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| Journal Name: | [**Journal of Experimental Agriculture International**](https://journaljeai.com/index.php/JEAI) |
| Manuscript Number: | **Ms\_JEAI\_139595** |
| Title of the Manuscript:  | **Cost-Benefit Ratio and Constraint Analysis of Supply Chain for Fresh Fruits and Vegetables in Lucknow District, Uttar Pradesh** |
| Type of the Article |  |

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| PART 1: Comments |
|  | Reviewer’s comment**Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** (It is mandatory that authors should write his/her feedback here) |
| **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 article explores the economic viability and constraints of the fresh fruit and vegetable supply chain in Lucknow, Uttar Pradesh. It contributes valuable insights into stakeholder profitability using cost-benefit ratio analysis and Garrett ranking, which is particularly relevant for policy formulation and supply chain improvements in developing regions. The study provides practical implications for improving farmer welfare, reducing middlemen involvement, and enhancing market linkages, making it useful for academicians, policymakers, and practitioners in agribusiness and rural development. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | Yes, the title is appropriate. |  |
| 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 provides an overview of the objectives, methodology, and major findings, but contains several grammatical errors and spelling errors.**Suggested improvements:*** Correct "gad higher CBR ratio" to "had a higher CBR".
* Replace "the situation od farmers" with "the situation of farmers".
* "Respondent incorporating" should be "Respondents incorporating".
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| Is the manuscript scientifically, correct? Please write here. | The manuscript is scientifically sound in terms of objectives, analytical tools (CBR and Garrett Ranking), and presentation of results. However, the methodology section lacks clarity in formulas and could benefit from:* The formulas for CBR and Garrett Ranking seems to be incomplete.
* The sampling method is not clearly detailed for both modern and traditional supply chains.
* There is no theoretical or conceptual framework guiding the analysis.
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| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | * The references are mostly relevant and some are recent (2025), but formatting is inconsistent.
* Citation style lacks consistency. Some entries show initials first; others show surnames first.
* DOIs or links should be added where applicable.
* Some references (like Singh, 2008) are outdated and can be replaced or supplemented with recent studies.
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| Is the language/English quality of the article suitable for scholarly communications? | The manuscript requires moderate language revision. Some issues such as frequent grammatical errors, sentence construction issues (e.g., “the it should be shut downed” should be “it should be discontinued”), inconsistent headings and terms (e.g., "Cost Befit Ratio" instead of "Cost Benefit Ratio"), inconsistent of currency symbols and punctuation and inconsistent table formatting and alignment have to be corrected Some sections which need correction include:**Methodology:*** "Multi stage purposive cum random sampling technique..." should be "A multi-stage purposive-cum-random sampling technique..."
* "respondent of Lucknow district of Uttar Pradesh" should be "respondents in Lucknow district, Uttar Pradesh"
* "It is used to simply and present the data." Should be "It is used to simplify and present the data."
* "and the it should be shut downed." Should be "and it should be discontinued."
* Formulas missing or incomplete (e.g., Garrett ranking formula placeholder not completed)

**Results and Discussion:*** "Cost Befit Ratio" should be "Cost-Benefit Ratio" (This typo occurs multiple times across Tables 2 and 3)
* Inconsistent use of percentage symbols – e.g., “20.19” vs “20.19%” – needs to be standardized.
* Poor table formatting (e.g., Table 3 has inconsistent alignment, spacing, and formatting between “MODERN” and “TRADITIONAL” sections)
* "All Total" instead use “Total" or "Overall Total"
* "Wholesaler (33.26)" under “Traditional” table – appears to be a typographical error. This is duplicated from the trader row.

**Garrett Ranking (Table 5):*** Good content but lacks clarity in explanation of scoring process (e.g., mention of conversion formula is incomplete in methodology).

**Conclusion:*** "The study highlights the critical economic dynamics..." here "dynamics" is vague; better to specify: "economic relationships and constraints"
* "supermarket-driven system achieved the highest cost-benefit efficiency." consider adding numerical support for emphasis.
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| Optional/General comments | * Tables have alignment and formatting issues (e.g., Table 3 layout needs standardization).
* Units (% and ₹) are used inconsistently across tables.
* Better visualization (bar charts, stakeholder diagrams) could improve interpretation.
* The conclusion is aligned with the findings, but recommendations should be more actionable.
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| **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)* |
| **Are there ethical issues in this manuscript?**  | *(If yes, Kindly please write down the ethical issues here in details)* |  |

**Reviewer details:**

**Midhun V M, University of Agricultural Sciences, India**