

Final Review Report ISVSej_12.05.10_Omkar
Compiled from Two Reviews

Please use this number to identify the revision.

Title of paper: Exploring Sawantwadi Wooden Toys: Opportunities for Innovation and Market Expansion.

General

This paper examines the indigenous arts and crafts tradition of India. The paper is reasonably well written. However, it has major issues that need to be resolved.

Title: The title is reasonably well composed. However, some improvements are needed. Following title is suggested:
Employing Indigenous Arts and Crafts Traditions for the Contemporary World: Opportunities for Innovation and Market Expansion of Sawantwadi Wooden Toys in India

Justification: This paper examines the general issue of how to employ indigenous arts and crafts traditions for the contemporary world. It specifically examines the opportunities for innovation and market expansion of Sawantwadi Wooden Toys in India. A title must offer an indication of the broader issue in the major title and the specific issue in the sub title. There is also a need to provide an indication of where these happen in the title.

Language: Language is reasonably good. However, there are some issues in terms of grammar and use of phrases. For example, citations must not mention names of books, but names of authors. No capital letters.

Formatting: This paper has some issues in formatting. Sub titles must be always bold. Lists must be bulleted or numbered and indented from the left; not run through text. Quotations must not be italicized but indented from both sides. Authors to be listed on the line below right justified. Tables must be Ariel Narrow font 10 points. Follow the template to the last dot.

Abstract

Abstract is not written well. There are issues related to the contents. First paragraph must introduce the issue of the indigenous arts and crafts traditions in India, and the uniqueness of Sawantwadi Wooden Toys. It should mention the possibility of employing them to develop Sawantwadi wooden toys to be promoted globally. It should say that the research examines the strategies to promote them. This is reasonably well done. However, this entire abstract does just that, and that is not enough.

Second paragraph must be about the research methods and the third paragraph must be about the conclusions. This abstract does not say what the methods employed are and what the conclusions arrived at are.

The last paragraph must say what the specific conclusions derived are. Statements such as “findings can support’ is not a scientific conclusion (although many published papers say so). Research must have conclusions.

Key words: Not well identified. This paper deals with develop Sawantwadi wooden toys in India as a focus. Keywords are mentioned to help another researcher to locate a research paper if it relates to an issue that person is looking at. With these keywords, someone looking at research related to India will not locate this paper. That is not proper.

Paper

- 1. The introduction:** Introduction is written poor. It introduces the idea of crafts and the Sawantwadi Toys well; However, It continues to talk about them extensively which is not proper. An introduction must introduce the issue as related to the title, and as claimed in the abstract. It must then say what this research examines (not seeks to or purpose), followed by the aims and objectives.

In this paper, there is an extensive discussion that ends with no statement about what is examined or the aims and objectives. In an introduction, after introducing the issue, briefly say what is examined and what the aims and objectives are.

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Aims first and the objectives afterwards. Please focus on the issue. Please note that aims are noble, unmeasurable, long term, almost-impossible-to-fully-achieve expectations while objectives are practical, measurable, short term, achievable intentions. Objectives must be always listed starting with 'To'. The introduction must end with the aims and objectives. This introduction ends by saying that "they make those toys in workshops and sell them directly in Chitar Aali in Sawatwadi town (Jain, 2017; Prabhudesai, 2021)." Not done well.

2. **Theoretical Framework:** This paper has no theoretical framework for the study, although it examines specific issues, involving specific concepts such as crafts. Therefore, it should offer a discussion about 'arts and crafts,' indigenous traditions', 'furniture design', 'heritage' etc. and their interrelationships. The paper often refers to them. In the introduction, there is an attempt to define crafts as an opening paragraph. This is inadequate. The theoretical framework should start with the definitions of "arts and crafts", which it does not do.
Moreover, a theoretical framework must be produced employing the voice of the authors with statements such as 'according to Rapoport (1969), or Lawarence (2000) argues, instead of the authors making statements and putting references within brackets. The authors of this paper cannot theorize because they are not theoreticians. Please produce a good theoretical framework by referring to the most outstanding theoreticians. Define the terms first.

3. **Review of Literature:** There is no review of literature at all. A review of literature should discuss the major research that has examined the issue previously to show the status of current knowledge, and where the gaps of that knowledge exist. The issue here is 'employing indigenous arts and crafts traditions for the contemporary world and in relation to it, opportunities for innovation and market expansion of Sawantwadi Wooden Toys in India'. However, no research is being critically reviewed. The review should critically examine previous research that have examined the issue of employing indigenous arts and crafts traditions for the contemporary world first, and afterwards opportunities for innovation and market expansion of Sawantwadi Wooden Toys in India'. If none exist say so.

A review of literature must be produced employing the voice of the authors with statements such as 'according to Oliver (1999), or Rapoport (2000) points out, instead of the authors making statements and putting references within brackets. It should be a 'critical review'.

Please see 'how to write a review of literature' in the ISVS e-journal web site and follow suit. Write in the present tense because it discusses current knowledge. Sum up at the end and show what the status of current knowledge is and where the gaps of that knowledge exist. 12-15 references are needed. Currently, none exists.

