



# Aishwarya Kulkarni

✉ [its.aishkul@gmail.com](mailto:its.aishkul@gmail.com)

☎ +971-552673776

🌐 [Linkedin](https://www.linkedin.com/in/aishwaryakulkarni)

📍 Dubai, UAE

## 📄 PROFILE

Cultural programmer, architect & urban designer, and architectural journalist with 6.5 years' experience supporting and delivering public programmes, talks, conferences, workshops, and client-facing events across culture, tourism, and sustainability sectors. Experienced in **curatorial research, speaker coordination, event logistics, content development, research & publication, and on-site execution** for multi-stakeholder initiatives. I draw on my architectural education to apply design thinking and spatial planning to create transformative programmes. An avid traveller, with a deep appreciation for culture and place, I am now keen to apply this sensibility within the UAE's cultural landscape.

## 📁 PROFESSIONAL EXPERIENCE

### Contributing Editor | [SCALE Magazine](#) (Qatar)

Feb 2024 – Present

- Authored **20+ original editorial features** on architecture & design, closely aligned with regional exhibitions, festivals, and public events.
- Developed 100+ articles from press releases and managed [Linkedin](#), **monthly newsletters, event outreach, and business development communications** to strengthen brand presence and stakeholder engagement.

### Manager | [Development Alternatives](#)

Jan 2025 – Nov 2025

#### 1. Project Management

- Developed 3 project proposals and 2 **roadmaps** for Eicher Group Foundation (Royal Enfield), including multi-phase programmes involving 10+ workshops, training sessions, stakeholder meetings, project finance, and public-facing initiatives across cultural tourism and sustainability sectors.
- Collaborated with Govt. agencies for NMHS (Govt. project), tourism boards, and private sector stakeholders in Ladakh, to drive strategic tourism and destination development for 2 eco-smart districts, impacting 300+ people including activities under 3 themes-
- Waste management – **1 Cleanliness campaign, 5+ public engagement initiatives, 1 “Zero-waste district” guidebook.**
- Tourism – **4 new tourism circuits, 1 business model, market linkage mechanisms, 5 skill-building training programs** (160 people).
- Resilient construction – 3 technical compendiums, revamping of 5 homestays and construction of 1 interpretation center.
- Drafted 2 RFPs and developed 12+ proposals for business development in tourism sector – **1 UNDP proposal got funding.**

### Founding Member | [BookMyXperience](#)

Mar 2023 – Dec 2024

#### 1. Business Development

- Established **10+ B2B strategic partnerships** and onboarded **800+ hyper-local travel experience** providers in 8 states.
- Advised newly onboarded tourism and hospitality providers on licensing, service classification, and regulatory procedures, enabling their transition to fully compliant and market-ready business operations.
- Curated **50+ unique experiences** including **corporate retreats & group events**, managing end-to-end coordination, vendors and client expectations for 700+ customers including sustainable corporate retreats, resulting in **300+ unique transaction in first 5 months.**
- Developed sustainable operating models and business plans for travel startups, focusing on resource optimization, high-impact service delivery, and long-term financial viability. Conducted workshops and operational training for travel entrepreneurs, equipping them with business intelligence, digital tools, and best practices for market competitiveness.

#### 2. Marketing

- Planned and executed **6+ grassroots and performance marketing campaigns**, driving significant increases in brand visibility, local engagement, user acquisition, and transaction growth.
- Conceptualized and launched **hyper-local storytelling campaigns** leveraging community narratives and influencer collaborations to authentically connect travelers with rural experiences, significantly boosting customer trust and conversion rates.
- Introduced immersive virtual tour previews and live Q&A sessions showcasing newly launched destinations, enhancing transparency and reducing booking hesitancy among prospective customers.

#### 3. Research

- Created various thematic master plans for cultural, environmental and rural tourism by grassroots level documentation & research in 5 states
- Created RFP for Govt. of Rajasthan for Tourism circuit promoting folk musician community of Western Rajasthan

#### 4. Team Leadership

- Recruited and led a team of 6, managing administrative tasks and fostering a collaborative, high-performance work environment

### Consultant (Culture Sector) (Contractual) | [UNESCO](#)

Sep 2022 – Dec 2022

#### 1. Strategy Advisory

- Analyzed Impact Assessments and RFPs of **50+ communities** submitted by NGOs under **RCCH (Rural Craft & Cultural Hubs) Program, Deptt. of MSME&T, West Bengal.**
- Designed a structured intervention plan to promote economic growth for indigenous desert musician communities near **Jodhpur, Rajasthan** and 5 traditional craft communities near Gopalpur, Orissa through eco-tourism, along with a [compendium](#) for best practices.

