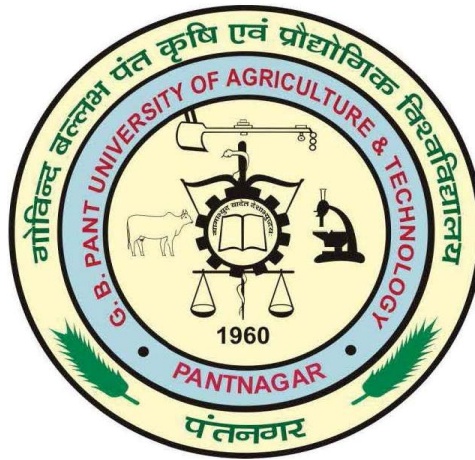


**Consumer Buying Behavior towards Organic Food Products in Udham Singh
Nagar & Nainital District of Uttarakhand**

PROJECT REPORT

Submitted to the



**G.B. PANT UNIVERSITY OF AGRICULTURE & TECHNOLOGY,
PANTNAGAR-263145, U.S NAGAR, UTTARAKHAND, INDIA**

By
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**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
DEGREE OF**

Master of Business Administration (Agribusiness)

June, 2017

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Accomplishment of this project is the result of benevolence of omnipotent and omniscient almighty and blessing of my teachers. It is my privilege to study and conduct my research under **Dr. Nirdesh Kr. Singh**, Assistant Professor, CABM, Pantnagar, chairman of my advisory committee for his research insight, illuminating and invaluable guidance, calm endurance, constructive criticism, continuous encouragement and sustained support during the entire course of investigation and preparation of manuscript.

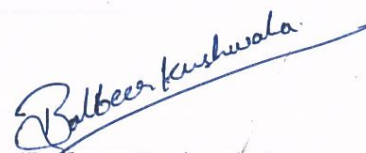
I empathetically and gratefully acknowledge extent my loyal and venerable thanks to members of my advisory committee, **Dr. Ashutosh Singh**, Professor and **Ms Sneha Dohare**, Assistant Professor for providing proper guidance, critical comments, valuable suggestions and diligent support lead to timely completion of this work

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(Balbeer Kushwaha)

Pantnagar
June, 2017

CERTIFICATE

We the undersigned members of the project advisory committee of **Mr. Balbeer Kushwaha, Id. No. 49469**, a candidate for the degree of Master of Business Administration, agree that the project report entitled “**Consumer Buying Behavior towards Organic Food Products in Udham Singh Nagar & Nainital Districts of Uttarakhand**” may be submitted in partial fulfillment of the requirements of the degree.



(Nirdesh Kr. Singh)
Chairman
Project Advisory Committee



(Sneha Dohare)
Member



(Ashutosh Singh)
Member

EXECUTIVE SUMMARY

Organic products are a product of organic farming and are produced without the use of synthetically compounded fertilizers, conventional pesticides or other artificial additives. The objectives of the study were to analyze the awareness and knowledge of consumers' towards organic food products; to study the consumers' buying behaviour towards organic food products; to analyze the psychological factors influencing consumer buying behaviour towards organic food products; to provide suggestions to improve the purchase of organic products among the consumers' of Udham Singh nagar & Nainital District.

The study was conducted in Udham Singh nagar & Nainital District. Primary data were collected from the sample respondents (organic & non organic) in the study area by personal interview method. Using well-structured interview schedule, the details were collected. Details on demographic characteristics, awareness and knowledge, perception, attitude, belief and intention of the sample respondents towards organic food products were included in the interview schedule. The total sample size was 150 consumers (75 organic consumers and 75 non organic consumers) of Udham Singh nagar & Nainital district in which non organic consumers organic consumers were selected on the basis of convenience sampling from the organic retail outlets in Udham Singh nagar & Nainital District.

The results shown that majority of the organic respondents had high and medium level of perception, medium level of attitude, high level of belief and high level of intention towards buying organic food products. Majority of the non-organic respondents had low level of perception, low level of attitude, low level of belief medium level of intention towards buying organic food products.

The overall analysis could be concluded that the psychological factors were significantly different between organic and non-organic respondents in the study area. It was also found that the organic respondents had high influence of psychological factors such as perception, attitude and purchase intention towards buying organic food products when compared to non-organic respondents in Udham Singh nagar & Nainital district.

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1. INTRODUCTION

1.1 Background Information:

Organic agriculture is produced with an objective to produce healthy and quality foods without using synthetic chemical products. Thus, organic agriculture not only preserves the Environment but it also improves public health, bringing significant benefits both to the economy as well as to the social cohesion of rural areas. The interest of consumers and public institutions in organically produced foods has increased, mainly in developed countries, in response to consumers 'concerns about food safety, human health and the environment. Export is a mainstay of organic marketing and is expected to reach a volume of USD one billion by 2016. There is also a great deal happening at the organic agriculture production level. The area recently formed by organic methods is about 1.2 million hectares, plus several hundred thousand hectares in the conversion phase. The states of Bihar and Sikkim are expected to provide USD 20 million and Karnataka as much as USD 50 million. In India, the total acreage under certified organic cultivation is 1.18 million hectares for 2009-10. At the same time, the total number of farmers' registered with certification agencies has also increased to cross the half million mark. The total value of organic products at farm level is USD 889 million.

