

## About Me

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**Advocacy Strategy | Narrative Power | Systems Change | Movement Building | Campaign Strategy | Power Analysis | Gender Justice | Climate Change**

[hafsa@commsforacause.org](mailto:hafsa@commsforacause.org) | Stockholm, Sweden

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I work with organisations and movements to design and lead advocacy that is strategic, politically grounded, and oriented towards long-term systems change.

My practice sits at the intersection of power, policy, and movement-building. I support organisations to define clear advocacy priorities, build coherent strategies, and align their work across stakeholders, partnerships, and campaigns to maximise influence and impact. This includes shaping advocacy agendas, conducting power and stakeholder analysis, and supporting organisations to navigate complex political and institutional landscapes. I work closely with leadership to ensure advocacy is not reactive, but intentional and rooted in organisational values, informed by context, and designed for sustained change.

I bring a dual approach that combines strategic thinking with implementation. This means not only developing advocacy strategies, but also supporting teams to operationalise them across programmes, partnerships, and public engagement efforts.

My work is particularly grounded in supporting social justice organisations, grassroots movements, and rights-based initiatives to:

- Build clear and politically coherent advocacy strategies
- Engage institutions, stakeholders, and communities effectively
- Align advocacy with movement priorities and lived realities
- Strengthen collective action and long-term influence
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I approach advocacy as a practice of shifting power; working to ensure that those most affected are not only represented, but are able to shape agendas, narratives, and outcomes.

# Education

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## **Swedish for Lawyers and other Social Scientists**

SIFA, Stockholm, (May 2020 - March 2021)

## **LLM in Human Rights, Conflict and Justice**

University of London, School of Oriental and African Studies, London, (2016–2017)

## **LLM in International Human Rights Law**

National Law School of India University Bangalore, India, (2012–2014)

## **Degree Course, Natural Resources Management and Policy**

KTH Royal Institute of Technology, Sweden, (2014)

## **Bachelor of Laws**

University of Jammu, Jammu and Kashmir, (2006–2011)

# Awards & Recognitions

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## **Cultures of Resistance Scholarship University of London**

Awarded prestigious Cultures of Resistance Scholarship recognizing outstanding commitment to social justice and human rights advocacy. The scholarship supports students dedicated to advancing equity and working towards systemic transformation.

## **Gold Medal - LLM in Human Rights, Conflict and Justice**

Awarded Gold Medal for achieving highest academic distinction in the LLM Human Rights, Conflict and Justice program, graduating with distinction.

## **Palme-Linnaeus Scholarship, Swedish Institute**

Recipient of the Palme-Linnaeus Scholarship, a prestigious Swedish government scholarship awarded to outstanding students from developing countries to pursue studies in Sweden. Named after former Swedish Prime Minister Olof Palme, the scholarship recognizes academic excellence and commitment to social development.

## **Gold Medal- LLM in International Human Rights Law , National Law School of India University Bangalore**

Awarded Gold Medal for achieving highest academic distinction in the LLM International Human Rights Law program, graduating Summa Cum Laude.

# Core Competencies

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## **SRHRJ & Rights-Based Programming:**

Sexual and reproductive health and rights, reproductive justice frameworks, gender equality, disability rights, bodily autonomy advocacy, human rights defense strategies, working with sex workers and marginalized populations.

## **Equity-Centered Methodologies:**

Feminist approaches, disability justice frameworks, participatory action research, community-based methodologies, intersectional analysis (caste, race, class, gender, disability), working alongside communities facing systemic injustice.

## **Cross-Cultural Collaboration:**

Multi-disciplinary team coordination, working across time zones and geographical regions, bridging cultural contexts, multi-lingual facilitation, stakeholder engagement across diverse sectors (academia, civil society, government).

## **Language & Narrative Strategy:**

Inclusive language framework development, terminology ethics, discourse analysis, countering harmful rhetoric, cultural framing, accessible communication for diverse audiences, translating complex concepts for non-specialist audiences.

## **Content & Curriculum Development:**

Language guide creation, training module design, educational materials for diverse literacy levels, culturally responsive resources, instructional content, policy briefs, accessible formats (easy language, multilingual).

## **Programme Management & Evaluation:**

Strategic planning, project design and implementation, budget development, grant management, outcome-oriented systems, impact assessment, donor reporting, compliance assurance.

