



Public Affairs Forum of India

**PAFI 7<sup>th</sup> National Forum 2020**  
**Building Trust, Charting Growth**  
Friday, October 23, 2020

**1450 – 1530 hours**

**Session 9: Interactive session with CM of Punjab**

Welcome



**Ishteyaque Amjad**

President, PAFI &  
Vice President – Public Affairs,  
Communications & Sustainability  
Coca-Cola, India and South West Asia

He spearheads the practice and his charter includes government relations, policy advocacy, communications and sustainability. With a career spanning over two decades, Ishteyaque has had the opportunity to work across a diverse set of industries through stints in organizations such as Cargill, HCL and Essar Group.

As one of India's leading practitioners of public/corporate affairs, Ishteyaque is passionate about social issues and is a strong advocate for deploying business solutions to address societal challenges. He is often described as someone with a *capitalist's mind* and an *activist's heart*!

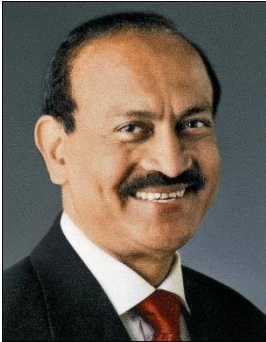
Ishteyaque serves on the Advisory Board of AIESEC India and has served on the Board of Management of TERI School of Advanced Studies. He has been a jury at the Cannes Lions the Festival of Creativity. He graduated with a Bachelor's degree in Economics from Aligarh Muslim University and is also an alumnus of the Indian Military Academy, Dehradun.

With a flair for words, Ishteyaque prefers poetry and anecdotes as the perfect medium for storytelling. A skill he exercises often during fun weekends with his two boys, sipping a Coke Zero 'on the rocks'.



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## Moderator



### **Raj Chengappa**

Group Editorial Director  
India Today Group

A journalist for over 40 years, Raj Chengappa is currently the Group Editorial Director (Publishing) of the India Today Group and Editor of India Today magazine. Prior to this assignment he was the Editor-in-Chief of The Tribune Group of Newspapers. Before that he was with India Today magazine for 29 years and served in various capacities including as its Managing Editor. He has written extensively on politics, foreign affairs, security, nuclear weapons, development, health, education and the environment for India Today. He was a member of the Prime Minister's Council on Climate Change between 2006-2014. His best-selling book, *Weapons of Peace: The Secret Story of India's Quest to be a Nuclear Power*, chronicles India's nuclear weapons history.

A former President of the Editors Guild of India (2016-18), he has won the Prem Bhatia award for Excellence in Reporting (1998) and the Statesman Award for Rural Reporting (1987). He was a Nieman fellow at Harvard University (1990-91), a Harry Brittain fellow partly at Oxford University (1985) and a Stimson Fellow on Security Issues in Washington, D.C. (1995). More recently, he was winner of the 2019 National Award for Excellence in Rural Journalism by the Press Council of India and was conferred the 2020 Haldighati National Award for his work of permanent value in awakening society through the medium of journalism.



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### Speaker



### **Capt. Amarinder Singh**

Chief Minister of Punjab

<b>Date of Birth</b>	:	11-March-1942
<b>Place of Birth</b>	:	Patiala
<b>Father's Name</b>	:	Maharaja Yadavindra Singh
<b>Mother's Name</b>	:	Smt Mohinder Kaur
<b>Name of wife</b>	:	Smt. Preneet Kaur
<b>Children</b>	:	One son and one daughter
<b>Education</b>	:	Graduate

### **Profession -Public Service**

- Commissioned in the Indian Army in 1963 but resigned in July 1965 as his father was appointed Indian Ambassador to Italy and his services were required at home. He rejoined the Army when Indo-Pak hostilities broke out into a full fledged war in 1965. He actively participated in the Indo-Pak War in the Western Sector as ADC to Lt Gen Harbaksh Singh, the then GOC-in-C of the Western Command. Once the war was over he resigned again in 1966 to join active politics later.
- He was elected Member of the Parliament (Lok Sabha) from Patiala in January 1980. However, he resigned from the Lok Sabha in June 1984 to protest against the entry of the Army in the Darbar Sahib Complex, Amritsar.
- He was elected to the Punjab Vidhan Sabha in September 1985. He became Cabinet Minister of Agriculture, Forests and Panchayats; and resigned from the Cabinet on 2<sup>nd</sup> May 1986 to protest against the entry of para-military forces and Police in Darbar Sahib Complex, Amritsar. He was later on elected Leader of Legislature Party of Shiromani Akali Dal in the Punjab Vidhan Sabha till its dissolution in April 1988.
- He remained Member of the Working Committee of Shiromani Akali Dal. He also formed Shiromani Akali Dal (Panthic) and became its Convener. After the merger of SAD (Panthic) with SAD (Longowal), he became Chairman of the Parliamentary Board of SAD. He was elected unopposed as MLA on 5<sup>th</sup> February 1992 from Samana Constituency. He resigned from SAD and revived SAD (Panthic) and became its Chairman on 12<sup>th</sup> September 1997.



