SIDDHARTHA SCHOLAR ACADEMY
A Unit of SVS

INSTITUTIONAL PROFILE

Siddhartha Scholar Academy

Practical training for careers, companies and well-being.

Industrial Expert Program
Tourism · Hotel · Events · Logistics

Training Programs
Soft skills · AI · Languages · L&D

Holistic Wellness
Mindfulness · NLP · Sound therapy

Placements
Readiness · Internships · Recruitment

Corporate Training
Leadership · Stress & resilience · Team building · Communication

FOR COMPANIES

40+	18	8	25+	72
COURSES	CERTIFICATE COURSES	DESTINATIONS	YEARS IN TOURISM	COUNTRIES

ABOUT THE ACADEMY

Learn, train, grow: all under one roof

Siddhartha Scholar Academy (SSA) is a training institute in Mahadevapura, Bengaluru, and a unit of Siddhartha Voyage Solutions LLP. We offer **job-oriented courses** in tourism, hospitality, events and logistics, **corporate and skills training**, and **holistic wellness** programmes, all designed and taught by practitioners.

Every course in our Industrial Expert Program, Training Programs and Placements includes **On the Job Training**, taking learners from classroom to offer letter. Our tourism curriculum draws on the founders' 25+ years in the industry, 72+ countries visited and 35+ international tourism board certifications, and is aligned with global bodies such as the World Tourism Network and the World Travel & Tourism Council.

40+	18	8	7	100%
COURSES	CERTIFICATE COURSES	DESTINATION EXPERT COURSES	WELLNESS SESSIONS & WORKSHOPS	ON THE JOB TRAINING

Five program areas

Industrial Expert Program

Tourism, hotel, event and logistics careers, plus 18 tourism certificate courses and 8 destination expert courses, with a Five-Level Certification.

Training Programs

Soft skills, AI, public speaking, digital marketing, foreign languages and custom Learning & Development for company teams.

Holistic Wellness

Workshops and 1:1 sessions in emotional regulation, mindfulness & NLP, sound therapy, EFT and life skills, for students, individuals and companies.

Placements

Industry Readiness Program, internships, student counselling and College Recruitment Cells set up inside partner colleges.

Corporate Training

On-site and online programmes for company teams in leadership, stress & resilience, emotional intelligence, communication, team building and productivity.

What sets us apart

Practitioner-led

Taught by people who run tours, events and corporate trainings, not just teach them.

Real industry exposure

On-the-job training through our network of hotels and travel partners across India.

Learn your way

Online, classroom or hybrid, with the **My SSA** learning portal, quizzes and verifiable certificates.

FOUNDER & DIRECTOR

G. Murali Krishna P.G.T.T.M



Founder & CEO, Siddhartha Voyage Solutions LLP · Research Scholar in Ancient Civilizations & Temple Architecture

- **25+ years** of global tourism expertise, with in-depth knowledge across **72 countries**
- Holder of **35+ international government tourism board** expert certifications
- Member, **World Tourism Network (WTN)**, contributing to global tourism development
- National Co-ordinator, **ABTO** – Association of Buddhist Tour Operators of India
- South Zonal Convenor, **TNM** – Travel Network Meet
- Trade fair participant since 2013; keynote speaker and chief guest at tourism and hospitality conferences

Memberships

World Tourism Network · TNM Travel Network Meet · Rotary Midtown Vijayawada · BNI Beacon · PATA Pacific Asia Travel Association

Media Coverage & Industry Recognition



20 AGENTS

Exhibiting uncharted India

Parveen Holidays wants to showcase undiscovered products in India to the international market such as civilisation tours, unexplored architectures, submerged temples, tribal villages, Ayurveda & Yoga, while making sure that domestic business keeps growing.

TT Bureau

Parveen Holidays has more than 1,000 luxury fleets from buses to sedans as well as exclusive contract with all-category hotels and resorts such as jungle resorts, eco resorts, floating resorts, backwater resorts, beach resorts, tree houses and luxury-home stays across India.

Murali Krishna, General Manager, Parveen Holidays, says, "We believe in present-ing India in a way that is quite unique, with tours on submerged temples and hidden architecture, which reflect the ancient civiliza-tions of India and give a glimpse of our unexplored culture and tra-dition. International tourists love such tours as they are always interested in the Indian history. We aim to project India the way it is and showcase its uniqueness to the international market."

