

[Review Form 2](#)

Book Name:	<a href="#">Business, Management and Economics: Research Progress</a>
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**

<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)
<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>	This manuscript provides valuable insights into a novel approach to rural weekly markets by emphasizing the integration of organic farming with doorstep delivery services. It addresses consumer demands for organic products and explores an innovative marketing strategy, which is especially relevant in a rapidly evolving market landscape. The study could serve as a reference for similar ventures aiming to balance consumer satisfaction and sustainability.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The current title, "A case study on Rural weekly market at buyers doorstep - with special reference to 'Organic Bhaji' in Kolhapur District of Maharashtra State", is descriptive.	
<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>	The abstract is comprehensive but could benefit from more focus. It currently includes redundant general information (e.g., "Market is a place where buyers and sellers come together") that could be replaced with a summary of the study's findings and significance. Consider including specific results or recommendations to enhance its impact.	
<b>Are subsections and structure of the manuscript appropriate?</b>	The structure is logical, with clear sections like objectives, methodology, significance, and conclusions. However, certain areas, such as the "Suggestions," could be reorganized to align more closely with the stated objectives. For example, separating actionable recommendations from general observations could improve readability.	
<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>	The manuscript demonstrates scientific correctness through its detailed data collection, methodology, and observations. The focus on a single case study provides depth, although broader comparisons could strengthen its conclusions. The analysis of consumer behavior and market trends adds relevance to the study. However, more quantitative data could be included to substantiate claims, particularly in the benefits of organic farming.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	The references are sufficient but would benefit from the inclusion of more recent and globally recognized studies on organic farming and rural marketing trends. For instance, adding references related to e-commerce's impact on agricultural marketing could enhance the scope.	
<b>Minor</b> REVISION comments		
<b>Is the language/English quality of the article suitable for scholarly communications?</b>	The manuscript requires substantial proofreading. Common issues include grammatical errors (e.g., "Market centres performs exchange") and inconsistent usage of terms (e.g., "Bhaji" vs. "Organic Bhaji"). Polishing the language will improve scholarly communication.	
<b>Optional/General</b> comments	While the manuscript presents a compelling case, expanding on the scalability of the "Organic Bhaji" model to other regions could increase its relevance. The inclusion of a visual representation (e.g., a process flow diagram of the doorstep delivery model) would also enhance the paper's readability.	

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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)
<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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