



Public Affairs Forum of India

*\*Subject to Change  
As on 13 Sept 2017*

**4<sup>th</sup> National Conference  
The 2017 India Public Affairs Forum  
Public Affairs: Effective Advocacy & Public Policy Strategies**

**Principal sponsor: Cisco & TATA Group**

**September 14 - 15, 2017**

The Public Affairs Forum of India (PAFI) ([www.pafi.in](http://www.pafi.in)) is the only organised platform for public affairs professionals in the country. PAFI has representation from large and medium-sized transnational Indian and foreign companies and firms. PAFI's objective is to redefine perceptions of how business entities should engage with stakeholders, from Government and Media to Civil Society and Academics.

With the theme of “**Public Affairs: Effective Advocacy & Public Policy Strategies**”, PAFI's 4<sup>th</sup> National Conference will focus on how engaging with external stakeholders is key to have an effective advocacy and what are the various strategies corporates need to adopt for an effective public policy & public affairs programme.

As always, PAFI will engage stakeholders across key disciplines at this forum to understand the different perspectives and views in a globally networked world where policies and decisions in one region of the world have a bearing on another.

The Conference will also look at new forms of advocacy that have changed the way the world works, like the ever-evolving digital medium, while at the same time deliberating on the traditional tools and methods. It will provide an opportunity to participants to hear and interact with key Government Officials, CEOs, Representatives of Media, Think Tanks, Parliamentarians and Legislators.

Some of the important questions that the Forum will look to answer include: how to have content driven ethical public affairs & advocacy plan? Does bureaucracy/media trust public affairs professionals to provide a balanced view on issues? What is the key role CEO's envisage for public affairs professionals in their companies? What do political parties/ members of parliament expect from public affairs professionals in shaping public policy?



Public Affairs Forum of India

**The 2017 India Public Affairs Forum  
Public Affairs: Effective Advocacy & Public Policy Strategies**

**Inaugural Dinner**

**Thursday, September 14, 2017**

**Venue – Juniper, India Habitat Centre, New Delhi**

Engaging with Politicians & Members of Parliament is critical for understanding of ground realities for companies. What are the top of the mind issues currently from a political perspective? How does BJP look at its last three years of NDA Government? What are its priorities for next two years and beyond, both on domestic & international front? What would be the expectations from public affairs professionals and their roles in advocacy & shaping public policy?

1930 hours	Arrival of Guests	
	Opening Remarks	Ajay Khanna Conference Chairman & Co-Founder, PAFI & Chief- Strategic & Public Affairs, Jubilant Bhartia Group
	Welcome	Harish Krishnan President & Founding Member, PAFI & Managing Director, Global Government Affairs, Cisco
	<b>Address by the Chief Guest</b>	<b>Vinay Sahasrabuddhe, Member of Parliament &amp; National Vice President, BJP</b>
	Vote of Thanks	K C Ravi Vice President & Founding Member, PAFI & Vice President – Commercial Acceptance & Public Policy for South Asia, Syngenta
2030 hours	Dinner (For Mrs.& Mr.)	



Public Affairs Forum of India

**The 2017 India Public Affairs Forum**  
**Public Affairs: Effective Advocacy & Public Policy Strategies**  
**Friday, September 15, 2017**  
**Venue – ITC Maurya Hotel, New Delhi**

0830 hours

Registration & Networking

0930-1030 hours

**Session I- Inaugural Session**

*PAFI, since inception, has been advocating content-driven ethical public affairs practice in India. This can be achieved through a process of regular consultation between the government and industry. How can industry become an important partner of the government in the process of policy formulation? How can public affairs professionals help remove gaps in information flow between the government and industry on key policy issues? What in the government's view is the most effective form of advocacy acceptable to all?*

Conference Chairman

Ajay Khanna  
Conference Chairman & Co-Founder, PAFI &  
Chief- Strategic & Public Affairs,  
Jubilant Bhartia Group

Welcome by

Harish Krishnan  
President & Founding Member, PAFI &  
Managing Director, Public Affairs & Strategic  
Engagements, Cisco India & SAARC

Address by

Anil Menon  
Global President, Smart +Connected Communities,  
Cisco

**Inaugural Address  
By the Chief Guest**

**Hardeep Singh Puri,  
Minister of State (Independent Charge),  
Ministry of Housing & Urban Affairs,  
Government of India**

Vote of Thanks

K C Ravi  
Vice President & Founding Member, PAFI &  
Vice President – Commercial Acceptance & Public  
Policy for South Asia, Syngenta

Presentation of Memento

Sanjay Singh, Member- Managing Committee, PAFI  
& Principal Resident Representative, Tata Sons



1045-1145 hours

**Session II- Effective Advocacy with Bureaucracy**

*Effective advocacy is not possible without informed discussions with the Bureaucracy. Where would Bureaucracy rank industry in its list of stakeholders for consultations on policy formulation? What role can public affairs professionals play to make industry a more prominent voice during the process of policy making? Does bureaucracy trust public affairs professionals to provide a balanced view on issues of interest to industry?*

