



Public Affairs Forum of India

## Press Note

### **Public Affairs Forum of India (PAFI) brings together Policy Makers, Politicians, Corporates and Media to discuss emerging trends in Public Affairs**

#### **PAFI's 2<sup>nd</sup> National Conference: *Public Affairs: Managing & Engaging Stakeholders***

**New Delhi, September 18, 2015:** Public Affairs Forum of India (PAFI), today hosted a day-long National Conference on ***Public Affairs: Managing & Engaging Stakeholders***, at India Habitat Centre, in New Delhi.

**Inaugurated by Mr. Jayant Sinha, Hon'ble Minister of State for Finance, Government of India**, the conference focussed on a content-driven agenda for public affairs that will change perceptions and help build strong alliances across the whole spectrum of stakeholders. Senior bureaucrats, economists, business leaders, MPs and politicians participated and spoke at the conference.

Minister of State for Finance Mr. Jayant Sinha suggested a three-pronged strategy for industry to engage with the government. He was speaking at the Second Annual Conference of the Public Affairs Forum of India (PAFI) here today.

The minister was of the view that the National Democratic Alliance Government's slogan "Sabka Sath, Sabka Vikas" brings out its objective to ensure that all policies are made in national interest.

He said that to achieve this, industry needs to approach the government with the national interest in mind and not in individual company's interest. "They should take a broad perspective that is in national interest", he said. He requested industry to be responsive and open to the public interest. Every ministry in the Government is paying great attention to signals and we are trying to separate the noise from signals, the Minister said.

Second, he said the industry needs to keep in mind the bandwidth within the government when seeking changes to policies. He said it was important for industry to ensure that they understand that issues will be prioritized by the government as not all issues can be handled at the same time.

He said that the industry needs to be careful before it seeks exemptions and benefits from the government. The government is keen on looking at all the numbers before taking decisions and said suggestions from industry that are not backed by adequate data cannot be entertained.

Third, He said that the industry should know the work that the different departments within the government do and target their suggestions specifically to each department.

Mr. Rajiv Kumar, Senior Fellow, CPR and Founding Director, Pahle India Foundation, in his address said that industry has to take a larger approach to issues. He said that industry has to ensure that the larger interests are addressed by industry under the public affairs work.

Mr Ajay Khanna, Chairman of the Conference and Founding Member PAFI welcomed the participants and said that PAFI was moving companies to look at content rather than context while dealing with stakeholders. T S Vishwanath, President PAFI in his welcome address said that PAFI was interested in engaging closely with the government. Mr Rahul Sharma, Vice President PAFI gave the vote of thanks.

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