#### 2. Operations

- Led planning and on-ground execution of a **multi-country** conference on Intangible Cultural Heritage, including **speaker coordination, stakeholder liaison, on-ground logistics, panel discussion scripts and end-to-end programme facilitation.**

### Program Manager (Contractual) | [CG Corp Global](#)

Jul 2022 – Sep 2022

#### 1. Program Design

- Drafted an RFP for **BMGF (Bill & Melinda Gates Foundation)** which received **partial funding** for Flood relief livelihood for **25+ villages in Assam**, and supported all funder initiatives, coordinating inputs from multiple stakeholders.

## 2. Value chain analysis for communities in Nepal

- Documented and researched textile, tourism and craft ecosystems for **Kathmandu, Gorkha, and Nawalpur**.
- Designed a proposal for mobilization of funds from local Government schemes for these communities.
- Conducted a gap analysis for **15+** villages around **Unnati Cultural Village** to strengthen its craft lifecycle.

## Head of Operations | [NotOnMap](#)

Jul 2019 – Oct 2020

### 1. Business Development

- Arbitrated partnerships and negotiated contracts for prospective business partners
- Led operations and coordination for experiential hospitality programmes, managing teams, SOPs, vendor onboarding, and service delivery:
  - Led, and trained a team of **18** people and coached them on SOPs and sales pitches for prospective property owners / managers.
  - Onboarded **75+** properties across **18** states

### 2. Created 5 self-sustaining Eco-tourism villages in Meghalaya

- Redesigned vernacular houses and village infrastructure to conform to Eco-tourism guidelines
- Empowered communities to host travelers through contextual capacity building for Hospitality, women health, cleanliness etc.
- Reduced distressed migration by giving alternative livelihood for **70+** families

### 3. Covid-19 initiatives

- Assisted in set up of [NotOnMart](#) – An E-commerce platform aimed at providing alternative livelihood during tourism slump
- Acted as PMO for project **TraVival** – scripted **70+** educational training videos on making a sustainable property
- Drafted Covid-protocol hygiene guidelines for properties in 10 regional languages

### 4. Research and Writing

- Drafted entries for **UNWTO, NAASSCOM, Start-up India, Outlook Responsible Tourism** for competitive marketing
- Drafted press releases for **TOI, Economic Times, Better India** for publicity and reach

### 5. Government Projects

- Patangarh Craft Village – Created RFP for funding from **MSME's SFURTI Scheme**
- Mal Samot Eco-tourism village – Created RFP for funding under **Aspirational District Scheme**
- Developed sustainability indicators for properties



## INTERNSHIPS

### [Mumbai Port Trust](#)

May 2021 – Aug 2021

- Designed **7** commercial projects using re-used shipping containers in **Ballard Estate, Mumbai**

### [Educated Environments](#)

May 2021 – Jul 2021

- Developed a DPR for **Bhuj** water systems in Project **RIVERSE**

### [Hunnarshala Foundation](#)

Nov 2017 – Apr 2018

- System and Landscape design for **DWATTS**
- Designed buildings using **alternative building materials**
- Directed [2 short-films](#) on **artisan-incubation companies of local Kutchi women** (*Thatch roof construction; Space frame construction*)



## RESEARCH PAPERS & ACHIEVEMENTS

- **3** Research Papers published
  - [Preserving Traditional Heritage in Modern Times: A case of Bhuj, Kutch](#)
  - [Self-sustained Craft Eco-system for preservation of Gond Art in Patangarh, M.P.](#)
  - [Vulnerabilities, Contestations and Resilience in Rapid Urbanization](#): Women Of Urban Villages
- Winner of multiple essays & article writing competitions on topics of **Urban Development**
- Led a team of 20 students to install an installation in **Kalaghoda Festival, Mumbai**



## EDUCATION

**M.Arch – Urban Design** | School of Planning and Architecture, Bhopal (*Batch Topper*)

2020 – 2022

[Thesis](#) – Enabling Gender Inclusive Spaces (*Thesis Topper*)

**B.Arch** | Rachana Sansad Academy of Architecture, Mumbai

2014 – 2019

[Thesis](#) – (Un)roofed : Pavement dwellers in Mumbai



## SKILLS

- Cultural programming, Event coordination, stakeholder management, operational problem solving, vendor liaison, client communication, multitasking under deadlines.
- Proficient in AutoCad, Sketchup, Photoshop, GIS, Microsoft Suite, Vray, 3D max
- Empathy, critical thinking, operational problem solving, delegation, leadership
- **Languages** : Hindi, English, Marathi
- Vipassana practitioner, trained in Hindustani Classical Music (vocal)