1.2 Organic farming in India

The approach and outlook towards agriculture and marketing of food has seen a quantum change worldwide over the last few decades. Whereas earlier the seasons and the climate of an area determined what would be grown and when, today it is the "market" that determines what it wants and what should be grown. The focus is now more on quantity and "outer" quality (appearance) rather than intrinsic or nutritional quality, also called "vitality". Pesticide and other chemical residues in food and an overall reduced quality of food have led to a marked increase in various diseases, mainly various forms of cancer and reduced bodily immunity. This immense commercialization of agriculture has also had a very negative effect on the environment. The use of pesticides has led to enormous levels of chemical buildup in our environment, in soil, water, air, in animals and even in our own bodies. Fertilizers have a short-term effect on productivity. But a longer-term negative effect on the environment where they remain for years after leaching and running off, contaminating ground water and water bodies. The use of hybrid seeds and the

practice of monoculture have led to a severe threat to local and indigenous varieties, whose germplasm can be lost forever. All of this is for "productivity". In the name of growing more to feed the earth, we have taken the wrong road of unsustainability. The effects already show - farmers committing suicide in growing numbers with every passing year; the horrendous effects of pesticide sprays by a government-owned plantation in Kerala some years ago; the pesticide contaminated bottled water and aerated beverages are only some instances. The bigger picture that rarely makes news however is that millions of people are still underfed and where they do get enough to eat, the food they eat has the capability to eventually kill them. Yet, the picture painted for the future by agro-chemical and seed companies and governments is rosy and bright. Another negative effect of this trend has been on the fortunes of the farming communities worldwide.

S.No.	Products	S.No.	Products
1	Bajra-mustard-wheat	8	Passion fruit
2	Chilly	9	Cotton-grass
3	Cereals-cereals	10	Bajra
4	Cereals-pulses	11	Mustard
5	Maize	12	Til
6	Ginger	13	Wheat
7	Soybean	14	Moong

Table1.1. Main organic agricultural products of India

1.3 Work already done

Keeping the importance of consumers, an attempt has been made to review related studies which include consumer behaviour study.

Mohamed Bilal Basha et. al., (2005) A study was conducted the awareness on the harmful effects of chemicals present in food is increasing among the consumers. The trend towards purchasing organic food is growing among people. A study to identify what actually induces consumers to turn towards organic food is important. Some of the prominent motivating factors to purchase organic foods include environmental concern, health concern and lifestyle, product quality and subjective norms.

Bhattacharyya and Chakraborty (2005) study conducted Organic farming is being practiced in 100 countries of the world. The ill-effects' of chemicals used in agriculture have changed the mindset of some consumers of different countries who are now buying organic with high premium for health. Policy makers are also promoting organic farming for restoration of soil health and generation of rural economy apart from making efforts for creating better environment. The global organic area is 26 million hectare roughly along with 61 standards and 364 certification bodies roughly. The world organic market is now 26 billion US\$. The organic area in India is 2.5 million hectare including certified forest areas.

Pawel (2008) to explore further the potentials of organic agriculture it is important to know what is the meaning of organic farming and organic products for consumers. Good knowledge about consumers' perception for organic products may improve the ability of development of efficient policies related to promotion of the organic market, product development and marketing strategies so it will lead to efficient solutions. The United States (Florida) and Poland are interesting examples in which the level of organic market development varies and allows to test whether consumer perceptions of organic food products varies with market development. A survey was conducted at the University Of Florida (US) and at the Warsaw University of Life Sciences (Poland).

Yi, L. K. (2009) Organic products are a product of organic farming and are produced without the use of synthetically compounded fertilizers, conventional pesticides or other artificial additives. The purpose of this study is to find out whether there is a significant relationship and differences between the demographic variables (age, gender, educational level, *income* level, and presence of children) and non-demographic variables (willingness to pay, taste, environmental concern nutritional value and organic certification) and the consumption of organic products.

Timothy (2009) a study continued growth in the market for organically grown foods in the United States has stimulated international, national, and private research initiatives to promote marketing of organic products.

Dumea (2012) conduct food consumption patterns are changing rapidly nowadays. Issues such as environmental awareness, nutritional value of food and health concern have influences the consumer's food purchase decision. Therefore, factors such as environmental concern, concern for health and knowledge about organic food have become the main motivations for consuming organic products.

Krishnakumare and Niranjan (2016) study conducted to Availability of organic input and output is critical for the improvement of organic farming in the country. Development of efficient marketing system is the need of the hour for strengthening the organic production in **1.3**

1.4 Problem Statement

Organic food is certainly perceived as a healthy option, but there is lack of clear understanding among consumers regarding their impact on health. Recent debates in the public sphere about the freshness and quality of regular food products have made consumers more aware about the possible adverse effects of such products. Therefore, the health benefit they expect from organic food stem is that organic products do not contain harmful chemicals or pesticides and are grown in hygienic conditions. The frequency of purchase is higher for regular varieties of both fruits and dairy products compared to the organic varieties. This corresponds with the low penetration, limited product availability and high price perception with regard to the organic products. The frequency of purchase is interlinked with many other factors that guide the purchase decision such as – price, availability, certifications, information etc. Therefore, addressing these factors is critical to increasing repeat purchases and improving trial purchases for organic products. **(Kapoor, 2012).**

As the buyers of organic food like to try new categories, they are yet to feel convinced enough to completely overhaul their purchase patterns. The typical product categories that they prefer to purchase are usually perishable goods – fruits & vegetables and dairy products. This pattern hints towards consumers' concern regarding the quality of regular varieties currently available in these categories –as fresh products, the need for 'freshness' and 'quality' is paramount in consumers' minds.

