

Editor's Comment:

The following flaws should be addressed properly before publication acceptance:

1. Add "India" to the paper title.
2. All duplicated keywords (same as paper title) must be re-selected.
3. Number all equations listed in the text.
4. Number all tables in sequence starting from Table 1 to Table 9, not Table 1.1 or Table 2.1.
5. Do not number sub-headings. In fact, there are two similar sub-headings "Marketing cost....".
6. Typing errors such as "milch".
7. Since the reference listing has been arranged alphabetically, the format for reference citations in the text must be "Bairwa et al., 2014" or "Bankar et al., 2010", not "[1]", "[2]"..
8. The reference listing should conform to the format prescribed by the Journal. Do not start off with year 2018.

Editor's Details:

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