# Languages

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- **English** (Fluent - Native proficiency) | **Swedish** (Fluent) | **Hindi** (Fluent) | **Urdu** (Fluent) | **Kashmiri** (Native) | **Korean** (Basic - Currently learning)

# Professional Experience

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## **Head of Programmes & Advocacy** **Comms for a Cause [Nov 2025 - Present]**

- Lead strategic communications and digital advocacy initiatives for social justice organizations, aligning messaging with movement-building and policy influence goals.
- Designed and implemented multi-platform communication strategies, integrating storytelling, digital security, and audience engagement to strengthen campaign impact.
- Conducted stakeholder and audience mapping to inform targeted outreach, partnership development, and funder-facing communication strategies.
- Developed high-impact content (reports, toolkits, social media campaigns, and advocacy materials) translating complex human rights and policy issues into accessible narratives.
- Supported grassroots organizations in building sustainable communications systems, including workflows, content calendars, and monitoring frameworks.
- Integrated accessibility and inclusive communication practices (e.g., WCAG-informed content design, multilingual approaches) across digital outputs.
- Collaborated with cross-functional teams to align communications with programmatic goals, ensuring coherence across advocacy, research, and public engagement.

## **Employment Integration Strategist** **Swedish Public Employment Department [Aug 2025 - Present]**

- Designing and delivering seminars and workshops for immigrant women, focusing on labor market integration and employment pathways.
- Developing individualized integration plans addressing employment barriers, language needs, and skills development for diverse client populations.
- Providing language support and culturally sensitive facilitation to ensure accessibility and meaningful participation for immigrant women from diverse linguistic backgrounds.

- Creating inclusive educational content and training materials that address the specific challenges faced by immigrant women in accessing the Swedish labor market.
- Collaborating with employers and community partners to create opportunities and pathways for immigrant women's economic empowerment and integration.

### **Programme Head - Funding and Advocacy Nordic Palestine Film Festival [2023 - 2025]**

- Led fundraising, monitoring, and evaluation of diverse projects and interventions across the Nordic region.
- Developed and managed strategic partnerships in Sweden, Norway, Denmark, and the Baltic countries to expand organizational reach and impact.
- Coordinated volunteers for annual festivals across five cities and various events, ensuring seamless implementation and inclusive participation.
- Utilized culture and pedagogical methods as tools to promote understanding of social justice issues, foster inclusion, and provide psychological support to vulnerable groups.
- Collaborated with civil society actors and educational institutions to create sustainable initiatives combining dialogue, knowledge-sharing, and community support.
- Championed advocacy strategies that centered Palestinian narratives while challenging dominant media framings and colonial perspectives.

### **Project Head Swedish Association for Sexuality Education (RFSU) [2022 - 2023]**

- Managed regional networking for RFSU's local branches and partners, ensuring alignment with organizational values on sexual education and rights.
- Led the organization's capacity building through strategic content creation and educational initiatives tailored to diverse stakeholder needs.
- Developed and implemented new frameworks for project implementation, creating instruction manuals to standardize inclusive language and practices.
- Organized and delivered training for professionals interacting with at-risk target groups, focusing on sensitivity and appropriate terminology.
- Developed robust Monitoring and Evaluation frameworks to assess project impact and narrative effectiveness.

## **Project Manager**

### **Human Rights Lawyering Project, National Law School of India University Bangalore Sep 2015–2022**

- Contributed to developing innovative legal frameworks that challenge punitive narratives in criminal justice, with particular focus on marginalized communities in conflict regions.
- Examined implementation of terror laws in Kashmir, analyzing language and framing used to justify state violence and advocating for rights-based legal discourse.
- Focused on language reforms within legal systems to promote rehabilitation over criminalization, challenging colonial legal terminologies that perpetuate injustice.
- Documented impact of securitization narratives on marginalized communities in conflict zones, proposing alternative framings centered on human rights and dignity.

## **Research Lead**

### **The Centre for Environment and Climate Change [2014 - 2015]**

- Led a team of 6 researchers in drafting negotiation instruments for the "Legal Stand and Defence for India in Climate Change Paris Agreement, 2015.
- Organized and taught at the Nordic Summer School on "Landscape of Human Rights in India," Bridging Cultural and Legal Perspectives".
- Taught Environmental Law and Governance with a focus on international policy frameworks, including treaty interpretation, regulatory mechanisms, and global governance structures.
- Guided students in analysing and drafting policy language, strengthening their ability to engage with legal texts, institutional processes, and advocacy-oriented documentation.
- Integrated real-world case studies to bridge theory and practice, particularly in relation to climate governance, environmental justice, and regulatory compliance.
- Supported learners in developing skills in policy analysis, argumentation, and evidence-based advocacy within environmental and international law contexts.
- Engaged with climate justice narratives and equity-based frameworks to integrate Global South perspectives into negotiation language and advocacy positioning.