The company is focused on promoting market-wise products, some of which are cultural, traditional, spiritual and responsible tourism to explore the villages



టూరిజం రంగంలో ఉజ్వల భవిష్యత్తు

హ్యాపీ వెకేషన్స్ ఆర్గనైజేషన్ సీఈవో మురళీకృష్ణ



Showcasing the unseen

Parveen Holidays wants to promote products such as Hidden Temple and Cave tours and Submerged Temple tours to make Destination India even more appealing.

TT Bureau

Parveen Holidays, a unit of Parveen Travels and win-ner of the South India Travel Awards, is an integrated travel, tourism and technology com-pany, with more than 50 years of industry experience. It has more than 1,000 luxury fleets of buses and sedans as well as exclusive contract with all-category hotels and resorts, such as jungle resorts, eco resorts, floating resorts, back-water resorts, beach resorts, tree houses and luxury-home stays across India.

Murali Krishna, Asst. General Manager, Parveen Holidays, says, "We believe in present-ing India in a way that is quite unique, with tours on submerged temples and hidden architecture, which reflect the ancient civiliza-tions of India and give a glimpse of our unexplored culture and tra-dition. International tourists love such tours as they are always interested in the Indian history. We aim to project India the way it is and showcase its uniqueness to the international market."

Murali Krishna
Asst. General Manager
Parveen Holidays

He highlights the markets where Parveen Holidays is fo-cusing and adds, "As of now, our inbound business isn't much but by next year, we are planning to achieve more than 20 per cent of the inbound traffic." For this, the company participates in various inter-national shows like JATA, ITB Asia, WTM London, FITUR Madrid and ITB Berlin.

"We are reaching out to local tour operators in these countries and talking to them about our unique products that we have to offer to internation-al travellers. We are focused on promoting market-wise products, some of which are around the birth and growth of Indian civilization tours, sub-merged architecture, hidden caves and temples of India, and tribal tours. These are the products that foreign tourists love," Krishna adds.

Meanwhile, the domes-tic market remains its main-stay. He says, "Our domestic tourism business is huge as compared to other segments. However, a streamlined struc-ture is required to educate the travel agents and tour op-erators or even the ticketing agents about it. We have our own B2B network across India from Tier II, III and IV cities." In India, it serves its corpo-rate clients by providing staff transportation. On an average, more than 36,000 corporates every day are using its luxury fleets. "Apart from this we have our international branch in Dubai, 40 branches and 300+ affiliated agents exclu-sively working with us in India. We want to take the number of affiliated agents to 7,000 this year," Krishna adds.



Murali Krishnan
Assistant General Man-ager, Parveen Holidays, South India Travel Award winner

"India has a lot of potential when com-pared with any other country in the world, starting from our his-tory, architecture, cul-ture, tradition, nature and much more which makes us feel really proud to be an Indian. The convention theme 'Indian Tourism- Time to reinvent ourselves' seems apt considering there is a lot we, as tourism stakeholders, need to achieve and this can only be done with the support of the state and central governments, strong policies and tourism-friendly initiatives."

DIRECTOR · LEAD TRAINER

Kakani Swetha M.Tech



Stress Management Consultant · Management Trainer · Multi-Instrument Sound Therapist · NLP Coach

- Director, **Siddhartha Scholar Academy (SSA)** & **SVS MediaX**
- President, **Global Destination Partnership**
- **10 years** in behavioural & wellness training, after **11 years** in corporate roles with **Intel, GE, EMC² & HP**
- Co-founder, **Happyness Academy** & **Key2Abundance**
- JCI member since 2019; Director, JCI Bangalore Garden City; President, **LO JCI Bangalore Legends** (2024); Speechcraft & Zone Trainers Workshops
- **Karnataka Achievers Book of Records** & **Asia Book of Records** awardee (2023); Outstanding LO Officer, JCI MIDCON-2023
- M.Tech (CSE), VIT University · B.Tech (Electronics & Instrumentation), JNTU

Certifications

- Certified Stress Management Consultant
- Certified NLP Practitioner
- Certified Mindfulness Trainer
- **Sound Healing – Level 1**, MVP Academy, Bengaluru, 21 October 2018 (certificate shown)



Approach

Swetha blends modern psychological tools with proven holistic practices. Her corporate background lets her design programmes around real workplace pressures, delivered across corporate, educational and community settings.

