



Public Affairs Forum of India

4th 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) 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 4th 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

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, Public Affairs & Strategic Engagements, Cisco India & SAARC
	Address by the Chief Guest	Sanjaya Baru Secretary General, FICCI
	Vote of Thanks	Ishteyaque Amjad, Treasurer, PAFI & Vice President- Public Affairs & Communications, Coca Cola India & South West Asia
2030 hours	Dinner (For Mrs.& Mr.)	



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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 &
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:

- Aruna Sundararajan, Secretary, Department of Telecommunications, Ministry of Communication
- Atanu Chakraborty, Director General, Directorate General of Hydrocarbons
- Alok Chaturvedi, Director General Foreign Trade
- Atul Chaturvedi, Additional Secretary, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry

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, Past President & Founding Member, PAFI & Principal Adviser, APJ-SLG Law Offices



1300-1340 hours

Special Luncheon Session with Dr. Vinay Sahasrabuddhe, Member of Parliament & National Vice President, BJP

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?

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

Address: Vinay Sahasrabuddhe, Member of Parliament & National Vice President, BJP

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

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
- Supriya Shrinete, Executive Editor, ET Now

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



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

1700 hours

Close (Followed by Tea/Coffee)



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