
J. RAJIV CHOUDHRY

Strategic Business Consultant | Experiential Facilitator & Coach | Moderator | Speaker | Educationist
Curator | Creative Producer | Actor & Director

Rajiv is a Business Consultant and a Life Skills & Leadership Coach, with over four decades of creative and consulting experience. He has trained over 50,000 participants in behavioural areas/ life skills by using experiential/gamified learning methodologies and creative tools like theatre, film, art, craft, adventure & simulations. Rajiv also coaches entrepreneurs & corporate leaders helping them realize their full potential & lead with greater ease.



Founder & CEO, ATBM Holdings

- Experiential/gamified solutions that address serious learning and serious fun - Training Workshops; Team Building; Professional Facilitation; Integrated Solutions [www.efactor.biz]
- Values & higher learning for young adults using experiential methodologies.
- M&E Consulting Solutions - Media Academics & Creative Consulting

STRATEGIC BUSINESS CONSULTING

- Rajiv has 4 decades of management consulting and entrepreneurial experience that spans from manufacturing automotive components & assemblies to thereafter diversifying into event curation & experiential solutions.
- Currently serves as a business consultant for three mid-size organizations - an engineering company, a retail organization & a media company.

BEHAVIOURAL TRAINING & COACHING

- Over 50,000 professionals have attended Rajiv's experiential/ gamified learning workshops that use creative tools like theatre, film, art, craft, adventure, simulations etc and have benefited from his down-to-earth practical plans of action. Clients include internationally reputed corporates across industries like banking, IT, manufacturing & media [Microsoft, World Bank, IIT, ITC, Titan, Entrepreneurs' Organization etc]
- He has counselled numerous creative youngsters, media students and budding professionals to find their bearings in the M&E Industry.
- Rajiv is a natural life skills coach with an instinctive insight into human behavior and relationships, combined with a genuinely caring attitude. His coaching assignments span from guiding young adults to mentoring corporate leaders, helping them realise their true potential and guiding them towards uncovering greater capabilities.

EDUCATION & ACADEMIC ADVISORY

- Actively involved with academia to provide direction for constant improvement and innovation. Currently serving as the honorary Vice-President of TN Arya Samaj Educational Society which runs 10 D.A.V schools in South India, providing affordable value-based education to 16000 students.
 - He is also an honorary Board member of Rane Vidyalaya, Member of Krea University School Council & has served on the Board of Studies [Media], Manipal University.
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MODERATOR & SPEAKER

- Served as a Moderator in several business, education and media panel discussions & conferences including including Curating, Coaching speakers & Hosting TedX Chennai 2018 & 2019.

CREATIVE EXPERIENCE, CURATION & CONSULTING

- Rajiv's passionate involvement in the media & entertainment industry began when he first stood under the spotlight as a 10 year old. Over the years, Rajiv has acted, directed, created set & light design as well as mentored fellow artistes. In the process, he has been involved in over 300 assignments - including commercials, corporate films, print ads, theatre productions & a dozen feature films.
- Forerunner in creating larger-than-life 'people engagement initiatives' like 'Cognizant Express' which entertained a literal 'trainload' of participants & Banyan's 'Basant Utsav'- a 10-year long annual festival of music & dance featuring India's leading classical artists.
- Produced/Directed over 100 events ranging from concerts, sports, pageants & drama, launches, corporate celebrations & model launches for brands like Mercedes Benz, Honda, Toyota and General Motors.
- Spear-headed the process of diversifying Chandamama's rich heritage content across other media. Actively involved in syndicating content and consulted on creation of original content along the same lines as their 54-year old archives.
- Consultant & Auditor to FICCI from 2004 for its annual Best Animated Frames [BAF] Awards held during the FICCI FRAMES Festival - the largest entertainment conference in South Asia.

OTHER INTERESTS - Rajiv served as Director of Races at the Madras Motor Sports Club for 5 years and was a national rally champion.

POSITIONS HELD

- Vice President, Tamil Nadu Arya Samaj Educational Society [DAV Group of Schools, Chennai]
- Project Consultant - FICCI's Best Animated Frames Award [2004 to present]
- Member - Board of Studies [Media], Manipal University - 2007-09
- Consultant CEO, Chandamama [1999-2002]
- Madras Players - Committee member, Actor, Director: 1980 - to the present
- Madras Motor Sports Club - Committee member, Director of the Races, Steward - 1985-2000
- Krea University - Member, School Council
- Advisor & Moderator - TedX Chennai