> *A go-getter, deeply dedicated to every commitment, who naturally inspires people to achieve their best, and creates a safe space for people to share their challenges.*

OUR EXPERTISE · CORPORATE TRAINING

Corporate Training

Calmer, stronger, better-connected teams that perform sustainably

Led by Kakani Swetha, who combines 11 years in corporate roles at Intel, GE, EMC² and HP with 10 years of behavioural and wellness training.

Programme menu

Stress & Burnout Management

Recognise, release and prevent stress; build daily recovery habits for high-pressure roles.

Emotional Intelligence & Resilience

Self-awareness, emotional regulation and bounce-back skills for change and setbacks.

Leadership & Self-Leadership

Lead yourself first: clarity, ownership and influence for new and mid-level managers.

Communication & Interpersonal Mastery

Clear, confident conversations, feedback, and public speaking drawn from JCI Speechcraft.

Team Building & Conflict Resolution

Trust, collaboration and healthy conflict through experiential activities.

Mindfulness & Focus Enhancement

Attention training and mindful work practices that reduce distraction.

Productivity & Performance Optimisation

Energy management, habits and prioritisation for sustainable output.

Sound Therapy & Energy Alignment

Multi-instrument singing-bowl sessions for deep relaxation and reset.

NLP-Based Coaching

Mindset, belief and habit change using NLP techniques, in groups or 1:1.

Life Skills for Career Readiness

Confidence, habits and teamwork for students moving into their first job.

How we work with companies

01 Understand
Talk to leaders and map the team's needs.

02 Design
Tailor modules, format and schedule.

03 Deliver
Interactive sessions, on-site or online.

04 Follow up
Feedback, follow-up and a short report.

WHO WE TRAIN

- Corporate teams & managers
- Colleges, faculty & students
- Individuals (1:1)
- Associations & community groups

FORMATS

- Half-day & full-day workshops
- Multi-week programmes
- 1:1 coaching & sound sessions
- On-site or online

PARTNERSHIPS

- Corporate wellness partnerships
- Faculty Development Programs
- Custom-tailored L&D tracks
- Programmes on proposal

Wellness programmes support well-being and are not a substitute for medical or psychological treatment.

COURSES · INDUSTRIAL EXPERT PROGRAM

Job-ready careers in tourism, hospitality, events & logistics

FIVE-LEVEL

Tourism Management

5 LEVELS × 5 DAYS · ONLINE OR OFFLINE

Tour operations, tour planning, booking systems, CRM and digital tourism tools. Includes 18 certificate courses in two tracks.

FIVE-LEVEL

Hotel Management

5 LEVELS × 5 DAYS · ONLINE OR OFFLINE

Front office, food & beverage service, housekeeping and guest relations.

FIVE-LEVEL

Event Management

5 LEVELS × 5 DAYS · ONLINE OR OFFLINE

Plan, budget and run weddings, corporate events and conferences.

FIVE-LEVEL

Logistics & Cargo

5 LEVELS × 5 DAYS · ONLINE OR OFFLINE

Freight forwarding, air cargo, documentation and warehouse basics.

Industrial Training Program

FEE ON REQUEST

Hands-on training inside working businesses.

Faculty Development Program

CUSTOM · ON CAMPUS OR ONLINE

Industry-linked training for college faculty.

Education Consultancy Program

CUSTOM · ON PROPOSAL

Curriculum and programme design support for institutions.

Five-Level Certification Program Learn. Practice. Progress. Get Certified.

1	2	3	4	5
Foundation	Intermediate	Advanced	Professional	Mastery & Certification

MODE	PER DAY	PER LEVEL (5 DAYS)	ALL 5 LEVELS (25 DAYS)
Online	₹500	₹2,500	₹12,500
Offline practical	₹700	₹3,500	₹17,500

Applies to Tourism, Hotel and Event Management, Logistics & Cargo and all 8 Destination Expert courses. Taxes extra if applicable. On the Job Training included.

TOURISM MANAGEMENT · TRACK 1

Tourism Certificate Courses: Business Modules

5 DAYS · 2 HOURS PER DAY · 10 HOURS · HYBRID



Ancient Architectures & Temples of India

India's ancient architectural styles and temples, their significance, and interpretation for heritage tourism.



Research on Ancient Civilizations of India

Ancient Indian civilizations, research methods and skills for scholarly heritage studies.



International Tourism

Market trends, global destinations, travel regulations and cross-cultural considerations.



Film Tourism

How films and series shape destinations, and how to use media to promote tourism.



