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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Reviewer 2:

The paper addresses an important issue (and to my biased mind, an exceedingly important issue) of a social problem that can, in part, be addressed by the medical community.

However, I feel the paper requires much editing and tightening before it can be accepted.

A considerable number of statements are far too long and need to be shortened to make the whole piece readable.

One such example is

"But there is a problem: it is not only simplistic to criticize this ideology as regressive, but also difficult because of the register the sanskaris deploy; they use the rhetoric and logic of science, and science, as a placeholder for modernity itself is what informs our own minds, those of ‘us’ who perceive the views of the sanskaris as problematic. Critical engagement with the issue shows how complex it is in terms of laying simultaneous claim to different epistemologies. "

Again, I do not understand the relevance of the second half of this statement which I have marked in red , " but it did shape a lot of our perceptions and perspectives when it was in its adult days, robust and healthy."

A line such as " the fact that Aryan invasion theory has lost credibility is slow in percolating down to reorient consciousness."

can be rewritten as " the fact that Aryan invasion theory has lost credibility has not been stated in all the textbooks/ is not obvious to all / is not known to all " Or variations, thereof.  Phrases like "percolating to reorient consciousness" are not appropriate in this context.

One more example - and all of this is on page 1 - is " communities failed to get the chromatic benefit of the intermarriages." I am absolutely unclear what this means. Does this mean a dark skinned person marrying a fair person and expecting to deliver a fair skinned baby?

One other example " Desire – especially if subterranean – is a hypocritical imp."

Finally, "the science-ization of Ayurveda"..."science-ization " is not a word and I think such words that should be replaced by known, accepted terminology.

But, as said before, the topic is relevant and must be revised and submitted to the IJME.

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