

Aatish Kumar

Visual Communication & Design | IEC/BCC Communication | Urban Planning & Development

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PROFILE

Urban planning professional working on communication, design and visual storytelling for urban development programmes. Currently IEC Expert under the Swachh Bharat Mission, handling social media communication, creatives, reels and posters for Urban Local Bodies in Rajasthan, alongside DPR preparation, GIS-based planning, presentation design and project documentation. Experienced in translating research and technical planning content into visual and multimedia products, and in coordinating with government authorities and urban local bodies. A Bachelor of Planning from SPA Delhi supports the technical understanding behind the design work; documentary filmmaking and photography support the visual side.

PROFESSIONAL SKILLS

Communication & Design: Digital Communication; Social Media Management; Graphic Design; Data Visualisation; Infographics & Charts; Visual Storytelling; Presentation Design; Content Creation; IEC/BCC Communication

Research & Coordination: Research & Documentation; Report Writing; Stakeholder Coordination

Multimedia: Video Editing; Videography; Documentary Filmmaking; Photography & Cinematography

Planning: DPR Preparation; GIS-based Planning & Mapping; Infrastructure Assessment; Master Planning

Software: Figma; Canva; Visme; Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom

Data Visualisation Tools: Flourish; Datawrapper; Power BI; MS Office (PowerPoint, Excel); GIS

Other Software: AutoCAD; SketchUp

WORK EXPERIENCE

Business Development Associate | IEC Expert — Swachh Bharat Mission (SBM)

June 2025 – Present

All India Institute of Local Self-Government (AIILSG), Jodhpur

- Worked on Information, Education and Communication (IEC/BCC) activities for Urban Local Bodies including Balotra, Siwana and Chittorgarh.
- Handled social media communication for Balotra Nagar Parishad and Chittorgarh Nagar Parishad.
- Created social media creatives, reels, posters and digital engagement content for awareness and outreach campaigns.
- Supported awareness campaigns and citizen outreach initiatives related to sanitation, public participation and urban awareness programmes.
- Contributed to campaigns such as Har Ghar Tiranga through visual communication and outreach strategies.
- Assisted in the development of communication materials aimed at increasing public awareness and citizen engagement.
- Supported urban planning, infrastructure and urban development projects across Rajasthan — DPR preparation, GIS-based planning activities, field coordination, presentations and project documentation.
- Coordinated with government authorities and urban local bodies for planning and infrastructure-related initiatives.

Research Fellow

May 2022 – Nov 2022

National Institute of Urban Affairs (NIUA), New Delhi

Project — World Urban Forum (WUF 2022), Poland

- Contributed to the design and communication process of NIUA's pavilion for World Urban Forum 11 with a team of three, showcasing the organisation's perspectives on innovative and sustainable approaches to urban development at a global level.
- Collaborated with team members to create the official video script for NIUA, showcasing the institute's involvement and contributions to WUF 2022.
- Contributed to data compilation and presentation materials, and drafted comprehensive reports synthesising research findings and key insights from the World Urban Forum.

Project — CITIIS 2.0 Partners Consultation

- Recorded and edited audio-visual testimonials for the CITIIS 2.0 Partners Consultation, ensuring a high standard of production.
- Collaborated closely with project partners to capture authentic and impactful experiences and feedback, and played a key role in shaping a compelling narrative that showcased the project's success and impact.

Project — C-CUBE Training & Capacity Building

- Conducted extensive research to extract key insights from various knowledge products and PowerPoint presentations for the C-CUBE Training & Capacity Building initiative.
- Transformed research findings into visually engaging videos, effectively communicating complex information for educational purposes.
- Contributed to the development of multimedia resources, enhancing the quality and depth of the training programme.

Across projects

- Report preparation, presentation design, video creation and editing for NIUA TV, and graphic designing for communication and outreach activities related to urban development and planning initiatives.

Research Intern

Jun 2021 – Aug 2021

Prof. Poonam Prakash & Ms. Ankita Mandal, SPA New Delhi

- Documented the planning project/case of Kathputli Colony, capturing its evolution, challenges and successes.
- Conducted on-site visits to gather firsthand information, interviewing community members and stakeholders.
- Compiled comprehensive reports detailing planning strategies, community engagement processes and project outcomes.
- Used visual aids and multimedia elements to enhance the documentation's clarity and impact.

Research Intern

Jun 2020 – Aug 2020

Prof. Dr. Mahavir, SPA New Delhi

- Conducted research assessing the impact of the pandemic on urban areas, focusing on Wave 1 and Wave 2 in Mumbai and Bhopal.
- Collected and analysed data on socio-economic, healthcare and infrastructural aspects of the two cities during the respective waves.
- Contributed to comprehensive reports highlighting vulnerabilities, challenges and resilience measures adopted by urban areas in response to the pandemic.

EDUCATION

Bachelor of Planning — First Class

2017 – 2022

School of Planning and Architecture (SPA), New Delhi

- Thesis: Planning for Persons with Disabilities, Delhi.
- Developed a critical understanding of the transformation of regions, cities and villages due to larger technological, environmental, economic and political changes in society.

Class XII — Bihar School Examination Board (2014 – 2016) | Class X — CBSE (2013)

PHOTOGRAPHY, FILM & DOCUMENTARY WORK

- Documentary on universal accessibility for persons with disabilities — competition organised by NOSPlan in collaboration with NIUA.
- Documentary on the process of bangle (chudiya) making in Firozabad, Uttar Pradesh.
- Documentary on Kathputli Colony slum.
- Documentary on 30 years of excellence of the Department of Physical Planning, SPA Delhi.
- Film for NOSPlan of the inaugural address and visionary note by Shri Durga Shanker Mishra, Ministry of Housing and Urban Affairs.
- Short films, photography and cinematography.

AWARDS & ACHIEVEMENTS

- 1st position, 'Documentary Making' — documentary on universal accessibility for persons with disabilities, organised by NOSPlan (Organisation of Students of Planning) in collaboration with NIUA.
- 2nd position, "Drama, Nukkad and Installation Making", NOSPlan; 3rd position in virtual gaming.
- 1st position, "Model Making, Fashion, Photography and Theatre", Inter-SPA Vijayawada.

PUBLICATIONS

- Co-author — "Land Pooling Policy: A Paradigm Shift", SPA Delhi.
- Co-author — "Report on World Urban Forum 2022", NIUA official website.

POSITIONS OF RESPONSIBILITY

- Society Coordinator, Inmotion (filmmaking society), SPA Delhi.
- Event Coordinator, Beta Movement — students' international short film festival, SPA Delhi.
- Sports Coordinator (Athletics), SPA Delhi.

INTERESTS

Photography & Cinematography | Documentary Filmmaking | Urban Storytelling | Travel | Athletics (javelin throw, relay, 100 m and 200 m)