# J M AKASH



# ACADEMIC PROFILE

PGDM Human Resources	7.6 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
B.E Information Science and Engineering	77.06 %	JSS Science and Technology University	2022
Class XII (State)	79.16 %	VVS Independent PU College	2018
Class X (ICSE)	76.00 %	Pupil Tree School & College	2016

# **AREAS OF STUDY**

Recruitment, Talent Acquisition, Performance Management, Leadership Development, Organizational Behavior, HR Business Partner, Total Rewards, HR Analytics, Employee Experience, Relations and Wellness, Labor laws, Business Strategy, Entrepreneurial Marketing.

# ACADEMIC PROJECT(S)

#### ZameenVeer

- Developed business plan for ZameenVeer: a village-level Agri-tech platform offering inputs, expert advice, and soil testing to farmers.
- Designed two-phase pilot program to test key business assumptions and operational efficiency in rural Indian markets.
- Analyzed market potential using Porter's Five Forces and competitor analysis in the Indian agricultural sector.

#### **Crime Pattern Prediction**

- Using association rule algorithms such as apriori, random forest classifier for finding the potential threats area wise using criminal database.
- This project aimed to identify the potential type of crime of region from the provided database and help in taking preventive measures.

#### Design Thinking with Amma's Pastries

• Applying design thinking techniques to increase their customer experience and customer base using WhatsApp business and re-structuring their website and give more social media presence.

# CERTIFICATIONS

Marketing Strategy for Entrepreneurs	EIT Digital (Coursera)	2024
Data Analysis with Python	Cognitive.ai	2024
The Persuasive Leader	Johns Hopkins University (Coursera)	2024
Foundations of Business Strategy	University of Virginia (Coursera)	2024
Employee Relations	HRCI (Coursera)	2024
Human Resources Management	University of Minnesota (Coursera)	2023

### POSITIONS OF RESPONSIBILITY

	Digital Head – Human Resources Committee 202	23-2025
JAGSoM, Bengaluru	Built strong social media base on various platforms such as LinkedIn and Instagram and help response     branding the HB committee of IACSeM outside the world to professionals and students	sible in
Dengalulu	<ul> <li>branding the HR committee of JAGSoM outside the world to professionals and students.</li> <li>Was also held responsible in handling the content, conducting quest lectures and workshops for students.</li> </ul>	

#### ACCOMPLISHMENTS

Competitions & Activities	<ul> <li>Was elected as a Vice President of School in Student Council.</li> <li>Worked as a Volunteer for 10 days in Wayanad Social Service Society helping them with housing and spring shed surveys, LEDP projects, housing projects and understanding the needs, wants and problems faced by the farmers.</li> <li>Was part of the event management team in conducting Jayciana where I was member for Stage Committee and VIP Committee.</li> <li>Started a cleaning drive program called "ECOSHELTER" with the aim of cleaning the forest which turned out be a successful event by gathering more than 50 students.</li> <li>Has been participated at National Level Karate Tournaments during Schooling.</li> </ul>
SKILLS	MS Excel, MS PowerPoint, Python (Beginner), Programming in C & C++.

**JAGSoM Placement Season 2024-2025**