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| Journal Name: | [**Journal of Economics, Management and Trade**](https://journaljemt.com/index.php/JEMT) |
| Manuscript Number: | **Ms\_JEMT\_141647** |
| Title of the Manuscript: | **STRATEGIC PRIORITIZATION OF SUSTAINABLE SECTORS IN INDIA USING BCG MATRIX: A SEDA-BASED ASSESSMENT** |
| 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.** | * Innovative Integration: The paper uniquely applies the BCG Matrix alongside SEDA for sustainable macroeconomic sectoral analysis.
* Policy Relevance: It offers actionable, SDG-aligned recommendations for policymakers and investors through a quadrant-based approach.
* Data-Rich Rigor: The study uses robust, normalized data from credible sources with composite scoring and validation checks.
* Clear Structure: A logical, well-organized flow enhances understanding for both academic and policy audiences.
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| **Is the title of the article suitable?****(If not please suggest an alternative title)** | **yes** |  |
| **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.** | This study proposes a novel hybrid framework combining the BCG Matrix with SEDA indicators to prioritize Indian economic sectors based on both growth and sustainability. Through composite scoring of economic, social, and environmental indicators, six key sectors were mapped into BCG quadrants. The findings reveal significant policy misalignments, especially in agriculture and construction. Strategicrecommendations are proposed to align sectoral growth with India's sustainable development objectives.” |  |
| **Is the manuscript scientifically, correct? Please write here.** | yes |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | yes |  |
| **Is the language/English quality of the article suitable for scholarly communications?** | yes |  |
| **Optional/General** comments | * The writing is strong overall, but a few edits will enhance polish and readability:
	+ Replace passive constructions: *“This research proposes…”* → *“We propose…”*
	+ Minor inconsistencies in spacing and punctuation (e.g., inconsistent spacing in formula blocks).
	+ Example: *“X-Axis- Composite Sustainability Score (SEDA)”* → *“X-Axis: Composite*

*Sustainability Score (SEDA)”* |  |

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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:**

**Parimi S V Padma Latha, Ramachandra College of Engineering (A), India**