

Ad

TUE, SEP 13, 2022 | UPDATED 13:45 PM IST



THE TIMES OF INDIA

- Opinion
- ▶ Times View
- Readers' Blog
- Times Evoke
- City
- India
- World
- Entertainment
- Sports
- Spirituality
- Bl


NEWS / BLOGS / INDIA / Public policy direction and public affairs in an increasingly transparent World

INDIA

Public policy direction and public affairs in an increasingly transparent World

September 12, 2022, 7:29 PM IST / Ajay Khanna in Voices, India, TOI

- FACEBOOK
- TWITTER
- LINKEDIN
- EMAIL



Ajay Khanna
Co-founder, PAFI (Public Affairs Forum of India) & Chairman of PAFI Annual Forum

Events over the past two years have seen the World in turmoil. Economies for the most part are hurting, employment opportunities have under gone under a rejig or diminished, supply chains are being altered. The world is trying to claw back to normalcy. With varying degrees of freedom available to countries around the globe, recent data shows that India is

WRITE



among those, relatively better placed to heal itself as also contribute to the economic revival process.

Speed, scale and sustainability are the bedrocks for such revival. This would require agreement and resolution among diverse stake holders with regard to priorities and the path forward. An ideal scenario for grounded public affairs is to take a leap forward and play a significant role to shape progressive public policy to deliver future outcomes.

Having come thus far, public affairs has taken root as a desirable interface between government and industry where sound rationale and mutual understanding of business and national imperatives alongside priorities can lead to sustainable policy measures.

A lot has happened in India that is ripe for a scale-up. The development of alternative payment systems, pervasive banking platforms, innovative healthcare models, IT-enabled governance mechanisms, Digital Stack, viable supply chain alternatives in automobiles, pharmaceuticals, electric propulsion vehicles, alternate energy, communication equipment, logistics to name a few. In addition, there has been an explosion of entrepreneurial energy leading to a large number of startups, capable of graduating to being a unicorn.

TOP VOICES



Twinkle I
Mrs Funny



Sanjiv Sh
Cash Flow



Vinita Da
O-zone



Captain C
Captain's M



All these efforts require nurturing through sensible policies that allow enterprise to grow and compete globally while ensuring fair play.

It is well known that new initiatives precede regulation. Therefore, it is incumbent upon industry and government to take a holistic view that not only safeguards national and consumer interests but also furthers the development and scale-up. The number of promising initiatives can be driven through benign policy. Take the case of banking reforms that have encouraged scalability through a combination of technology and forward looking regulation. Alternate payment systems and the Digital India movement have brought in innovations such as UPI, BHIM and others that have taken the fintech world by storm. Separately, investor protection is an area where through oversight by government, SEBI, with inputs from industry and stakeholders, fresh norms of corporate disclosure have evolved.

This policy landscape is a fertile ground for productive public policy engagement. There is no substitute for comprehensive product knowledge with a thorough understanding of the business landscape, environmental surround and authenticity of purpose that breeds trust, respect,

TOP EDITORIALS

- 1 1 doctor per 1,0 magic number WHO target, b doctors have d
- 2 The real story c oustees becar
- 3 18-hour days n not rubbish ide Harsh Goenka

recognition and a voice at the table for a public affairs professional in a consultative relationship.

Thankfully, the public affairs function has evolved a great deal. Not only is the discipline being formally taught as part of curricula in prestigious institutions but the function is also being entrusted to senior-most professionals in the business. Increasingly, bright young individuals with a professional background are also attracted to public affairs, auguring well for the profession and its credibility.

Public affairs is also playing an important role both in the boardrooms as well as in external advocacy towards India's aspirations of becoming a manufacturing hub. At this juncture, especially where alternatives to relocating manufacturing bases and de-risking supply chains from regional and geographic overdependence are being considered, highlighting India's significant advantages of political neutrality, baseline capability and intellectual prowess is shaping investment pre-disposition.

Recent co-operative inter-governmental dialogue with the QUAD countries reflects this ongoing alignment and concerted push by both government and industry. These efforts are likely to spur the 'Make in India' thrust, a noteworthy public affairs initiative that marks the



convergence of government priorities with industry imperatives to safeguard strategic sectors while growing those having export potential.