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- After sometime, SAD (Panthic) merged with the Indian National Congress and Capt Amarinder was appointed as President of Punjab Pradesh Congress Committee on 4<sup>th</sup> July 1998. He was again elected as President of the PPCC on 25<sup>th</sup> November 2000.
- Capt Amarinder Singh was elected MLA for the third time in February 2002 and became the Chief Minister of Punjab for the first time.
- In May 2014 General Elections, Capt Amarinder Singh was elected as Member of Parliament (Lok Sabha) from Amritsar with a huge margin.
- Capt Amarinder Singh again led the Congress party to a sweeping victory in 2017 and became the Chief Minister for the second time.

### **Fields of Interest**

- Agriculture, Horticulture, Sports, Aviation and Information Technology.

### **Sports/Clubs**

- Member, Marylebone Cricket Club, London (U.K.); Navel and Military Club, 94, Piccadilly, London; India International Centre, New Delhi; Member, Ex- M.Ps Association, Indian Parliamentary Group, New Delhi; Life Member, Institute for Defense Studies and Analysis, Sapru House, New Delhi; Golf Club, Patiala; Defence Officers Institute, Patiala; Rajindra Gymkhana and Mahendra Club, Patiala; Indian Mushroom Growers' Association, Solan (H.P.); Mushroom Growers' Association, 2 St. Pauls Street, Stanford, Lincolnshire, (UK); Auro Club of India Safderjung Airport, New Delhi; Equestrian Federation of India, New Delhi; Patiala Gun Club; Golf Club, Delhi and Patiala; Defence Services Officers Institute, Patiala; Himachal Pradesh Angling Association; Polo Club, Delhi; MCC, Delhi Club; and Military & Navy Club, London.

### **Travels/Countries Visited**

- USA, UK, Poland, Italy, Turkey, Switzerland, Belgium, Pakistan, West Germany, Holland, France and Iran.

### **Books Authored**

1. Lest We Forget
2. A Ridge Too Far
3. The Last Sunset: Rise and Fall of Lahore Durbar
4. Honour and Fidelity: India's Military Contribution to the Great War 1914 to 1918
5. Monsoon War: Young Soldiers Reminisce
6. Saragarhi and the Defence of the Samana Forts



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### Closing Remarks



#### **Viraj Chouhan**

Chief Government Affairs &  
Communications Officer  
PepsiCo India

Viraj Chouhan is the Chief Government Affairs & Communications Officer at PepsiCo India. An experienced professional, Viraj has over 26 years of experience in areas like public policy, sustainability, reputation management, corporate communications, investor relations and stakeholder management.

At PepsiCo India, Viraj is part of the leadership team and is responsible for leading operations to sustain the company's corporate image and reputation among external and internal stakeholders. In addition, Viraj plays a crucial role in helping shape policy to promote the company's business objectives in areas such as retail, nutrition, sustainability, among others. His expertise lies in navigating complex public policy challenges to enable delivery of business goals. He is also responsible for overseeing the Consumer Relations function in PepsiCo's India Region.

Prior to PepsiCo India, Viraj has demonstrated history of high-performance in companies such as Bharti Airtel, Coca-Cola, MTS. He has been instrumental in deftly conceptualizing and driving public policy, sustainability and brand public relations across multiple countries.

Previously, Viraj served as the Chief Communications Officer at Ola (ANI Tech Pvt Ltd), where he was a part of their leadership team as well.

Viraj is a graduate in Bio-Chemistry and holds a Post Graduate diploma in Business Management, Marketing and IT from Amity Business School.

An avid reader and an aero modeller, Viraj is also a collector of artefacts from across the world.