1.5 Objectives of study

1. To analyze the awareness of consumer towards organic food products in area under study
2. To study the factors responsible for preference of organic food products
3. To provide suggestions for improving the purchase of organic food products among the consumers.

2. INDUSTRY DESCRIPTION

2.1 Industry Overview

According to the Canada Organic Trade Association, in 2012 British Columbia accounted for 22% of organic food and beverage sales (link is external) (over \$662 million) and was home to approximately 13% of all organic operators in Canada. While BC constitutes only 13% of Canada's population, Statistics Canada reports that 26% of Canadian certified organic food sales is made by British Columbians (link is external). It is the strongest market in Canada. It has grown by an average of 11% since the recession, no doubt outpacing the growth of other food sectors (MacKinnon, 2013(link is external)). To date, most of BC's organic production is exported to the United States. We are organic food growers / farmers not organic food product businessmen / traders, so you can easily understand basic difference between organic food growers and organic food trader's .We are traditional farmers since generations. We want to make people aware about organic food benefits and hazards of chemically contaminated food (excessive use of chemical fertilizers and pesticides) and its adverse effects on body and unfortunately the customers or the common men is not aware of this. You know Punjab is highest pesticide and fertilizer using state in India. You can easily see adverse effects on People of Punjab. Today every man wants to get more benefit so that like our farmers who is unknowingly using excessive amount of pesticide and this highly contaminated food is coming in our daily family diet and that Food Customer unknowingly using that food without being aware ” In which condition that food is grown for us. “

So We introduce our food range because We know customer do not have time to Research on food that want overall result for their health and progress but We want You to give few minutes for our video section so You can see how We are different from others.

Our India's North East state Sikkim has become first State that took final decision to become first state that is complete organic food state. Govt. of Sikkim has already set up a broad target of making Sikkim largely organic by 2015. Under this initiative, state will require to make all out progress in all sectors. See not a one farmer, not a farmer community but the whole state has to take major never ever before decision to become organic crop growing state

2.2 Organic Food Market in India 2012-2016

TechNavio's analysts forecast the Organic Food market in India to grow at a CAGR of 21.34 percent over the period 2012-2016. One of the key factors contributing to this market growth is the increased number of health conscious consumers. The market has also been witnessing an increased focus on organic farming. However, the high cost of organic food could pose a challenge to the growth of this market. Over 40% of all organic sales at mainstream retail are fresh fruit and vegetables. When asked about their buying intentions over the next year, 98% of BC respondents indicated they planned to maintain or increase their purchases of organic fruit and vegetables.

2.3 Production of organic food products

India produced around 1.35 million MT (2015-16) of certified organic products which includes all varieties of food products namely Sugarcane, Oil Seeds, Cereals & Millets, Cotton, Pulses, Medicinal Plants, Tea, Fruits, Spices, Dry Fruits, Vegetables, Coffee etc. . The production is not limited to the edible sector but also produces organic cotton fiber, functional food products etc.

Among all the states, Madhya Pradesh has covered largest area under organic certification followed by Himachal Pradesh and Rajasthan

2.4 Exports of organic food

The total volume of export during 2015-16 was 263687 MT. The organic food export realization was around 298 million USD. Organic products are exported to European Union, US, Canada, Switzerland, Korea, Australia, New Zealand, South East Asian countries, Middle East South Africa etc. Oil seeds (50%) lead among the products exported followed by Processed food products (25%), Cereals & Millets (17%), Tea (2%), Pulses (2%), Spices (1%), Dry fruits (1%), and others.

3. METHODOLOGY

To attain the objectives of this study following research methodology was adopted -

3.1 Research Design

Descriptive research design was adopted to study the buying behavior of the consumers and also the different factors which affect the buying decision of the consumers while purchasing the organic food products.

3.2 Data Source

Both primary and secondary data were collected to accomplish this study.

Secondary data

Secondary data was collected from various government sites and newspapers, websites, journals, reports.

Primary data

The primary data was collected through well-structured questionnaires and structured interviews. For the collection of primary data, a questionnaire consisting of close-ended questions has been used.

3.3 Area of study

The study area was undertaken for research in Nainital district (Haldwani block) & Udham Singh Nagar district (Bazpur & Rudrapur). Organic food products are good for health because they do not contain any chemicals. The present study was conducted in Udham Singh Nagar and Nainital because these are the most suitable locations for growing organic food products. The market in this location is developed for the sale of organic food products.

3.4 Sampling plan

The following sampling plan was used in the study

3.4.1 Universe

The study was focused on consumers & retail outlets of Udham Singh Nagar & Nainital districts.

3.4.2 Sampling Unit

Sampling units was consisting of consumers as well as retail outlets of organic food products in the study area.

