

[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 is valuable to the scientific community, especially in the context of rural markets and organic farming. It sheds light on an emerging trend of doorstep delivery of organic products in rural India, which can serve as a model for sustainable agriculture and rural entrepreneurship. The focus on the consumer's growing demand for organic produce and the challenges faced by small-scale farmers is timely and relevant in today's agricultural discourse. I appreciate how it blends modern marketing practices with traditional farming, offering practical insights for researchers, policymakers and agripreneurs.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The title, "A Case Study on Rural Weekly Market at Buyer's Doorstep - With Special Reference to 'Organic Bhaji' in Kolhapur District of Maharashtra State," is mostly suitable. It clearly highlights the case study's focus on rural markets, organic farming, and the specific region of Kolhapur. It could be more concise. A suggestion for an alternative title could be: "Doorstep Delivery of Organic Vegetables: A Case Study from Kolhapur's Rural Markets" This title better encapsulates the study's key aspects without being overly detailed.	
<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 fairly comprehensive, providing an overview of the study's objectives, methodology and context. It could benefit from mentioning specific findings or results. For example, it could briefly highlight the success of the "Organic Bhaji" venture and the consumer response to the door-step delivery model. This would give the reader a better sense of the study's impact from the start.	
<b>Are subsections and structure of the manuscript appropriate?</b>	Yes, the subsections and structure of the manuscript are appropriate. The manuscript follows a clear, logical flow, starting with an introduction to the rural market and organic farming, progressing to a detailed case study of the "Organic Bhaji" venture and concluding with relevant suggestions. The sections on objectives, methodology and findings are well-organized, making it easy to follow the research process and outcomes.	
<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 is scientifically robust and technically sound in its approach. It provides accurate information on organic farming methods and the evolution of rural markets, particularly in the context of Kolhapur. The study's focus on both the economic and health benefits of organic vegetables aligns with current scientific literature on organic farming's advantages over conventional agriculture. The inclusion of consumer behavior trends, such as the growing demand for organic produce and doorstep services, reflects well-researched societal shifts. The suggestions for expanding the business through e-commerce and standardization are also grounded in scientific and market-driven reasoning.	
<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 generally sufficient and include a mix of relevant studies, government reports and books on organic farming and rural marketing. Some of the references seem a bit dated (e.g., Rural Marketing Report of India from 2011). Including more recent research on the growth of organic farming, digital marketing and the impact of COVID-19 on rural supply chains would help modernize the study. It could also benefit from including more international case studies that explore similar trends in rural markets.	

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<p>Minor REVISION comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>The manuscript could benefit from minor edits to improve clarity and flow, especially in the sections discussing the study's results and suggestions. Some sentences could be more concise. A deeper discussion on the challenges of certification and standardization for small organic farmers could strengthen the recommendations section.</p> <p>The language and English quality of the article are generally suitable for scholarly communications, though there are a few instances where sentence structure could be refined. Some sections are repetitive and simplifying complex sentences could improve readability. A thorough proofread for grammar and style consistency would enhance its overall quality.</p>	
<p><b>Optional/General</b> comments</p>	<p>The manuscript presents a highly relevant case study that combines rural entrepreneurship, organic farming and innovative marketing strategies. Its practical insights can inspire similar initiatives in other regions, particularly in rural India. I would recommend strengthening the recommendations section with more actionable details and potentially adding more recent references to improve its timeliness and relevance. A clearer connection between the study's objectives and its results would make the conclusions more impactful.</p>	

**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)
<p><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

**Reviewer Details:**

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