

Javeria Khan

Founder of Baftique | English Language Expert | NUML Graduate | STEP Scholar (UK)

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PROFESSIONAL SUMMARY

Passionate social entrepreneur and English language expert with a strong commitment to women's empowerment and cultural preservation. Founder of Baftique, a social enterprise dedicated to uplifting women in Chitral, Pakistan, through sustainable livelihoods rooted in traditional handcrafts and indigenous culture. NUML graduate with expertise in English language and literature, currently expanding global perspective through the STEP program in the United Kingdom. Experienced writer, advocate, and community leader with a proven ability to drive social impact through storytelling, digital advocacy, and grassroots initiatives.

ENTREPRENEURIAL EXPERIENCE

Founder & Lead

Baftique - Empowering Women in Chitral

2024 - Present

- Founded Baftique, a social enterprise committed to the economic upliftment and empowerment of women in Chitral, Pakistan, through sustainable livelihoods rooted in local culture and tradition.
- Lead initiatives to preserve and promote the rich cultural heritage of Chitral, including traditional handcrafts, weaving, and indigenous art forms at risk of disappearing due to modernization.
- Build partnerships and networks to connect Chitrali women artisans with broader markets, creating economic opportunities while honoring authentic craft traditions.
- Advocate for women's rights and education in remote communities, working to break barriers and create pathways for women to achieve financial independence.
- Write and publish articles on cultural preservation, women's empowerment, and the intersection of tradition and modernity in underserved communities on Medium.
- Manage social media presence and digital storytelling strategy, building an engaged community on Instagram to amplify Baftique's mission to a global audience.

EDUCATION

National University of Modern Languages (NUML)

Bachelor's Degree in English

Islamabad, Pakistan

- Specialized in English Language and Literature.
- Strong academic record with focus on linguistics, communication, and critical analysis.

STEP Program - United Kingdom

Short-Term Exchange Program

United Kingdom

- Gained international exposure and cross-cultural experience in the UK.
- Broadened perspective on global development, social entrepreneurship, and cross-cultural communication.

WRITING & PUBLICATIONS

The Silent Disappearance of Culture: The Urgent Need to Preserve Our Traditions

Published on Medium (baftique.medium.com)

- Explored how stories, songs, festivals, and languages are at risk of vanishing due to modernization and globalization, advocating for urgent cultural preservation efforts.

Regular Contributor - Baftique Blog

Medium (baftique.medium.com)

- Write regularly about women's empowerment, cultural heritage, and the challenges faced by communities in remote regions of Pakistan.

SKILLS & EXPERTISE

Language & Communication:	English (Expert), Academic Writing, Content Creation, Public Speaking, Editing & Proofreading
Entrepreneurship & Leadership:	Social Entrepreneurship, Startup Management, Strategic Planning, Community Leadership, Project Management
Advocacy & Development:	Women Empowerment, Cultural Preservation, Community Development, Stakeholder Engagement, NGO & Social Sector
Digital & Creative:	Social Media Marketing, Digital Storytelling, Brand Building, Content Strategy, Research & Analysis

INTERESTS & CAUSES

Women's Rights & Empowerment | Cultural Heritage Preservation | Sustainable Development | Social Entrepreneurship | Indigenous Crafts & Art | Education for All | Community Building | Cross-Cultural Dialogue