# Key Projects Coordinated

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## **HIV/STI Prevention Project** **Swedish Association for Sexuality Education**

- Coordinated implementation of HIV/STI Prevention Projects funded by Folkhälsomyndigheten (Public Health Agency of Sweden) and Smitsskyddenheten Uppsala.
- Led organizational strengthening initiatives through strategic content creation and development of educational materials utilizing stigma-free, rights-affirming language tailored for at-risk communities.
- Authored LGBTQI+ language guide establishing inclusive and affirming terminology standards across organizational communications and outreach materials.
- Developed accessible sexual education materials for neurodivergent children and culturally responsive resources for immigrant women and girls in beginner Swedish (lättläst svenska), ensuring linguistic accessibility and age-appropriate, inclusive framing.
- Designed and facilitated comprehensive education and training programs for professionals and regional organizations serving identified at-risk target populations.
- Developed and implemented innovative methodologies and instructional resources responsive to stakeholder needs, establishing standardized inclusive practices.
- Championed integration of intersectional perspectives across organizational initiatives through collaborative partnerships with regional branches.
- Served as regional liaison for RFSU's local branches and community partners in Uppsala Län, ensuring coherent stakeholder coordination.

## **Gap Analysis for the Rights of Persons with Disabilities United Nations Development Programme (UNDP), India**

- Coordinated comprehensive comparative analysis of Indian disability laws and policies against UN Convention on the Rights of Persons with Disabilities (CRPD) frameworks.
- Applied intersectional lens examining compounded barriers faced by marginalized groups within communities with disabilities, particularly focusing on women with disabilities and other intersecting identities.
- Led project from inception to completion, including national conference coordination, literature review, comprehensive documentation, and systematic assessment.
- Managed and supervised team of researchers, ensuring alignment with disability rights frameworks and inclusive methodologies.
- Identified gaps in legal and policy frameworks, developing recommendations that center disability justice and challenge ableist language in policy discourse.

## **Reintegration and Rehabilitation of Acid Attack Victims National Human Rights Commission, India**

- Coordinated research project examining comprehensive frameworks for reintegration and rehabilitation of acid attack survivors.
- Developed recommendations emphasizing survivor-centered language and dismantling victim-blaming narratives in policy and media discourse.

## **Reintegration and Rehabilitation of Acid Attack Victims National Human Rights Commission, India**

- Led comprehensive research on reproductive rights framework for women with disabilities, employing feminist and disability methodologies to examine legal gaps and practices affecting access to SRHR services.
- Applied intersectional analysis focusing on indigenous communities, economically vulnerable groups, religion, and caste to understand compounded barriers faced by women with disabilities across diverse social locations.
- Developed advocacy materials challenging ableist language and promoting disability-inclusive framings in reproductive health discourse.

- Drafted comprehensive documentation and data analysis to document barriers and recommendations for policy reform, prioritizing perspectives and insights of women facing multiple forms of discrimination.
- Facilitated professional development through trainings for healthcare providers and legal professionals on rights-affirming approaches and inclusive terminology.
- Designed and implemented monitoring and evaluation frameworks to assess project outcomes and impact on target communities.

### **Bridging Silos: Dovetailing Curriculum Development, Research and Training Human Rights Lawyering Project, NLSIU, India**

- Led initiative to strengthen university programs through clinical legal education and legal aid centers, fostering student engagement in social justice issues and empowering young lawyers working on access to justice.
- Bridged silos between law schools, legal practitioners, and legal aid institutions by identifying and addressing systemic gaps in legal education and service delivery.
- Established and scaled clinical courses and legal services clinics at law schools, integrating practical training with rights-based legal education.
- Improved service quality for law schools and legal professionals through participatory training via conferences, forums, and knowledge-sharing platforms.
- Designed integrated curriculum for young lawyers and law students to facilitate access to justice for marginalized communities.
- Created training modules emphasizing rights-based language and ethical terminologies for vulnerable populations.
- Delivered professional development for law professors and legal educators on pedagogical approaches that challenge colonial legal frameworks and promote inclusive teaching methodologies.
- Drafted comprehensive project documentation, research findings, curriculum frameworks, and training outcomes for stakeholders and funding agencies.

### **Shifting Paradigms of Judicial Pro-activity for Marginalized Women Human Rights Lawyering Project, NLSIU, India**

- Examined judicial approaches to cases affecting marginalized women, promoting victim-centered and empowering language.
- Advocated for judicial reforms that recognize intersectional identities and lived experiences of marginalized communities.

## **New Framework for Law and its Implementation in the Criminal Justice System**

### **Human Rights Lawyering Project, NLSIU, India**

- Led initiative to strengthen university programs through clinical legal education and legal aid centers, fostering student engagement in social justice issues and empowering young lawyers working on access to justice.
- Bridged silos between law schools, legal practitioners, and legal aid institutions by identifying and addressing systemic gaps in legal education and service delivery.
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## **Shifting Paradigms of Judicial Pro-activity for Marginalized Women**

### **Human Rights Lawyering Project, NLSIU, India**

- Examined judicial approaches to cases affecting marginalized women, promoting victim-centered and empowering language.
- Advocated for judicial reforms that recognize intersectional identities and lived experiences of marginalized communities.