

REVIEWER'S REPORT

Manuscript No.:IJAR-55809

Title: “Avenues, prospects and ultimate of New Venture Planning in India, A conceptual Study”,

Recommendation:

Accept as it is

Accept after minor revision YES

Accept after major revision

Do not accept (*Reasons below*).....

Rating	Excel.	Good	Fair	Poor
Originality		yes		
Techn. Quality		yes		
Clarity		yes		
Significance			yes	

Reviewer Name: Dr. Himanshu Gaur

Detailed Reviewer's Report

The manuscript is conceptually sound and presents a comprehensive discussion on new venture planning, opportunity identification, and idea generation in the Indian context; however, a few minor revisions are recommended before acceptance. The paper would benefit from careful language editing to correct grammatical errors, improve sentence structure, and enhance overall readability. Some sections appear repetitive and may be slightly condensed to improve flow and coherence. Proper formatting consistency should be ensured across headings, subheadings, and references, and recent references may be better integrated within the discussion to strengthen academic rigor. Clarifying the objectives in alignment with the conclusion and refining transitions between sections will further improve the quality of the manuscript. Overall, with these minor revisions, the paper will be suitable for publication.