

Review Form 3

Journal Name:	Journal of Experimental Agriculture International
Manuscript Number:	Ms_JEAI_128649
Title of the Manuscript:	"Knowledge level, challenges perceived by traders in the Functioning and Price Variation of Apple Marketing through e-NAM in Sant Kabir Nagar District of Uttar Pradesh"
Type of the Article	

PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	The electronic National Agriculture Market (e-NAM) is a digital platform launched by the Government of India in April 2016. The study is vital for evaluating the effectiveness of e-NAM in Sant Kabir Nagar and improving its functionality. It bridges the gap between policy intent and ground realities, ensuring the platform serves its stakeholders effectively.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title "Knowledge Level, Challenges Perceived by Traders in the Functioning and Price Variation of Apple Marketing through e-NAM in Sant Kabir Nagar District of Uttar Pradesh" is descriptive and provides a clear indication of the article's focus.	
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.	The abstract is fairly detailed and provides a good overview of the study, but there is room for improvement in terms of clarity , conciseness , and logical flow . The abstract does not follow a logical progression (introduction → problem → methods → findings → implications). Phrases like "traders were lacked knowledge" are grammatically incorrect.	
Is the manuscript scientifically, correct? Please write here.	The manuscript is scientifically accurate with credible data sources, a well-defined methodology, and relevant conclusions.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	References from scholarly journals or recent academic research are minimal, especially on e-NAM's performance, challenges, and the broader impact of digital markets on agriculture. The manuscript cites the Economic Survey for 2023-24, recent government reports (e.g., pib.gov.in, e-nam.gov.in), and related studies (e.g., Bharti et al., 2023). This indicates that the manuscript incorporates recent data.	
Is the language/English quality of the article suitable for scholarly communications?	The language quality is sufficient for scholarly communication, but refining grammar, eliminating redundancy and ensuring concise phrasing will make it more polished and impactful.	
Optional/General comments	The topic is timely and significant, particularly in light of the increasing digitization of agricultural markets and the growing interest in platforms like e-NAM. This is a strong article that has the potential to make a meaningful contribution to the discussion on digital agriculture, especially with targeted refinements in analysis and presentation.	

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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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