**Srividhya A**

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**Founder – Sakuraa Nihongo Resource Centre**

**JLPT N2, Japanese Language and Culture Training, Indo-Japan cultural exchange**

I have an immensely satisfying engagement with Japanese language! As the brand owner of Sakuraa Nihongo Resource Centre, My personal involvement happens across four areas of our business, viz
1. Japanese language training (JLPT & customized programs)
2. Japanese translations
3. Japanese interpretations
4. Japanese culture & business etiquette training.

Apart from SNRC, I currently serve as the president of Bangalore Nihongo Kyooshikai, The body incharge for conducting the JLPT exam in Bangalore. I am also the chairperson of The Japan Habba Organizing Committee (JHOC), India’s biggest Indo-Japanese cultural extravaganza.

**WORK EXPERIENCE**

**Indian Institute of Science** - *Bangalore, Karnataka* Jul 1990 – Aug 1992

**Microbiology Researcher**

Moved laterally from AstraZeneca Research Labs to Indian Institute of Science. Was involved in RNA sampling and conducting experiments related to genetic analysis.

**Sakuraa Nihongo Resource Centre** - *Bangalore, Karnataka* Nov 2000 - present

**Founder, Brand Owner –** [**https://www.snrc.co.in**](https://www.snrc.co.in)

As the founder of SNRC, I engage and oversee Japanese language training , Document translations , Bilingual interpretation and Business etiquette workshops. As part of SNRC I conduct:

* Full time Japanese language teaching to corporates and individuals for the JLPT/NAT examinations (N5 – N2 )
* Japanese language conversation and culture sessions for Corporates and individuals
* Japanese Business Etiquette workshop for Corporates. Over 100+ such workshops have been conducted successfully.
* Several free demo workshops and classes to school & college students to propagate the awareness of the Japanese language.
* Interview training programs for Japanese bilingual job placements – <https://www.japaneselanguagejobs.com>

**Japan Habba** – *Bangalore, Karnataka* Jan 2015 - present

**Chairperson, Japan Habba Organizing Committee –** [**https://www.japanhabba.org**](https://www.japanhabba.org)

The Japan Habba is India’s biggest Indo-Japanese cultural extravaganza.

* Since its inception have designed multiple programs keeping the main aspects of Japanese and Indian culture in mind.
* Have trained Japanese & Indian participants for various types of cultural programs keeping the nuances of both cultures in mind.
* Infused the concept of Japanese Job fair & Japanese Higher study workshops as part of Japan Habba to make sure it is delivered as a wholesome Indo-Japanese experience.
* In wake of pandemic, transformed the entire event online in collaboration with streaming partners and digital sponsors.
* Provide opportunities for language enthusiasts and Japanese language schools to interact such that keen learners can land the right opportunity to enhance their skills.
* The Japan Habba was conducted very successfully in 2021 and 2022 digitally with increased participation than the offline system. Several collaborations with artists from Japan and India were carried out successfully. In order to bring more perspective to the event in light of 2022 being the 70th year of diplomatic relationships between India & Japan, the theme of the event was **Waza – Skill** referring to the fact that diplomacy is a skill too.

**Bangalore Nihongo Kyooshikai** -*Bangalore, Karnataka* Jul 2018 – present

**President –** [**https://www.bnkindia.in**](https://www.bnkindia.in)

 BNK is the organization mandated to conduct the JLPT exam in Karnataka apart from a host of other events to promote the spread of Japanese language like the speech contest and Kanji Kentei.

* Responsible for announcement and execution of the Japanese Language Proficiency Test in Bangalore in co-ordination with the Japan Foundation , New Delhi.
* Elected President for 2 terms:
	+ Term 1 – 2012-2014
	+ Term 2 – 2018 - present
* Single handedly devised and executed the Online application system for the JLPT exam in Bangalore. The number of applications **tripled** after converting the application system from offline to online.
* Conducted the Speech contest in Bengaluru to encourage learners of the language to hone their skills and develop it in a constructive manner.
* As part of spreading awareness of Japanese language in Bangalore have organized several programmes such as periodic training of teachers, Japanese culture sessions and Japanese story reading sessions with Japanese natives.
* Co sponsored and Organized The JBPC – Japanese Business Pitch Contest alongside The Japan Foundation and The Consulate of Japan in Bengaluru. <http://bnkindia.in/2020/06/japanese-business-pitch-contest-2020-winners/>
* Successfully conducted the offline JLPT examination in 2021 despite the pandemic. Innovative and effective digital initiatives were undertaken such as digital disbursement of food coupons for volunteers and Online orientation for staff & students.

Astra

**EDUCATION**

* **Madurai Kamaraj University** – *Madurai, Tamil Nadu*

*M.Sc BioChemistry – 1990*

Gold medalist

* **Madurai Kamaraj University** – *Madurai, Tamil Nadu*

*B.Sc Biochemistry - 1988*

**ACHIEVEMENTS, CERTIFICATIONS & MEMBERSHIPS**

* JLPT N2 certified
* Selected based on merit and attended the teacher’s training programme by The Japan Foundation at Urawa, Saitama in 2009.
* First place in Japanese essay contest conducted at Bangalore University in 2012
* One of the foremost proponents of :
	+ The Japan Habba
	+ Japanese Speech Contest – Bangalore chapter
* Honorary member of
	+ Federation of Karnataka Chamber of Commerce & Industry (FKCCI)
	+ Federation of Indian Chambers of Commerce & Industry ( FICCI)