



## J. RAJIV CHOUDHRY

Experiential Facilitator & Coach

Educationist

Strategic Business Consultant

Moderator & Speaker

Curator & Creative Producer

Actor & Director

### EXPERIENTIAL FACILITATOR & COACH

- Over 50,000 professionals have attended Rajiv's experiential/gamified learning workshops that use creative tools like theatre, film, art, craft, sports, simulations etc to enable learning across behavioural areas, company culture, values & life skills. These workshops have been attended by participants across nationalities, geographies and management levels ranging from global leadership teams to entry level executives. Clients include internationally reputed corporates across industries like banking, IT, manufacturing & media [Microsoft, World Bank, Standard Chartered India, Accenture, Cognizant, Titan, ITC, HPE, IIT etc].
- Created & facilitated 'themed' teambuild experiences ranging from a midnight army mission to a royal historical expedition and conducted activities as diverse as treasure hunting on boats, larger than life collaborative art, a variety of theatre & simulation activities and more.
- Immersive gamified learning experiences for young adults [8 – 16 years] has covered learnings like values through a magic mission theme, leadership skills through theatre production simulation, entrepreneurial skills using a business simulation, eco-sustainability using a gamified outer space adventure & many more.
- 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 mentoring corporate leaders to guiding young adults, helping them realise their true potential and guiding them towards uncovering greater capabilities.

### EDUCATION & ACADEMIC ADVISORY

- Rajiv currently serves as a Governing Board member of TN Arya Samaj Educational Society which runs the D.A.V schools in South India, providing affordable value-based education to 16000 students across 10 schools. He continues to spear-head multiple educational reforms aimed at constant improvement and innovation – initiatives include enabling changes in the curriculum by infusing 21<sup>st</sup> century skills & making learning more relevant; moving from rote to conceptual learning; setting up a teacher training institute to enable constant learning for teachers.
- Rajiv is an honorary Board member of Rane Vidyalaya, Member of Krea University School Council & has served on the Board of Studies [Media], Manipal University.
- Served as consultant to multiple Media Edu institutions including Manipal University and was instrumental in putting together the course design & curriculum for their B.Sc [Animation] & MBA [Media & Entertainment] degree courses.

### 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 & corporate training.
- Spear-headed the process of diversifying Chandamama's rich heritage through transmedia storytelling. Actively involved in syndicating their signature stories from 50+ years of archives and in creation of original new content.
- Currently consults with three mid-size organizations –an engineering company, a retail organization & a media company in the areas of business strategy, HR advisory, training & coaching, succession planning & leadership development.

### MODERATOR & SPEAKER

- Served as a Moderator in several business, education and media panel discussions / conferences like FICCI's Frames Festival & MEBC Convention, CII's conferences, art auction fund-raiser for The Banyan as well as hosting several high profile events.
- Involved in Curating, Coaching speakers & Hosting TedX Chennai 2018 & 2019.

## CURATOR & CREATIVE PRODUCER

- 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.
- 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.

## ACTOR & DIRECTOR

- 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 he has been involved in over 300 assignments – including commercials, corporate films, print ads, theatre productions & a dozen feature films.
- He has been involved in various forms of theatre [experimental / nautanki or street theatre, serious / urban, Hindi / English] as an actor, director, light & set designer, stage manager, producer & writer of comedy sketches. Rajiv has performed in various cities across India and in Sri Lanka & UK.
- He has acted as a character artist in Tamil films & has appeared in Hindi films like Phir Milenge & Sapnay.

## VOLUNTARY WORK | OTHER INTERESTS

- **Motor sport** - Rajiv was an active rallyist for over twenty years and won the National rally championship during this period. He has also held the position of the Director of Races of the Madras Motor Sports Club for a period of 5 years during which he organized & conducted events at the international racetrack at Sriperumbudur.
- **Vedic connect** – His father being a renowned vedic scholar, Rajiv from an early age was taught Sanskrit, performing Agnihotra & Vedic chants and also the art of Dhanur Vidya [archery].
- **Round table** – An enthusiastic Tabler, Rajiv has served as Charter Chairman & in other leadership positions and has represented his Round Table at international events.
- **Honorary / voluntary work** - He is actively involved with the DAV Group of Schools, Chennai [as mentioned above] & also volunteers for 'The Banyan' [NGO providing mental healthcare for the homeless]

## POSITIONS HELD

Current	● Governing Board Member, Tamil Nadu Arya Samaj Educational Society [DAV Group of Schools, Chennai] Member, School Council - Krea University, Board Member - Rane Vidyalaya
2018 - present	● Advisor, Moderator, Speaker coach – TedX Chennai
2004 - present	● Project Consultant – FICCI's Best Animated Frames Awards
2007 – 2009	● Member – Board of Studies [Media], Manipal University
1999 – 2002	● Consultant CEO, Chandamama
1985 – 2000	● Madras Motor Sports Club – Committee member, Director of the Races, Steward
1980 - present	● Madras Players – Committee member, Actor, Director
1993 - 2000	● Madras Heritage Round Table 124 – Charter Chairman & other executive positions
2000 - present	● Founder & CEO, EFactor <ul style="list-style-type: none"><li>▪ Experiential/gamified solutions that address serious learning and serious fun</li><li>▪ Training Workshops - Team Building - Professional Facilitation - Integrated Solutions</li><li>▪ Values &amp; higher learning for young adults using experiential methodologies.</li><li>▪ M&amp;E Consulting Solutions – Media Academics &amp; Creative Consulting</li></ul>
	● <a href="http://www.efactor.biz">www.efactor.biz</a>

## PERSONAL DETAILS

DOB	● 12 <sup>th</sup> April 1959
Mob	● +91 – 98408 77992
Email	● <a href="mailto:rajeevchou@gmail.com">rajeevchou@gmail.com</a>
Address	● B 502, Keshav Dugar Apts, 30/1 East Avenue, Keshav Perumal Puram, R.A. Puram, Chennai – 600 028
Portfolio - Training	● Click <a href="#">here</a>
Portfolio – Acting	● Click <a href="#">here</a>
Languages	● English, Hindi, Tamil & Sanskrit
	● View LinkedIn profile <a href="#">here</a>
	● View Wiki profile <a href="#">here</a>



WIKIPEDIA