4. **Research Methodology:** This is reasonably well done. However, there is a confusion here too. The methodology says that it employs a 'review of literature' to gather secondary data. First of all, this study employs case study as a method. within this, a number of data gathering techniques have been employed; Please list them all first and then explain how each technique was implemented. What is written is unclear and the case study as a method is not even mentioned. Please note that a 'review of literature' is not a research method. You are referring to a 'survey of literature.'

Just mentioning 'articles, web pages and newsletters, reports, government intuitions' is not acceptable. Please produce a table for each and mention which document was examined for data, where it was sourced and which information was taken from each.

These techniques of data collection must be listed and each must be explained. Current details are inadequate. Say what was employed (Case studies) (Use present tense nevertheless) then the data gathering techniques. List them first and explain how each was carried out, with full details of where when and how. How the interviews were conducted and how the respondents were chosen must be divulged. Say how many artisans and shopkeepers were interviewed. They must be explained in such a way that another independent researcher can repeat them and see if they will get the same results. That is the test of science.

Current writing is inadequately detailed.

5. **Case study:** Before the findings, introduce the case study: the Chitrari community where the research was conducted. Show the locations of the artisans' houses and shopkeepers places. Provide a location plan and a general description to the case study. Please confine the introduction to the basic information about the case study and stop. Produce images of such furniture. Displays in shops etc. craftsmanship: tools etc.

6. **Findings:** Findings are not well presented. Reproduce a short introduction to the issue first and then present the data. Please produce data from all the techniques mentioned as related to each of the data gathering techniques: Findings from the survey of literature, and the interviews. Currently, there is none from the survey of literature. There are no references to any articles, web pages and newsletters, reports, government intuitions as claimed. Where are they?

Please produce a table of these sources.

There is no doubt that there is a lot of good material in this research. However, the findings are presented unconvincingly. In the findings, if you make a statement, provide evidence. A research paper is not an essay. Research needs data to substantiate the findings.

The sub title 'Findings and discussion' is repeated and there is a confusion. Separate the two.

7. **Discussion:** There is no discussion that discusses the findings of this research with other research that have examined the same issue if any exist. However, a discussion should show if the findings of this research are similar or different to other research. If different, then it should explain why. Moreover, discuss only what the data and findings mean and what their implications are, and not what the authors think: no personal opinions please. If none exist say so.

8. **Conclusions:** Conclusion is written poor.

What is written as the conclusion is again what this research paper started with: that crafts are the medium to preserve rich cultural heritage and tradition. That makes no sense. Why do all this research to say what is already known. Making general statements after serious research is poor science.

Please revisit the aims and objectives of the paper. The purpose of this study was to ascertain the opportunities for innovation and market expansion." Conclusions must relate to these. Please list these two aspects separately as revealed in this research as related to this particular place.

Please discuss the strengths and weaknesses of this research after the conclusions.

References: **References are not done well in text sometimes. For example,** (BENEFITS OF WOODEN TOYS: ADVANTAGE OF WOODEN TOYS OVER PLASTIC TOYS, 2024). Is not correct. Do not mention names of books. Follow the conventions. In the final list, there are many incomplete references. Books must have places of publications and publishers. Please remove the comma after the last initial of the first author before &.

For example,

Baral, B., S, D. C., & G, L. M. (2016). Wooden Toys-Sawantwadi. is incomplete. The second author has only initials.

Final Decision: Major Revisions

Summary of the overall observations of the paper:

This is a potentially very valuable paper that could make a significant contribution to knowledge about the possibility of employing indigenous arts and crafts traditions for the contemporary world. It closely examines the opportunities for innovation and market expansion of Sawantwadi Wooden Toys in India. However, it needs major revisions to bring the argument to be cohesive, supported by clear findings.

The abstract needs to be succinct but must have sufficient details to introduce the issue, the research methods and the specific conclusions. It is not written well; research methods are not described and there are no conclusions.

The introduction is not clear and needs to be presented articulating the issue succinctly. It should not dwell upon the issue in excessive detail. Be clear what the research focuses on. It should end with proper focused aims and objectives in keeping with the issue.

Please produce a good theoretical framework defining what is 'arts and crafts,' 'Indigenous traditions,' 'heritage,' 'innovations,' 'culture' and other theoretical notions relevant to the issue. Write a proper review of literature afterwards.

The research methodology requires to be organized well with a list of techniques employed to gather data and explanations of how each was carried out: Mention the use of case study as a method.

Introduce the case study: provide details about how the respondents were chosen and how many etc.

Re-organize the findings to be meaningful and to show the data generated from both techniques: literature included. What are the possibilities of employing these traditions to promote innovation and market promotion? That is what this research is claimed to be about.

Discuss only the specific conclusions arising from the findings related to the case study. No general comments about the issue. Treat this as a research paper and not an essay. Conclusions must have evidence. They are not supposed to be personal opinions of the authors. In other words, the conclusions must be derived and substantiated by the data and be specific to the Sawantwadi Wooden Toys in India

At the end, discuss the strengths, weaknesses and limitations of this research. Re-examine and reproduce the references to be compatible with the ISVS e-journal template.