

Rajiv Chilaka

Rajiv Chilaka also known as Rajiv Chilakalapudi and Sitarama Rajiv Chilakalapudi is the founder and CEO of Hyderabad-based Green Gold Animations and the creator of a few cartoons including Krishna cartoon series and *Chhota Bheem* which has now been made into an animated series and films.^[1] For his work in presenting cartoons at affordable price, Chilaka was conferred with an honorary doctorate of humane letters by the Academy of Art University, San Francisco in 2016.^{[2][3]} He was the recipient of the 2013 School of Computing and Engineering Alumni Achievement Award at the University of Missouri - Kansas City.^[4]

Early life

Chilaka went to Hyderabad Public School (The Hyderabad Public School, Ramanthapur). He received his BE in Electronics and Telecommunications engineering from Osmania University, Hyderabad in 1995 and went on to the University of Missouri - Kansas City for his master's degree in Computer Science.

Career

He started working as a software engineer in Kansas City for three years, but in 2000 he switched courses to study animation at the Academy of Art University,^[5] San Francisco. He has an elder brother, Srinivas Chilaka, who helps him in running Greengold.^{[6][7]} Chilaka is the youngest son of noted technocrat Madhusudan Rao Chilaka and Ms. Chilaka.

The magazine Businessworld named Rajiv Chilaka's company Green Gold Animations and Gamitronics as two of the top ten companies in India for making visual content in 2023.^[8]

Green Gold Animation

In January 2001, Chilaka set up Green Gold Animation Pvt Ltd. According to a report in the Indian newspaper, *The Hindu* it is now "perhaps the largest animation production company in India that caters primarily to children."^[6]

His first break came in 2004 with the animation series *Bongo* about an alien who lands on Earth. That led to *Vikram Betal*, an 80-minute 2D animation on the Cartoon Network in 2005. Chilaka and his team made a series of four animated telefilms on the life of Krishna for the Cartoon Network, before its sister channel Pogo agreed to air their next project *Chhota Bheem* in 2008. In various interviews Chilaka has shared that were it not for the windfall his company made from Bheem, he and his Greengold would still be in the 'hand to mouth' stage like hundreds perhaps even thousands of other animation companies. According to

Rajiv Chilaka	
Education	<u>Osmania University, Hyderabad, India</u>
Alma mater	<u>Hyderabad Public School, University of Missouri – Kansas City</u>
Occupation	Creator & director of animated tv & film
Organization	Green Gold
Notable work	<i>Chhota Bheem</i>
Website	<u>greengold.tv (http://greengold.tv/)</u>

Chilaka, a few episodes into the telecast of Chhota Bheem, Pogo TV told him that due to the losses suffered the channel can no longer remain in air. But such was the great success in the very next episodes that Pogo continued with content. Chhota Bheem changed everything.^[9]

Chhota Bheem

Chilaka has told Wikipedia teams that he devised the concept of an Indian historically mythological hero, *Chhota Bheem* in 2005. During the first three years of the series Bheem was 'if not out-rightly presented at least allowed to be thought of' as a reincarnation of legendary warrior prince Bhima from Mahabharata but later on the concept itself was modified to make the village of Dholakpur and its inhabitants more contemporary showing episodes featuring things as disparate and modern as Bollywood, trains, air-crafts etc. to emphasise the change. The first episode aired on 6 April 2008. As of 2012, more than 130 episodes have been telecast in English, Hindi, Telugu and Tamil on the Pogo TV.^[1] These have been accompanied by more than 10 Chhota Bheem television movies also on Pogo. It has been ranked as the most popular television character among children of 2012 by Ormax Media's Small Wonders.^[9]

In 2012, the feature film *Chhota Bheem and the Curse of Damyaan* written by Richa Ingle Deo and Seeta was released. It is considered to be the first Indian home-grown TV series to be made into a feature film.^[1] By November 2012, the movie had grossed 50 million Rupees at the box office.^[9]

In January 2016, the feature film Chhota Bheem Himalayan Adventure written by Teja Pratap and Chilaka was released. The film was directed by Rajiv Chilaka and Rusauro B. Adorable.

On 10 May 2019, another feature film titled Chhota Bheem: Kung Fu Dhamaka was released. The film's music was composed by Sunidhi Chauhan and the film was distributed by Yash Raj Films. The film just like the previous ones was directed and produced by Rajiv Chilaka. This was the first film to be released in both 2D and 3D formats.