3.4.3 Sampling Technique

Convenience sampling and judgmental sampling were used for the selection of consumers so that the proper relevant information can be gathered.

3.4.4 Sampling Size

For the study, sample size was as follows

Consumers	No. of respondents
1. Organic	75
2. Nonorganic	75
Total	150

3.5 Research Instrument

The research instrument that was used in collecting the data was questionnaire. A self-administered questionnaire was developed, the questionnaire was consist of objective type questions to which respondent can answer as strongly disagree, disagree, neutral, agree, or strongly agree.150 sets of questionnaires have been distributed.

3.6 Analysis of data

Basic statistical tool were used for data analysis such as percentage, pie chart for data representation and bar graph, correlation analysis.

3.7 Duration of Research

Research has been conducted for a span of 2 months i.e. from 11th March, 2017 to 11th May, 2017.

4. RESULT

The present study was conducted to entitle “Consumer buying behavior towards Organic food products in Udham Singh Nagar and Nainital district”. The following result was observed in the study.

4.1 Measuring Consumer awareness level across demographic segments

Consumer awareness level towards Organic food products was measured on different demographic variables i.e. age, gender, education qualification, occupation and annual income.

4.1.1 On the basis of Gender

As revealed in exhibit 4.1 out of the total 150 customer surveyed 67 per cent were male and 33 percent were female customers.

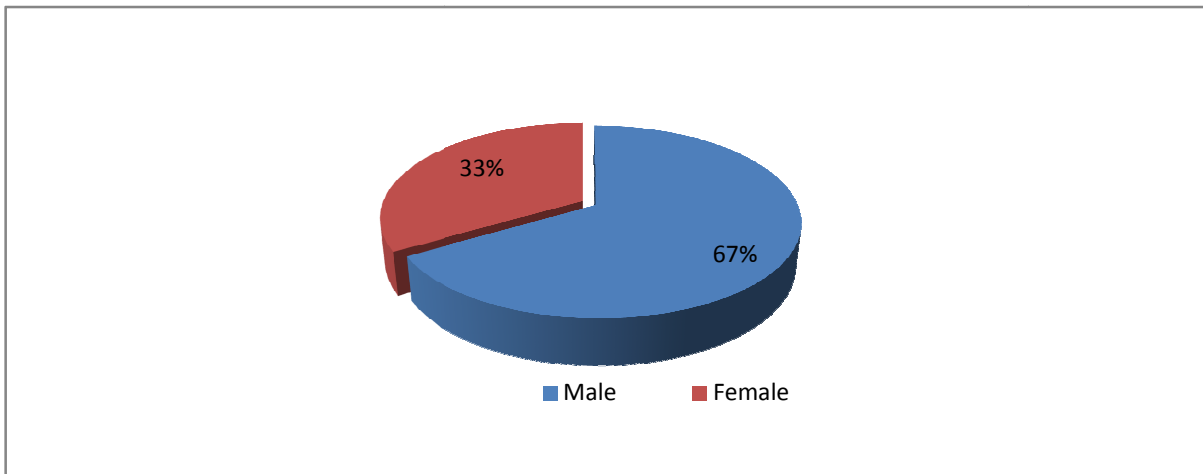


Exhibit 4.1 Gender wise distribution of respondents

4.1.2 On the basis of Age

As shown in exhibit 4.2, 10 percent respondents were of age group >50 years whereas 27 percent were having age <25 years only 40 percent respondents were above 25-30 years of age while highest per cent ,23 respondents were those who are between 35-50 years.

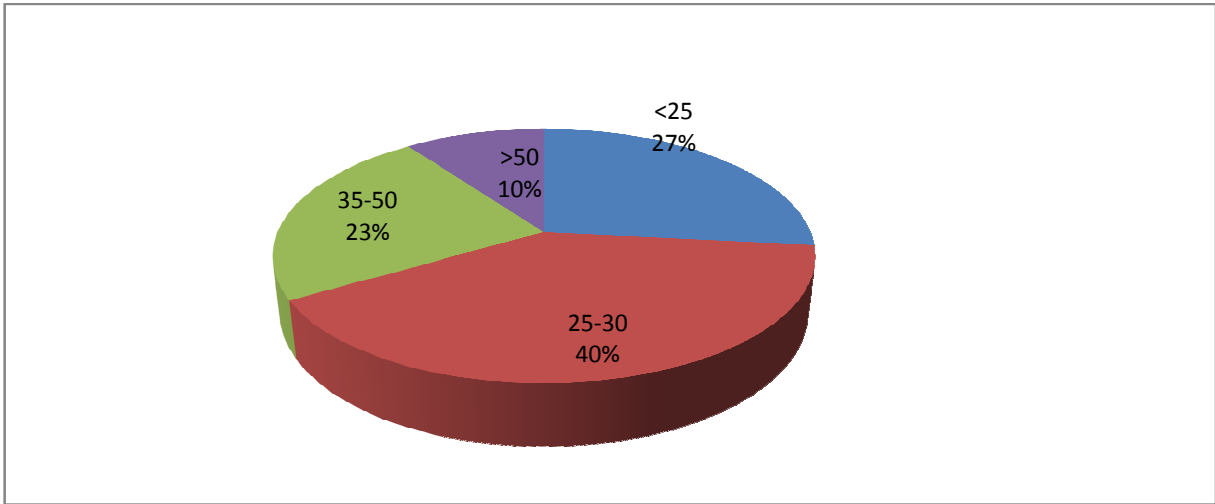


Exhibit 4.2 Age wise distribution of the respondents

4.1.3 On the basis of Education qualification

The educational background of the sample customers shows that 10 percent of them are postgraduate, 20 percent under graduate, whereas 37 percent intermediate, and 33 percent Up to high school.

