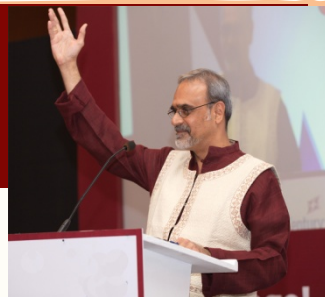


J. RAJIV CHOUDHRY

Facilitator & Consultant



Founder and CEO - ATBM Holdings

Current Divisions:

- **E-FACTOR:**
 - Experiential solutions that address serious learning and serious fun - Training Workshops; Team Building; Professional Facilitations; Integrated Solutions
 - M&E Consulting Solutions - Media Academics
- **GUIDE 'N' SEEK** - Higher learning for young adults - Sessions; Workshops; Camps; Escapades

Former Divisions:

- Academy for Transformational Learning - Corporate training
- Eventful - TeamBuilds, Employee engagement initiatives, Events & launches
- iSearch - Leaders in the placement of creative resources in the Media and Entertainment field for over 10 years

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- Over three decades of management, business and entrepreneurial experience
 - Trained over 25,000 participants through experiential learning methodologies using creative tools like theatre, art, simulations and the like.
 - Moderator - Several business, education and media panel discussions & conferences.
 - Forerunner in creating larger-than-life 'people engagement initiatives' for corporates - projects included a large-scale human formation involving 20,000 school children and the 'Cognizant Express' which entertained a literal 'trainload' of participants.
 - Actively involved with academia to provide direction for constant improvement and innovation.
 - 30 plus years of experience in the Media & Entertainment industry.
 - Counselling - Mentored numerous creative youngsters, media students and budding M&E professionals to find their bearings in the M&E Industry
 - Actor & Director - involved in over 300 assignments - including commercials, corporate films, print ads, theatre productions & feature films.

POSITIONS HELD:

Board Member, Tamil Nadu Arya Samaj Educational Society [DAV Group of Schools]
Vice President, Dayanand College of Commerce [DAV Group]
Project Consultant - FICCI's Best Animated Frames Award [2004 to present]
Member - Board of Studies [Media], Manipal University - 2007-09
Madras Players - Committee member, Actor, Director: 1980 - to the present
Madras Motor Sports Club - Committee member, Director of the Races, Steward - 1985-2000
Madras Heritage Round Table 124-Charter Chairman-1993, Other executive positions-upto 2000
DAV Alumni Association: Founder President -1995
Vivekananda College: Secretary, College Union -1977-78