

[Review Form 2](#)

Book Name:	Business, Management and Economics: Research Progress
Manuscript Number:	Ms_BPR_3838
Title of the Manuscript:	A case study on Rural weekly market at buyers doorstep - with special reference to "Organic Bhaji" in Kolhapur District of Maharashtra State
Type of the Article	Book chapter

PART 1: Review Comments

Compulsory REVISION 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. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	This manuscript holds significant importance. The study offers valuable insights to researchers in rural development and marketing by focusing on Organic Bhaji. However, while the concept is compelling, the manuscript would benefit from a more precise articulation.	
Is the title of the article suitable? (If not please suggest an alternative title)	<p>The current title, "A Case study on Rural Weekly Market at Buyer's Doorstep - With Special Reference to 'Organic Bhaji' in Kolhapur District of Maharashtra", is descriptive but could be more concise and engaging to capture the reader's attention. It also lacks clarity about the focus on doorstep delivery and organic produce as a central theme.</p> <p>Alternate title suggested: "Bringing Markets Home: A Case Study on 'Organic Bhaji' and Rural Weekly Markets in Kolhapur, Maharashtra".</p> <p>It is concise, engaging, and effectively highlights the core aspects of the study, such as the concept of doorstep delivery, the focus on "Organic Bhaji," and the rural weekly markets in Kolhapur. It strikes a good balance between being informative and appealing to readers.</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>Abstract contains grammatical mistakes, sentences are not structured properly</p> <p>"Market centres performs exchange..." "Performs" should be "perform."</p> <p>"Nature of weekly markets are very old." It should be "The nature of weekly markets is very old."</p> <p>Maharashtra has 22300 average number of visitors in large weekly market...": Awkward phrasing. It should be revised for clarity.</p> <p>"Became of their busy life style.": Incorrect word. It should be "because of their busy lifestyle."</p> <p>Inconsistent and incorrect punctuation, such as missing commas and incorrect use of periods.</p> <p>"The consumers, who are health conscious, prefer organic product i.e. standard and specific choices.": Awkward phrasing. Should be rephrased for clarity and readability.</p> <p>"This paper attempts to study of organic Bhaji...": Incorrect phrasing. Should be "This paper attempts to study Organic Bhaji, a family venture engaged in providing weekly doorstep services."</p>	
Are subsections and structure of the manuscript appropriate?	<p>The subsections and structure of the manuscript appear to be well-organized and aligned with the study's objectives. However, here are some suggestions for improvement or minor adjustments to enhance clarity and coherence.</p> <p>Objectives: The objectives are clear and relevant to the study. Consider refining the language slightly for conciseness, especially in the second objective. For example, the second objective could be phrased as: "To analyze the challenges and prospects of doorstep organic weekly markets in Kolhapur."</p> <p>Methodology & Data Sources This section mentions both primary and secondary data collection but does not specify the methods of data collection (e.g., surveys, interviews, observation, etc.). Adding more detail about how the data will be gathered and analyzed will help provide clarity.</p>	

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	<p>If you have specific sampling methods (e.g., random sampling, stratified sampling), it would be beneficial to include them under the methodology section for better clarity</p> <p>Scope of the Study The scope is well-defined and focuses on an exploratory investigation. It might be helpful to specify the time frame of the study (e.g., data collected over six months, one year, etc.) to set the context for the analysis</p> <p>Observations & Conclusion: It would be beneficial to reflect on the specific outcomes the study</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>Statistical data such as market growth projections etc. to be incorporated using tables and graphs Mentioning the sources or methods used to obtain statistical information enhances the technical rigor and credibility of the research.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p> <p>-</p>	<p>Some of the references are older, dating back to the 1988s and 2000s. To ensure the study reflects the most current trends and research newer publications from 2021 onward should be incorporated.</p>	
<p><u>Minor</u> REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Overall, the manuscript can benefit from slightly more refined and concise language.</p>	
<p><u>Optional/General</u> comments</p>	<p>Areas of Improvement:</p> <ol style="list-style-type: none"> Clarity and Structure: <ul style="list-style-type: none"> Implement clearer section headings and subheadings. Use more concise language throughout the manuscript to enhance readability. Literature Review and Citations: <ul style="list-style-type: none"> Expand the literature review to include more recent research on organic farming in India. Ensure all citations are up-to-date and relevant to strengthen the academic foundation. Methodology and Data Analysis: <ul style="list-style-type: none"> Provide a detailed description of the data collection process, including: <ul style="list-style-type: none"> Specific sampling methods used Sample size and demographic information Time frame of data collection Explain the rationale behind the chosen methodology and its appropriateness for the research questions. 	

PART 2:

	Reviewer's comment	Author's comment (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)
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

Reviewer Details:

Name:	Karthik Reddy
Department, University & Country	Nitte Meenakshi Institute of Technology, India