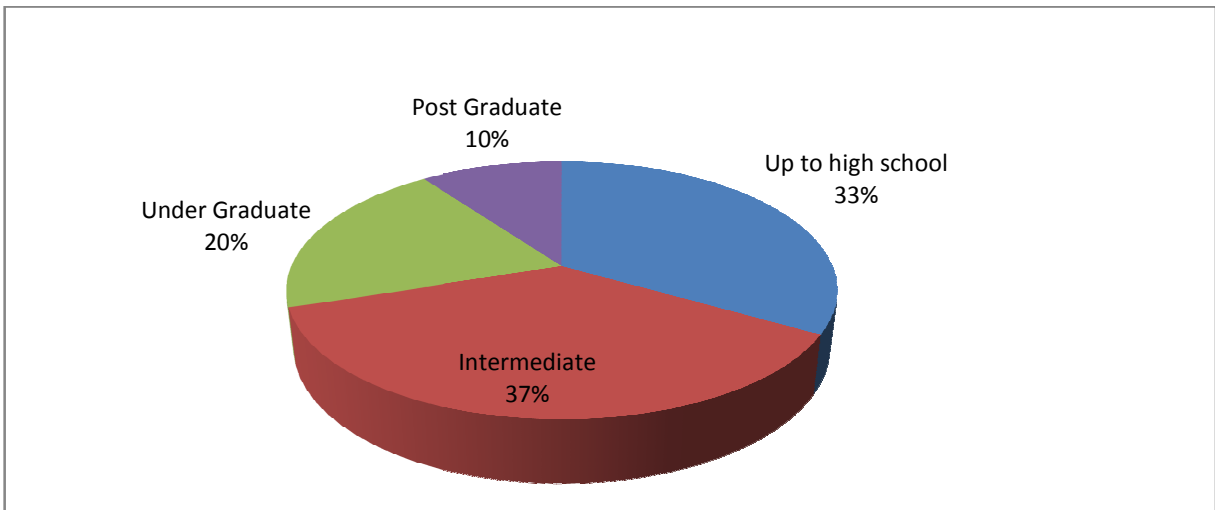


Exhibit 4.3 Education wise distribution of the respondents

4.1.4 On the basis of Annual Income

Annual income of the respondents play important role in buying of organic food products. 40% of the respondents have the income of 20,000- 50,000.

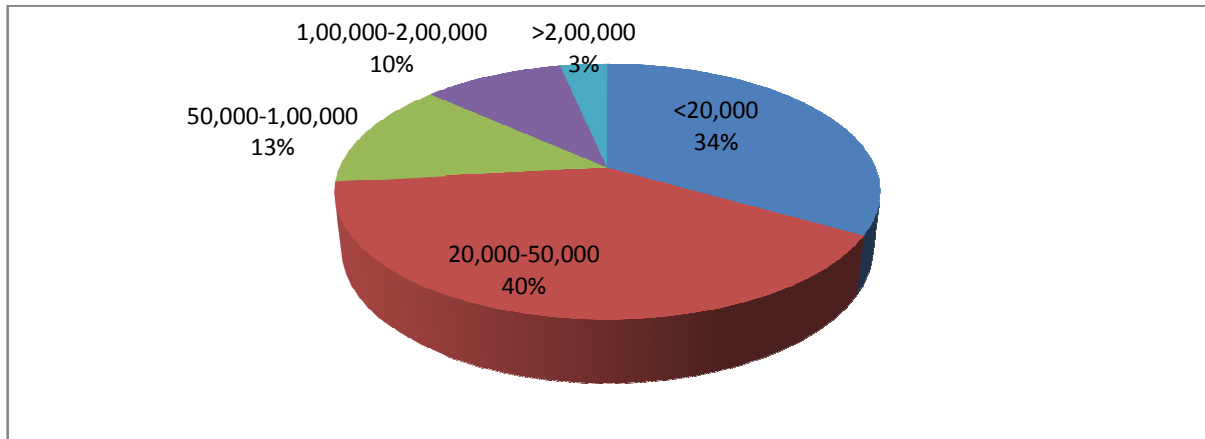


Exhibit 4.4 Distribution of respondents on the basis of Annual income

4.1.5 On the basis of awareness about organic food products

According to the respondents surveyed, 35 percent consumers were aware of organic food products, 65 percent consumers were unaware of organic food products.