How to Become a Tour Operator

Business planning, legal compliance, itineraries, marketing and customer management.



Tourism Itinerary Preparation

Plan, design and present customised itineraries for different travellers.



MICE Tourism

Meetings, incentives, conferences and exhibitions: venues, logistics and operations.



Cultural Tourism

Design experiences that connect travellers with heritage, arts and communities.



Digital Marketing & AI in Tourism

Digital tools and AI to boost promotion, engagement and business performance.



Mountaineering & Adventure Tourism

Adventure types, safety, risk management, operations and sustainable practice.

TOURISM MANAGEMENT · TRACK 2

Destination Expert Courses

Five-Level Certification on a destination's products, culture and heritage, with practical skills to plan, manage and promote travel experiences. Part of Tourism Management or taken on their own.

5 LEVELS × 5 DAYS · ONLINE OR OFFLINE · FROM ₹2,500 PER LEVEL



Destination Expert on India Tourism

Regions, attractions and heritage across India.

Destination Expert on Europe Tourism

European products, heritage and culture.

Destination Expert on Japan Tourism

Japanese tourism products, culture and heritage.

Destination Expert on Dubai Tourism

Dubai experiences, itineraries and travel services.



Destination Expert on Singapore Tourism

Singapore's attractions, products and culture.



Destination Expert on Vietnam Tourism

Vietnamese products, culture and heritage.



Destination Expert on Cruise Tourism

Cruise operations, onboard services and itineraries.



Destination Expert on Indian Culinary Tourism

Regional cuisines, heritage dishes and culinary itineraries.

COURSES · TRAINING PROGRAMS

Skills for work and life

Soft Skills

4–6 WEEKS · HYBRID · FROM ₹6,000

Communication, teamwork, professional etiquette and workplace confidence.

AI Certification

4–6 WEEKS · ONLINE · FROM ₹8,000

Use AI tools for research, writing, planning and customer service. No coding needed.

Public Speaking

4–6 WEEKS · CLASSROOM · FROM ₹6,000

Structured, confident speaking in presentations, interviews and meetings.

Digital Marketing

3 MONTHS · HYBRID · FROM ₹25,000

SEO, social media, Google and Meta ads, with live campaigns.

Foreign Languages

2–3 MONTHS PER LEVEL · FROM ₹12,000 PER LEVEL

Language training for study, work and travel, level by level.

Learning & Development

CUSTOM · ON-SITE OR ONLINE · ON PROPOSAL

Leadership and L&D programmes for company teams.

NextGen Skills

CONTACT US

Future-ready skills that employers are hiring for.

Custom-Tailored Programs

CUSTOM · ON PROPOSAL

Tracks adapted or combined for an institution or company.

COURSES · PLACEMENTS

From classroom to offer letter

Industry Readiness Program

1 MONTH · CLASSROOM · FROM ₹8,000

Intensive on CV, interviews, communication and workplace skills.

Internship & Placements

CONTACT US

Internships, employer-network introductions and placement help.

Student Counselling

CONTACT US

Admissions and career counselling for students of all ages.

College Recruitment Cell

MOU-BASED · ON PROPOSAL

A recruitment cell inside a partner college's placement office, with employer outreach and reports.

COURSES · HOLISTIC WELLNESS

Sessions & workshops for well-being

For students, individuals and companies: institutional workshops, 1:1 sessions and corporate partnerships, led by Director Kakani Swetha.

GROUP WORKSHOPS

Emotional Regulation Workshops

Practical tools for exam, work and everyday pressure.

GROUP OR 1:1

Mindfulness & NLP-Based Modules

Focus, clearer thinking and better habits.

GROUP OR 1:1

Sound Therapy (Singing Bowls)

Deep relaxation with multi-instrument singing bowls.

1:1

Hypnotherapy for Stress & Confidence

One-to-one sessions on stress and confidence.

1:1

Inner-Child Therapy

One-to-one reflective sessions.

GROUP WORKSHOPS

EFT (Emotional Freedom Technique)

Simple techniques to release stress.

GROUP WORKSHOPS

Life Skills for Career Readiness

Confidence, habits and teamwork for the first job.

FOR STUDENTS

Exam stress, focus and career readiness workshops in schools and colleges.

FOR INDIVIDUALS

Private 1:1 sessions in NLP, hypnotherapy, inner-child work and sound therapy.

FOR COMPANIES

Corporate wellness partnerships, wellness days and recurring team sessions.



