresh Milk Products: A Study of Retailers Distribution Management in Anand City and Vidyanagar</b> (this is just a suggestion but if the author prefers this title, it is also acceptable)</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>-Yes, the abstract is comprehensive, but I suggest eliminating redundant words to make it more concise, highlighting and emphasizing all important and relevant points.</p> <p><b>-delete:</b> AMUL's dairy (repeated many times);</p> <p>- after the statistical <i>tools in sentence #2 connect or continue right away the explanation of it (frequencies, percentages, and Likert)</i> to avoid the overusage of word;</p> <p>-instead of using again the <b>THE STUDY</b> (in the last sentence), I suggest to use <b>ADDITIONALLY</b> or <b>MOREOVER</b>.</p>	
<p><b>Are subsections and structure of the manuscript appropriate?</b></p>	<p>- Just arrange properly the placing of the subsections (e.g. List of Amul fresh milk products s/b placed in the company profile, after production range).</p> <p>- Avoid splitting the table to present the results more clearly.</p> <p>- Be consistent with font and style to be used.</p> <p>Overall, it is appropriate.</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>The manuscript is scientifically robust and technically sound, based on credible and up-to-date data from reputable sources, including the Food and Agriculture Organization (FAO) and the National Sample Survey Office (NSSO). The manuscript presents a comprehensive analysis of milk production and consumption trends in India, supported by statistical evidence and market forecasts. Furthermore, it effectively correlates demographic and economic factors, such as population growth, urbanization, and rising per capita income, with the increasing demand for milk and dairy products. Additionally, including projections and growth rates for various dairy products highlights the manuscript's thoroughness and attention to detail in examining the future potential of the dairy industry in India.</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>- Add more references.</p>	
<p><b>Minor</b> REVISION comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>further boosting this demand - <b>change to</b> - further boost this demand</p> <p>Overall, the language quality of the article is generally suitable for scholarly communications.</p>	
<p><b>Optional/General</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:**

Name:	<b>Erlee Angel S. Reyes</b>
Department, University & Country	<b>Quezon City University, Philippines</b>