



Public Affairs Forum of India

New Delhi, September 11, 2017: With the theme of “Public Affairs: Effective Advocacy & Public Policy Strategies”, Public Affairs Forum of India (PAFI) will organize its 4th annual national conference discussing strategies to develop effective advocacy methods and ways and means to engage with stakeholders to build a robust public policy & public affairs programme. This edition of the conference will engage with vital stakeholders across key disciplines to bring together different perspectives in a globally networked and inter-dependent world.

Mr. Vinay Sahasrabuddhe, Member of Parliament & National Vice President, BJP, will over a formal dinner on the 14th September. Mr. Sahasrabuddhe will share his views on the top political issues, performance of the Union Government and domestic and international priorities for next two years. He will also share his thoughts on expectations from public affairs professionals and their roles in advocacy & shaping public policy.

The conference will be inaugurated on 15th Sep. by Mr. Hardeep Singh Puri, Minister of State (Independent Charge), Ministry of Housing & Urban Affairs, Government of India. He will share his views on the role of public affairs in helping the government with efficient policy formulation while ensuring seamless information flow between the government and industry on key policy issues.

The closing session will see Mr. Amitabh Kant, CEO, NITI Aayog, talking about effective advocacy with Government, discussing scope for content-driven public affairs engagement and the role that the industry can play a role in the policy formulation process.

The day-long conference will begin at 9 AM on the 15th Sep. and will cover themes like effective advocacy with bureaucracy and the role of public affairs thereof, importance of public affairs as a function and the role that CEOs play, perceptions about advocacy & media and the factor of trust, and public affairs engagement with legislators.

The conference will see thought leaders from the field of Legislature, Bureaucracy, Industry, and Media.

LEGISLATURE	BUREAUCRACY	INDUSTRY	MEDIA
<ul style="list-style-type: none">• Deepender Singh Hooda, Congress• Kunwar Bhartendra Singh, BJP• Pinaki Misra, BJD• Prem Das Rai, Sikkim Democratic Front	<ul style="list-style-type: none">• Alok Chaturvedi, Director General Foreign Trade• Aruna Sundararajan, Secretary, Department of Telecommunications, Ministry of Communication• Ashok Lavasa, Finance Secretary, Ministry of Finance• Atanu Chakraborty, Director General, Directorate General of Hydrocarbons• Ramesh Abhishek, Secretary, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry	<ul style="list-style-type: none">• Anil Menon, Global President, Smart +Connected Communities, Cisco• Dinesh Agarwal, Founder, IndiaMART• Kiran Karnik, Former President, NASSCOM• Mukund Govind Rajan, Chief Ethics Officer and Chairman, TATA Global Sustainability Council Piyush Tewari, CEO, SaveLIFE Foundation• Raman Roy, CEO, Quattro & Chairman, NASSCOM• Sanjay Modi, Managing Director, Monster.com• Sanjeev Bhikachandani, Founder, Info Edge• Shivnath Thukral, Managing Director, Carnegie India• Srivatsan Rajan, Chairman, Bain & Company	<ul style="list-style-type: none">• Naazneen Karmali, India Editor, Forbes• Nikhil Pahwa, Editor & Publisher, MediaNama• Raj Chengappa, Group Editorial Director, India Today• Sukumar Ranganathan, Editor, Mint• T K Arun, Opinion Editor, Economic Times

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.

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About Public Affairs Forum of India (PAFI):

About Public Affairs Forum of India (PAFI): Serving as a professional resource for the Public Affairs and Corporate Affairs professionals, PAFI is dedicated to raise and maintain standards of practice in public affairs to enable the Industry to attain recognition and credibility. PAFI provides members with the platform and opportunity to exchange information, share their knowledge and experiences in engaging with external stakeholders like the government, media, industry associations, multilateral agencies and think tanks. For more information, visit: www.pafi.in

About Public Affairs Forum of India (PAFI):

The Public Affairs Forum of India (PAFI), registered under Societies Registration Act XXI of 1860, is a non-partisan, not-for-profit Society, comprising of organisations working in the field of Public & Corporate Affairs. PAFI is dedicated to raise and maintain standards of practice in public affairs to enable the Industry to attain recognition and credibility. Serving as a professional resource for the Public Affairs and Corporate Affairs professionals, PAFI provides members with the platform and opportunity to exchange information, share their knowledge and experiences in engaging with external stakeholders like the government, media, industry associations, multilateral agencies and think tanks. For more information, visit: www.pafi.in