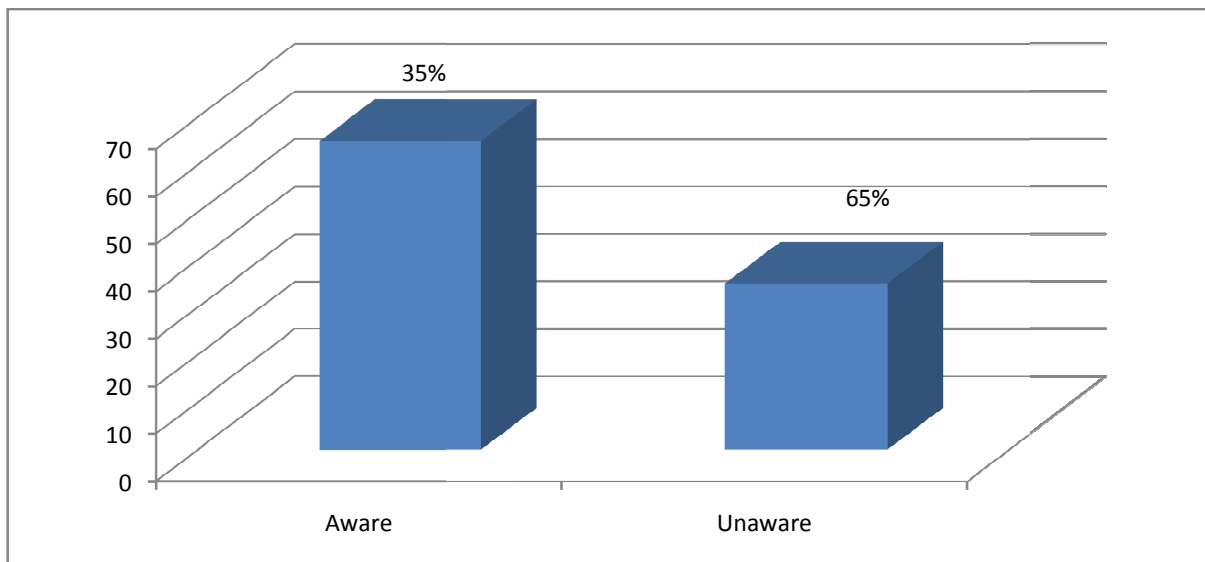


Exhibit 4.5 Distribution of respondents on the basis of awareness

4.2 Factors responsible for preferences of organic food products

4.2.1 On the basis of purchase details

The shows that preferences for organic products among respondents in the study area All the respondents preferred organic products and they are consuming the same, in the opinion that using of organic products, maintenance of good health.

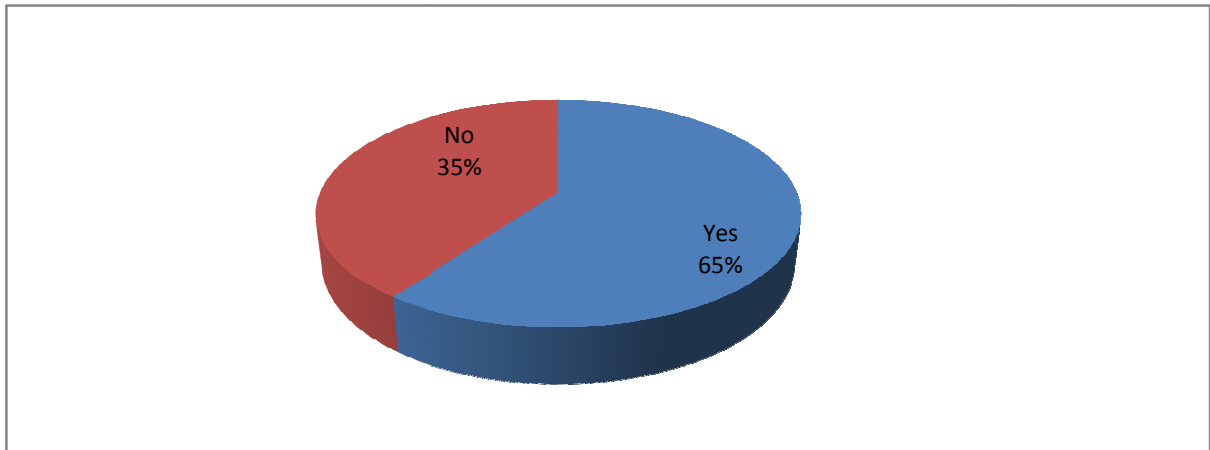


Exhibit 4.5 Distribution of respondents on the basis of preference for organic products

4.2.2 On the basis of frequently purchase of products

The shows that the 27 percent of respondents are buying Daily Organic products, because most of the organic products are perishable in nature, 40 percent of respondents are weekly once purchasing and remaining 20 percent of respondents occasionally a purchasing of organic products out of 150 Respondents.