LEAD TRAINER

Kakani Swetha, M.Tech

Certified Stress Management Consultant, NLP Practitioner and Mindfulness Trainer · Sound Healing Level 1 (MVP Academy) · 10 years of behavioural and wellness training after 11 years at Intel, GE, EMC² and HP.

Fees on request. These sessions support well-being and are not a substitute for medical or psychological treatment.

CREDENTIALS

Founder's Destination Expert Certifications



SWITZERLAND TRAVEL EXPERT



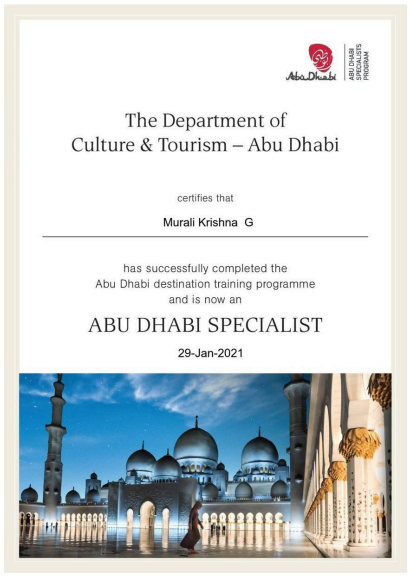
JAPAN SPECIALIST (JNTO)



SOUTH AFRICAN SPECIALIST



AUSSIE SPECIALIST



ABU DHABI SPECIALIST



FIJI MATAI SPECIALIST

CREDENTIALS

Founder's Certifications (continued)



DESTINATION GERMANY



DUBAI EXPERT



PATA CERTIFICATE



MAGICAL KENYA (PATA)



MONTRÉAL DESTINATION SPECIALIST



TAWASH QATAR CERTIFIED



ALASKA EXPERT · GOLD



RAIL EXPERT (RAIL EUROPE)

GLOBAL NETWORK

Global Tourism Delegation Meets



EUROPE



RUSSIA



SOUTH KOREA



JAPAN



SOUTH AFRICA



PHILIPPINES



MAURITIUS



VIETNAM



GERMANY

RECOGNITION

Awards







THOUGHT LEADERSHIP

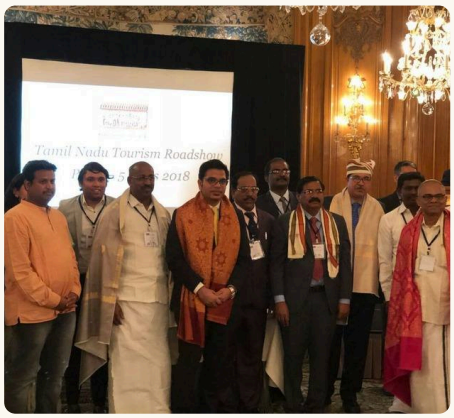
Keynote Speaker & Chief Guest













PRESENCE

Our Representative Offices

India

Bengaluru · Mysuru · Mangaluru · Hampi · Hubli · Belgaum · Bijapur · Trivandrum · Cochin · Kannur · Chennai · Coimbatore · Trichy · Madurai · Hyderabad · Vizag · Vijayawada · Tirupati · Mumbai · Pune · Aurangabad · Delhi · Varanasi · Ahmedabad · Chandigarh · Kolkata · Siliguri · Jaipur

International

Malaysia · Singapore · Dubai · Sri Lanka · Europe · Japan · South Korea · Vietnam · Bali · Philippines · Africa · Egypt · Mauritius

PART OF SVS GLOBAL

SVS Global – Group of Companies

SVS Global
Holidays · svsglobal.in

Siddhartha Scholar Academy
Training · siddacademy.com

SVS MediaX
Media & digital · svsmediax.com

SVS Wheels
Transport · svswheels.com

Vedanta Voyages
Pilgrimages · vedantavoyages.in

Partner with SSA

COLLEGES
MOU-based College Recruitment Cells, certificate courses and Faculty Development Programs.

COMPANIES
Corporate training, L&D tracks and wellness partnerships, on-site or online.

INDUSTRY
Hire trained talent and host On the Job Training and internships.

LEARNERS
Five-Level certification online or offline, from ₹2,500 per level.

SIDDHARTHA SCHOLAR ACADEMY
A Unit of SVS

Let's build careers together

Courses · Corporate training · Wellness · Placements

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