

JAY KUMAR

📍 Jharkhand | ✉ jaykumar03052002@gmail.com | ☎ 8809676888 | 🌐 [linkedin.com/in/jay-kumar-628633358](https://www.linkedin.com/in/jay-kumar-628633358)

CAREER OBJECTIVE

Dynamic agriculture graduate with hands-on experience in market development, agri-extension, and rural project implementation. Proven success in engaging stakeholders, driving farmer adoption, and executing data-driven campaigns across field and desk roles. Now seeking to apply my analytical and coordination skills in a growth-focused agri-desk position.

PROFESSIONAL EXPERIENCE

Market Development Officer

UPL SAS Ltd. – Hazaribagh, Jharkhand | June 2025 – July 2025

- Managed operations in Hazaribagh, focusing on input product adoption (SAATHI), retailer engagement, and campaign rollout at Dinara, Rohtas and Aurangabad, Bihar.
- Trained over 250 farmers through field demos and kiosk interactions on improved input use and pest control.
- Worked closely with distributors and channel partners to boost monthly sales by 20% within the first quarter.

Experiential Learning Program – Mushroom Cultivation & Agri Waste Management

Institute of Agricultural Sciences, SOA | Dec 2024 – April 2025

- Managed oyster and paddy-straw mushroom cultivation, including substrate prep and harvesting.
- Developed vermicompost and value-added mushroom products.
- Conducted market surveys to shape pricing and distribution.

Krushi Unnat Sahayogi (KUS) Internship

Government of Odisha – Jaraka Block, Jajpur | Sept 2024 – Dec 2024

- Promoted NPSS app to 500+ farmers, resulting in a 70% increase in scheme enrollment within 3 months.
- Built rapport with SHGs, PACS & vendors to accelerate access to agri-inputs and services.
- Coordinated with BTT and GP-level bodies for planning and implementation support.

Rural Agricultural Work Experience Programme

Institute of Agricultural Sciences, SOA – Budhipada, Baliana Block | June 2024 – Aug 2024

- Conducted field surveys to collect data for crop advisory and training interventions.
- Led afforestation initiative with Rotary Club, planting 100 saplings for environmental awareness.

Agro-Industrial Exposure

Agro Front Organic Foods, Krupalu Rice Industries, Maruti Spawn, Kalinga Mushroom

- Learned rice milling, spawn production, and organic food packaging processes.
 - Observed marketing strategies and operations in live industrial environments.
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CERTIFICATIONS

Small Organic Cultivator Certification

Skill India, Ministry of Skill Development & Entrepreneurship, GoI | Duration: 4 months

- Trained in organic farming, input preparation, certification protocols, and sustainable practices.
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ACHIEVEMENTS, AWARDS & PARTICIPATION

- Lead Organizer – SPARDHA 2025 (Annual Sports Meet)
 - Event Director – ARNNA 2025 (Cultural Fest)
 - Campus Ambassador – UNNAYAN 2025 by MANAGE, Hyderabad; onboarded 153 participants
 - 3rd – M.S. Swaminathan Quiz by CRIATIVO Club (Sept 2024)
 - Volunteer – Swachh Bharat Abhiyan (Shramdaan, Oct 2023)
 - 3rd – Essay Competition by NSS & IAS (Aug 2023)
 - Participant – Intl. Convention on Millets (Nov 2023)
 - Delegate – SOA Int'l MUN (WHO Committee, Sept 2022)
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ACADEMIC QUALIFICATION

B.Sc. (Hons.) Agriculture

Institute of Agricultural Sciences, Siksha O Anusandhan – Bhubaneswar, Odisha

OGPA: 8.78 | April 2025

Class 12 (CBSE) – PCB

Vidya Bharati Chinmaya Vidyalaya – Jamshedpur, Jharkhand

86.8% | April 2021

Class 10 (ICSE)

St. Xavier's English School – Chakradharpur, Jharkhand

90% | March 2019

TECHNICAL PROFICIENCY

Microsoft Excel, Word, Google Sheets, PowerPoint

KEY SKILLS

Agribusiness Coordination | Government Scheme Promotion (PM-KISAN, PMFBY) | Data Collection & Analysis | Documentation | Input Distribution Support | Stakeholder Engagement | Project Monitoring | Farmer Helpdesk & Advisory | Rural Development Exposure Pest & Disease Diagnosis | Agri-Input Sales | Market Development | Scheme Promotion | Stakeholder Engagement | Precision Farming | Data Analysis | Leadership | Time Management | Communication

HOBBIES

Passionate about chess and badminton.