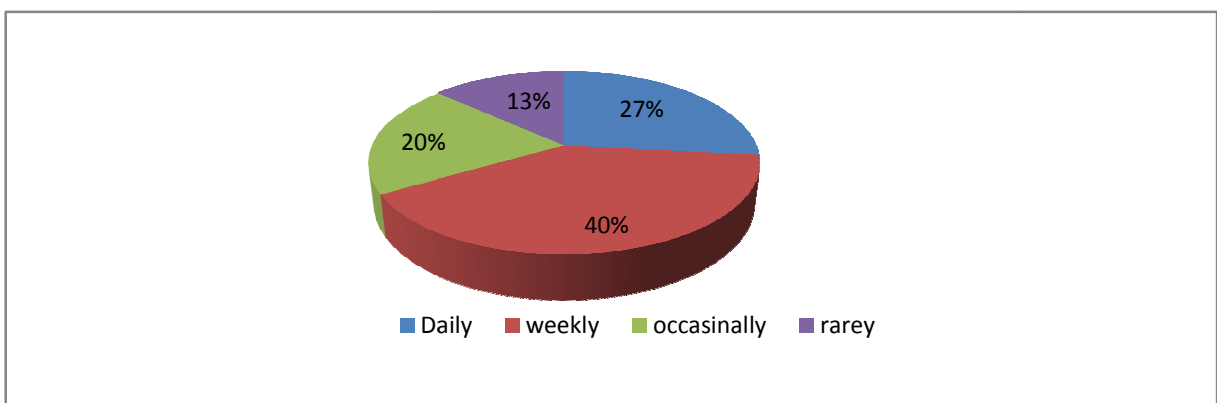


Exhibit 4.6 Distribution of respondents on the basis of frequently purchase of products

4.2.3 On the basis of reason for purchase of the organics products

The describes that the 34 percent of respondents prefer organic food to maintain good health , 20 percent of respondents prefers for its taste and other feelings ,and 27 percent of respondents are prefers to Quality of food, and 13 percent of the respondents were prefers as low price out of 150 respondents, and 6 percent of the environments polluted.

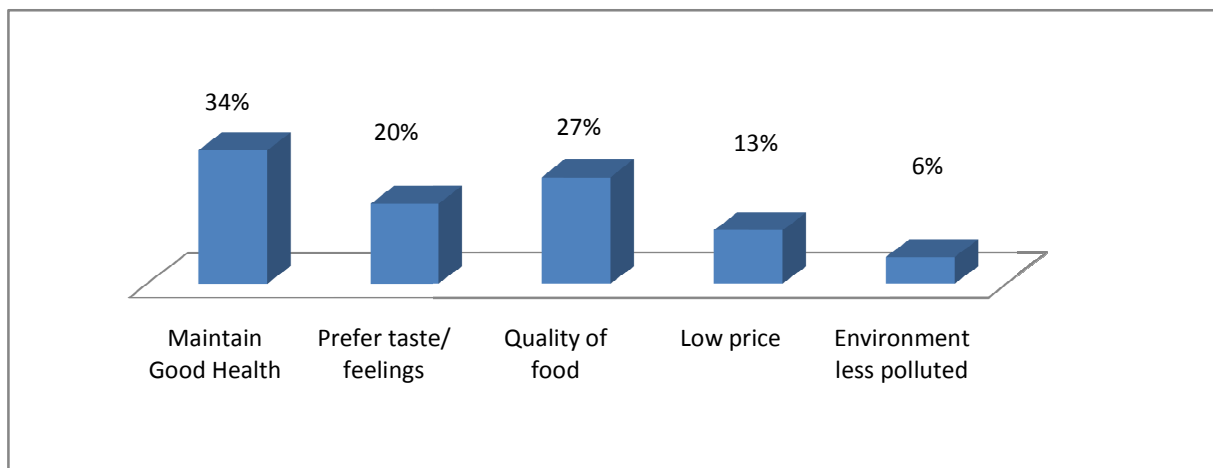


Exhibit 4.7 Reason for purchase of the organics products

4.3 Level of attitude towards buying organic products

The study was conducted in Udham Singh nagar & Nainital district of Uttarakhand. The data was collected by using structured interview schedules from 150 respondents, in which 75 were organic and 75 were inorganic respondent.

S No.	Range	Level	Organic(N=75)		Inorganic(N=75)	
			No. of respondents	Percentage	No. of respondents	percentage
1	<2.54	Low	28	18.66	65	43
2	2.55-3.53	Medium	95	63.33	55	37
3	>3.54	High	27	18	30	20
Total			150	100	150	100

Level of attitude towards organic products was measured and is shown in table 4.3, and the range is decided according to the level of buying and usage of the organic products. Respondent falling in the low level ranged below 2.54, and for medium class it was ranged from 2.55-3.53, and above this level was termed as higher level. For organic products, 18.66 of the respondents fall in the lower range, 63.33% fall in the range of medium level and rest 18% fall in the range of higher level. For inorganic products, 43 of the respondents fall in the lower range, 37% fall in the range of medium level and rest 20% fall in the range of higher level.

4.3.1 Correlation Analysis

	Gender	Age	Residence	Education	Occupation	Income
Gender	1					
Age	-0.049	1				
Residence	0.083	-0.438	1			
Education	0.091	-0.274	0.205	1		
Occupation	-0.424	-0.005	0.05	0.139	1	
Income	0.438	0.035	0.14	0.335	-0.43	1
Attitude	-.002	-232**	232**	281**	.221**	.090

Residence, education and occupation of the respondents have significant positive correlation with the attitude.

It is table from that, gender and age had a negative correlation with the attitude of the consumers. On the other hand, Education, Occupation and Income had a positive correlation with consumer attitude. Among all the mentioned parameters, Education had a positive correlation oh high degree with consumer attitude, which shows that educated consumers were aware of organic food products than the illiterate consumers.

