Ghoshal A few shades fairer please?

Review comments:

Manuscript evaluation guidelines:

Title:

A few shades fairer, please

*1. The paper addresses a very real, relevant and topical issue in the Indian context that has ethical undertones in its receiving sanction and propagation.    
  
2. I don't think it will influence policy but it provides a counter and a warning to this narrative*  
  
3.*The angle with which the obsession with fairness has been looked at is original by introducing the 'scientific' aspects to justify its promotion. The focus on the 'womb' and its cleansing is also good.*  
           
*4. Important omissions: An argument that has been left out is whether by just giving the woman more attention during her pregnancy, better nutrition, more rest and other supplements (psychological, emotional and so on) could result in 'healthier' babies. This would be a public health scenario.*

*5. The brain washing and the instilling of fascist ideologies is what is dangerous by using the above and hence needs to be taken head on with a stronger counter argument supported by evidence from other literature. Also the potential danger as new genetic advancements take place to manipulate genes to address 'flaws' should be stronger.   
    
References for the historical concepts of the Aryan race's perceived supremacy would be useful, if a reader would like to understand this further. Similarly, some religious textual references or of commentaries on what is prescribed as 'the ideal child', and  'the purity of the garba' would be useful.*

Recommendations  
  
*It would be good to accept this article for publishing in IJME as it makes very interesting reading. It would help to have the piece tightened and shortened and come as a commentary  
  
There are grammatical errors, mainly to do with sentence construction, tense, prepositions and the like.   
  
The other suggestions were made earlier.*  
  
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