**Welcome:** Sanjay Singh, Member- Managing Committee, PAFI & Principal Resident Representative, Tata Sons

**Chairman:** Kiran Karnik, Former President, NASSCOM

**Panel:**

- Ashok Lavasa, Finance Secretary, Ministry of Finance
- Aruna Sundararajan, Secretary, Department of Telecommunications, Ministry of Communication
- Atanu Chakraborty, Director General, Directorate General of Hydrocarbons
- Alok Chaturvedi, Director General Foreign Trade

**Vote of Thanks:** Rakesh Dubey, Director, Policy & Government Affairs, Monsanto

1200-1300 hours

**Session III- CEO's engagement with Advocacy & Public Affairs**

*Advocacy is an important part of any business. Do CEO's feel the need to play an important role in the area of public affairs? How important is the public affairs function in companies? What is key role CEO's envisage for public affairs professionals in their companies? Do CEOs see themselves as key influencers on behalf of his/her organization? Should CEO's actively lead stakeholder outreach or become involved during a crisis?*

**Welcome:** Subho Ray, Member- Managing Committee, PAFI & President, IAMAI

**Chairman:** Srivatsan Rajan, Chairman, Bain & Company

**Panel:**

- Dinesh Agarwal, Founder, IndiaMART
- Sanjeev Bhikachandani, Founder, Info Edge
- Sanjay Modi, Managing Director, Monster.com
- Piyush Tewari, CEO, SaveLIFE Foundation

**Vote of Thanks:** T S Vishwanath, Former President, PAFI & Principal Adviser, APJ-SLG Law Offices



1300-1340 hours

**Networking Lunch**

1345-1445 hours

**Session IV- Advocacy & Media: Is lobbying a bad word?**

*Is lobbying a bad word? What is the perception of a public affairs professional in the media? Does the media appreciate the difference in roles of public affairs and public relations? How can public affairs professionals gain greater trust from the media while discussing policies that impact their sector? Do you think a public affairs professional is a key for better understanding policies that impact industry?*

**Welcome:** Rahul Sharma, Past President & Founding Member, PAFI & President, Rediffusion Communications

**Chairman:** Shivnath Thukral, Managing Director, Carnegie India

**Panel:**

- T K Arun, Opinion Editor, Economic Times
- Anil Padmanabhan, Executive Editor, Mint
- Nikhil Pahwa, Editor & Publisher, MediaNama
- Nirupama Subramanian, Resident Editor, The Indian Express Chandigarh

**Vote of Thanks:** Medha Girotra, Member- Managing Committee, PAFI & Public Affairs Practice Lead, Edelman India

1450-1550 hours

**Session V- Public Affairs engagement with Legislators**

*Members of Parliament are vital to the process of formulating legislation. How can public affairs professionals work closely with the legislature in the process of providing informed inputs while legislations are discussed and debated in Parliament or state legislators? How can public affairs professionals become important stakeholders for legislative members to gain information for debates and discussions on issues that impact industry?*

**Welcome:** Raman Sidhu, Secretary and Founding Member, PAFI & India Chairman & Founding Director, EBG Federation

**Chairman:** Raj Chengappa, Group Editorial Chief, India Today

**Panel:**

- Deepender Singh Hooda, MP, Congress
- Pinaki Misra, MP, BJD
- Prem Das Rai, MP, Sikkim Democratic Front
- Kunwar Bhartendra Singh, MP, BJP

**Vote of Thanks:** Ishteyaque Amjad, Treasurer, PAFI & Vice President- Public Affairs & Communications, Coca Cola India & South West Asia



1600-1700 hours

**Session VI- Closing session- How to have effective Advocacy plan with Government**

*The public affairs role remains a key function in building and maintaining corporate reputation. Given this backdrop, what would government and other stakeholders expect from public affairs? Is there scope for content driven public affairs engagement in India? Does the government view the public affairs professional as an important resource to seek assistance in policy making process? What is the most effective form of advocacy with government? How can industry play a role in the policy formulation process?*

Welcome by                      Ajay Khanna  
Conference Chairman & Co-Founder, PAFI &  
Chief- Strategic & Public Affairs, Jubilant Bhartia Group

Address by                      Harish Krishnan  
President & Founding Member, PAFI &  
Managing Director, Public Affairs & Strategic Engagements,  
Cisco India & SAARC

Chairman                      Raman Roy  
CEO, Quattro & Chairman, NASSCOM

Address by                      Mukund Govind Rajan  
Chief Ethics Officer & Chairman, Tata Global Sustainability  
Council

**Address by**                      **Amitabh Kant,**  
**the Chief Guest**                      **CEO, Niti Aayog**

Vote of Thanks                      K C Ravi,  
Vice President & Founding Member, PAFI &  
Vice President – Commercial Acceptance & Public Policy  
for South Asia, Syngenta

1700 hours

Close (Followed by Tea/Coffee)



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