



Public Affairs Forum of India

PROGRAMME

National Conference

on

“Public Affairs: Managing & Engaging Stakeholders”

Friday, 18th September 2015, Jacaranda Hall, 1st Floor, IHC, Gate No. 3, Lodhi Road, New Delhi

0930 Hours : Registration & Networking

1030-1115 Hours : **Session-I- Inaugural**

Role and influence of various stakeholders in the operation of a company has a deep influence on its functioning. 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?

Conference Chairman: Ajay Khanna, Management Committee Member, PAFI

- Welcome by T S Vishwanath, President, PAFI
- Theme Address by Rajiv Kumar, Senior Fellow, CPR & Founding Director, Pahle India Foundation
- Inaugural address by the **Chief Guest – Jayant Sinha**, Minister of State for Finance, Government of India
- Vote of Thanks by Rahul Sharma, Vice President, PAFI

1115 -1230 Hours : **Session II- Public Affairs- A Global Perspective**

Globally, public affairs as a profession has witnessed several challenges requiring a strategic shift in its functioning. How has Public Affairs evolved in various geographies across the globe? Would strategies and content for public affairs differ for different sectors? What are the global best practices for public affairs?

Welcome: Rahul Sharma, Vice-President, PAFI

Moderator: Sanjay Singh, Principal Resident Representative, Tata Sons Ltd.

Panel:

- Kevin Bell, Global practice Chair for Public Affairs, Genesis Burson-Marsteller, UK
- Evan Kraus, President and Managing Director of Operations, APCO Worldwide, USA
- Jan Luykx, Ambassador, Embassy of Royal Kingdom of Belgium, New Delhi
- Naheed Mehta, Senior Adviser, International Affairs, Edelman, UK

1230 -1315 Hours : Networking Lunch – hosted by **TATAs**

1315 -1430 Hours : ***Session III- Public Affairs & Bureaucracy***

Understanding the process of decision-making within the government is key to greater interaction between companies and bureaucracy. What is the role that the bureaucracy expects from public affairs professionals? How can companies build a constructive Government relation programme?

Welcome: Raman Sidhu, Management Committee Member, PAFI & Chairman, European Business Group, India

Moderator: R Chandrashekhar, President, NASSCOM & Former Secretary, Government of India

Panel:

- Vijay Chhibber, Secretary, Ministry of Road Transport & Highways
- Arvind Mayaram, Secretary, Ministry of Minority Affairs
- Satish C Mehta, Director General, Indian Council for Cultural Relations (ICCR) & Additional Secretary, Ministry of External Affairs
- Anup K Pujari, Secretary, Ministry of Micro, Small and Medium Enterprises

1430 – 1545 Hours : ***Session IV- Public Affairs & Media relations***

Do companies look at managing media or engaging with media? How do media professionals view public affairs professionals? Is there a need for a shift in the way companies currently deal with media? Is digital media the new business disrupter? Do companies need to look at different media platforms - print, television & digital - differently for delivering their messages?

Welcome: T S Vishwanath, President, PAFI

Moderator: Prema Sagar, Vice Chair, Burson-Marsteller, Asia Pacific & Principal/Founder, Genesis Burson-Marsteller and Founding President, PAFI

Panel:

- A K Bhattacharya, Editor, Business Standard
- Raj Chengappa, Group Editorial Director, India Today
- Victor Mallet, South Asia Bureau Chief, Financial Times
- Javed Sayed, Assistant Executive Editor, The Economic Times

1545 – 1600 Hours : Networking Break over Tea/Coffee

1600 – 1710 Hours :

Session V- Integration of Public Affairs, CSR & Community Investment

Aligning community relations & business strategy remains a key and important task for industry across continents. Are companies doing enough in this space? Is civil society engaging enough with companies and vice versa? Is there a need for greater engagement between industry and civil society?

Welcome: KC Ravi, Treasurer, PAFI

Moderator: Nitin Pai, Co-Founder, Takshashila Institution

Panel:

- Subir Gokarn, Director of Research, Brookings India
- Anshu Gupta, Founder, Goonj
- Ravi Singh, Secretary General & CEO, WWF India
- Piyush Tewari, Founder, SaveLIFE Foundation

1710 – 1810 Hours :

Session VI- Public Affairs – CEO's perspective

Risk and crisis management as also managing the reputation of firms they head is an important task for CEO's. How much do they rely on public affairs team within the companies in this process? Are public affairs teams seen as strategic advisors or are they part of the execution team? How can public affairs teams help bring more strategic insights to CEO's?

Welcome: Rajeev Batra, Former President, PAFI

Moderator: Dilip Chenoy, Managing Director & CEO, National Skill Development Corporation (NSDC)

Panel:

- Siddhartha Pahwa, CEO, Meru Cabs
- Raman Ramachandran, Managing Director & CEO, BASF
- Sri Rajan, Chairman, Bain & Company India
- Kandarp Singh, CEO, Tetra Pak

1810 – 1930 Hours : ***Session VII- Public Affairs & legislature***

Legislators require regular updates to raise relevant and important topics for discussion in Parliament. What role can public affairs teams in companies play in providing relevant information to legislators? Are legislators open to alternate viewpoints on issues? Is there a need for more evidence-based advocacy by companies?

Welcome: Ajay Khanna, Conference Chairman

Moderator: Jyoti Malhotra, Senior Writer, India Today

Panel:

- MM Pallam Raju, Former Member of Parliament, Congress
- K.T.S. Tulsi, Member of Parliament
- Pavan K Varma, Member of Parliament, JDU
- Tarun Vijay, Member of Parliament, BJP

Closing Remarks : T S Vishwanath, President, PAFI

1930 Hours onwards : Cocktails: Sponsor - Pernod Ricard

Dinner

** Programme As on 18.09.15*

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