The refrain on the 'Ease of doing business in India' or the 'Pleasure of doing business' as PAFI has been propagating, has led to ongoing reforms. However, much more needs to be done in this space through continued representation and dialogue.

A lot has been achieved in the 75 years since independence and as we look forward to a vibrant and greater role for India in its 100th year, divergent ideologies, beliefs and opinions will need re-alignment. Innovation, Infrastructure, the digital India movement shall power big changes, creating economic multipliers with far reaching consequences. Undoubtedly, public affairs will be that powerful tool to generate synergy through stakeholder engagement. I, therefore, foresee a much enlarged and strategic role for public affairs in the roadmap to India of 2047!

[FACEBOOK](#)[TWITTER](#)[LINKEDIN](#)[EMAIL](#)

.....





START A CONVERSATION

DISCLAIMER

Views expressed above are the author's own.

..... END OF ARTICLE

POPULAR CATEGORIES

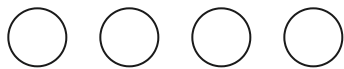
Headlines

Sports News



About us
Create Your
Own Ad
Terms of
Use and
Grievance
Redressal
Policy
Privacy
policy

Advertise
with us
RSS
Newsletter
Feedback
ePaper
Sitemap
Archives

FOLLOW US ON**OTHER TIMES GROUP NEWS SITES**

The
Economic
Times
Hindi
Economic
Times
Navbharat
Times
Maharashtra
Times
Vijaya
Karnataka
Telugu
Samayam
Tamil
Samayam

Malayalam
Samayam
Ei Samay
I am Gujarat
Times Now
Times Now
Navbharat
TimesPoints
Indiatimes
Brand
Capital
Education
Times
Times Food
Miss Kyra

Business News
India News
World News
Bollywood
News
Health &
Fitness Tips
Indian TV
Shows
Celebrity
Photos

TOP TRENDS

Coronavirus in
India Live
Russia Ukraine
War Live
Secunderabad
Hotel Fire
DDA Housing
Scheme 2022
Queen
Elizabeth News
Ajit Pawar
Papua New
Guinea
Earthquake
Mukul Rohatgi
India T20
World Cup
Squad 2022

Jossa
Counselling
Sankashti
Chaturthi 2022
India Covid
Cases
Stock Market
BJP Rally in
Kolkata
Gyanvapi
Mosque Case
Adani Share
Price
Cryptocurrency
Price in India
Horoscope
Today

LIVING AND ENTERTAINMENT

iDiva
MensXP.com
Femina
ETimes
Grazia
Zoom
Travel
Destinations

Bombay Times
Cricbuzz.com
Filmfare
Online Songs
TV
Lifestyle
Longwalks App



Newspaper Times Prime
 Subscription Whats Hot
 Food News

HOT ON THE WEB

Sign Of Bad Tollywood Diva
 Karma
 Brahmastra Rajinikanth
 Collection Daughter
 Krishnam Raju Baby News
 Emmy Awards High
 2022 Winner cholesterol
 List Symptoms
 Sara Ali Khan Bollywood
 Diva
 Bowel Cancer
 Symptoms

TRENDING TOPICS

Ratan Tata Medical
 Nora Fatehi Checkup
 Before
 Kylie Jenner's Wedding
 Favourite Food
 Bollywood
 Nayantharas Diva
 Suresh Raina Gynaecological
 Home Cancers
 Srishty Rode Symptoms
 Urvashi Arti Singh
 Rautela Weight Loss
 Keerthy Suresh Vivo Y55s
 Esther Anil Laptops under
 30000
 Suriya Jyothika WiFi Routers
 Best Place In
 Northeast Tablets under
 15000
 Richa-Ali
 Wedding

SERVICES

Ads2Book Bollywood

7.0325000	2017.0325000
CouponDunia	News
Dineout	Times Mobile
Magicbricks	Gadgets Now
TechGig	Careers
TimesJobs	Colombia

Copyright © 2022 Bennett, Coleman & Co. Ltd. All rights reserved. For reprint rights: Times Syndication Service