Related series

The following series have been created by Green Gold Animations

Original Run	Series	Network	Notes
2004–2006	<i>Bongo</i>	<u>DD National</u>	
2006–2007	<i>Krishna</i>	<u>Cartoon Network</u>	4 part serialised film
2008–present	<i>Chhota Bheem</i>	<u>Pogo</u>	
2008–2010	<i>Krishna and Balram</i>	<u>Cartoon Network</u>	
2009–2012	<i>Chorr Police</i>	<u>Disney XD India</u>	
2011–present	<i>Mighty Raju</i>	<u>Pogo</u>	First spin-off of <i>Chhota Bheem</i> series
2012–2014	<i>Luv Kushh</i>	<u>Disney XD</u>	Series now in syndication on <u>Discovery Kids India</u> since 2015
2014–2016	<i>Arjun - Prince of Bali</i>	<u>Disney Channel India</u>	Spin off of 2013 film <i>Chhota Bheem and the Throne of Bali</i> Second spin-off of <i>Chhota Bheem</i> series Reruns also aired on Disney XD in 2017
2017–present	<i>Super Bheem</i>	<u>Pogo</u>	Third spin-off of <i>Chhota Bheem</i> series
	<i>Kalari Kids</i> ^[10]	<u>Amazon Prime Video</u>	
2018–present	<i>Kicko & Super Speedo</i>	<u>Sony Yay</u>	^[11]
	<i>Rudra: Boom Chik Chik Boom</i>	<u>Nickelodeon India</u>	^[12]
2019–present	<i>Mighty Little Bheem</i>	<u>Netflix</u>	Fourth spin-off of <i>Chhota Bheem</i> series ^[13]
2021–present	<i>Chhota Bheem: Adventures in Singapore</i>	<u>Voot Kids</u>	Fifth spin-off of <i>Chhota Bheem</i> series.
2022–present	<i>Bheem in the city</i>	<u>Pogo</u>	Sixth spin-off of <i>Chhota Bheem</i> series and the follow-up mini series of the 2020 <i>Chhota Bheem</i> film <i>Bheem in the city</i>

Merchandising and demographics

The merchandising accompanying the popularity of the *Chhota Bheem* series has produced a range over 500 products such as DVDs, T-shirts, bedsheets, ceiling fans which are available at 20 Green Gold Stores across India as well as on-line games, comics and carnivals.^[9]

Chilaka, who directs each episode of the TV series and directed the movie, claims "the show has worked across demographics" by not being tied to a specific location in India and "it's followed equally by boys and girls."^{[1][9]}

References

- Rao, Subha J. (28 May 2012). "Home Grown Hero" (<http://www.thehindu.com/life-and-style/>

- metroplus/article3465216.ece). *The Hindu*. Chennai, India.
2. "Rajeev Chilaka Awarded Honorary Doctorate from Academy of Art University" (<http://www.below14.com/rajeev-chilaka-awarded-honorary-doctorate-from-academy-of-art-university/>). 26 June 2016.
 3. "Honorary Doctorate – Rajiv Chilaka" (<https://www.youtube.com/watch?v=Yei6GnPBT7U>). 23 June 2016. Archived (<https://ghostarchive.org/varchive/youtube/20211221/Yei6GnPBT7U>) from the original on 21 December 2021 – via YouTube.
 4. "Chilakalapudi Receives SCE Alumni Achievement Award" (<http://info.umkc.edu/news/chilakalapudi-receives-sce-alumni-achievement-award/>). 26 March 2013.
 5. "Academy of Art University Publication: Let's Talk Art, India" (http://www.academyart.edu/content/dam/academics/academic_departments/fashion/lets-talk-art-india.pdf) (PDF). *Academy of Art University*. April 2015. Retrieved 2 November 2016.
 6. Mohan, Rajiv (16 July 2009). "Animated Life" (<http://www.thehindu.com/life-and-style/metroplus/article3465216.ece>). *The Hindu*. Chennai, India.
 7. "Management" (<http://greengold.tv/corporate/management.html>). *greengold.tv*. Retrieved 1 November 2012.
 8. "Top 10 Visual Content Production Companies In India 2023" (<https://www.businessworld.in/article/Top-10-Visual-Content-Production-Companies-In-India-2023/16-01-2023-461987/>). *Businessworld*. January 2023. Retrieved 27 July 2023.
 9. Dua Aarti (26 August 2012). "Small wonder. Toon hero Chhota Bheem has emerged as the favourite homegrown television character of tiny tots" (https://archive.today/20130203133401/http://www.telegraphindia.com/1120826/jsp/graphiti/story_15896553.jsp%23.UKZ52-RFWAh). *The Telegraph*. Calcutta, India. Archived from the original (http://www.telegraphindia.com/1120826/jsp/graphiti/story_15896553.jsp#.UKZ52-RFWAh) on 3 February 2013. Retrieved 1 November 2012.
 10. "Green Gold, Amazon Prime put Kerala martial art on the map" (<http://www.indiantelevision.com/iworld/over-the-top-services/green-gold-amazon-prime-put-kerala-martial-art-on-the-map-171209>). Retrieved 9 December 2017.
 11. "Sony Yay banks on originals with a slew of fresh content" (<http://www.indiantelevision.com/television/tv-channels/kids/sony-yay-banks-on-originals-with-a-slew-of-fresh-content-180419>). Retrieved 19 April 2018.
 12. "Nickelodeon launches fifth local IP Rudra; targets 500 hrs of content by FY19" (https://www.exchange4media.com/media-tv/nickelodeon-launches-fifth-local-ip-rudra-targets-500-hrs-of-content-by-fy19_90374.html). *Indian Advertising Media & Marketing News – exchange4media*. Retrieved 10 June 2018.
 13. "Inspired from Chhota Bheem, Netflix to launch first animated series 'Mighty Little Bheem' " (<http://www.dnaindia.com/television/report-inspired-from-chhota-bheem-netflix-to-launch-first-animated-series-mighty-little-bheem-2553228>). Retrieved 16 October 2017.

External links

- [Green Gold Animation \(http://greengold.tv/\)](http://greengold.tv/)
-

Retrieved from "https://en.wikipedia.org/w/index.php?title=Rajiv_Chilaka&oldid=1172811736"

■