4.4 Summary and conclusion The following are the suggestion made based on the results of the study.

1. As the main reason for not buying the organic food product was price; the organic practitioners can be suggested to reduce the price and to increase the productivity in order to generate the positive attitude towards the organic food products among the non-organic buyers of Udham Singh nagar & Nainital district of Uttarakhand.
2. The familiarity of the organic food products among customers depends on the promotional efforts of the marketers. The availability organic food products need wider advertisement.
3. The products initially should be made available in prominent market places and also gradually, in all the shops.
4. The agriculture marketing and co-operative departments to help farmers get a good price for organic produce.
- 5.

5.RECOMMENDATIONS FOR ACTION

The following recommendations are made from the major findings of this study.

- 1.** Retailers should focus on creating consumer awareness about organic food product.
- 2.** Retailer should focus on converting the consumers who use organic food occasionally or rarely.
- 3.** Grower of organic products should make their products easily available to the consumers.
- 4.** Government should focus on creating awareness among the farmers as well as the consumer, so that the consumers may be aware of the benefits gained by using the organic food products.

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Questionnaire for Consumer Buying Behavior towards Organic Food Products

I. Demographic details

1. Name :
2. Gender : Male / Female
3. Age : <25 years / 25-30 years / 35-50 years / >50 years
4. Area : Rural / Urban
5. Family type: Nuclear/ Joint
6. Family size: 2 / 3 / 4 / 5 / >5
8. Education : Up to high school / Intermediate / Under Graduate / Post Graduate and above
9. Occupation : Agriculture / Service class / Own business / House wife
10. Annual income: <20,000 / 20,000-50,000/ 50,000-1, 00,000 /1, 00,000-2, 00,000 / >2, 00,000

II. Purchase details

1. Decision maker: Husband / Wife / Children / Elders/ Servant / Self
In purchasing
2. What type of organic foods have you recently purchased?
Dairy/ Fruits & Vegetables/ Meat & sea food/ Grains
3. Frequency of purchasing of organic products: Daily/ Weekly/ occasionally/ rarely
4. Quantity of purchase of organic products: <2kg/ 2-5kg/ >5kg

III. Consumer awareness about organic food products

1. Have you ever purchased any organic food? a. Yes b. No
2. When did you last purchase any organic food?
a. More than one year ago / b. half a year ago / c. A month ago / d. A week ago

3. How knowledgeable are you about organic?
 - a. I have heard of it, but am not sure what it means
 - b. I know a little about what 'organic' means
 - c. I know a lot about organically produced food
4. What is the first thing that comes in to your mind when you think about organic food?
 - a. No additives b. No pesticide c. Free of genetically modified contents
 - d. Something natural e. Green f. others

IV. Perception parameters of organic food products

a.	Perception	1	2	3	4	5
1.	Organic food product has a pleasant structure					
2.	Organic food tastes good & different					
3.	Consuming organic product is trendy					
4.	Organic food is good for environment too					
5.	Do you Organic food is good value for money					
6.	Organic food has no harmful effects					
7.	Organic food is good for myself and my family's health					
8.	I worry about harmful chemicals in my food					
9.	Organic food does not contain pesticides					
10.	The price of organic food is high invariabialy					
b.	Attitude	1	2	3	4	5
1.	When I buy a food product, I often read the label					
2.	I always try something new and unique					
3.	I trust the outlets which sell certified organic food					
4.	I personally think I should always buy organic food					
5.	When I something, I will buy it without too deliberation					
c.	Beliefs	1	2	3	4	5
1.	I believe that organic food has superior quality					
2.	Organic food labels mean high quality food products					
v.	Purchase intention	1	2	3	4	5

1.	I can recall the brand names and labeling of some of the organic food products					
2.	I intend to try out organic food products					
3.	I am interested in experiencing the benefits of using organic foods					
4.	I will buy organic food products when they become available					
5.	I will probably use organic food products in the future					
6.	I will recommend usage of organic foods to my friends and relatives					

* 1- Strongly disagree; 2- Disagree; 3- Neither agree nor disagree; 4- Agree; 5- Strongly agree

vi. Reasons for purchasing or not purchasing of organic products

I would like to buy more organic food products if,

	Statements	Rank
1.	Healthy for me and my family	
2.	Environment is less polluted	
3.	Tastes good	
4.	Fresher than conventional food	
5.	High quality	
6.	Support local / small farmers	
7.	Saving resources for next generation	
8.	It has positive image	
9.	It is fashion to consume	
10.	More cheap prices	

VITA

Balbeer Kushwaha, the author of this manuscript, was born on Aug, 15th, 1994 in the Hamirpur district of U.P. He has completed his high school and Intermediate examination from U.P. board in 2009 and 2011 respectively. Further, he took admission in the prestigious Collage of Biotechnology, a constituent of S.V.P. University Agri. & Tech., Meerut Batch 2011-15 and obtained degree of B. Tech (Biotechnology) in July, 2015. Thereafter, he got selected in the Collage of Agribusiness Management (CABM), G. B. Pant University of Agriculture & Technology, and Pantnagar through CMAT examination in 2015 for MBA-Agribusiness degree program. In the month of Nov 2016 during campus placement, he got selected in Dayal Group Company Limited.

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