



## HIGHLIGHTS



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# Public Affairs Forum of India (PAFI)

**Public Affairs Forum of India (PAFI)** aims at aligning business, society and government on long term priorities; fostering trust across all stake holders; collaboratively developing smart and relevant policies, proposals and processes that foster innovation and rely on evidence based research and promote capacity building to navigate change within the context and complexity of India.

**PAFI** is at the forefront of driving ethical and respectful dialogue and interaction amongst stakeholders and serves as a professional resource for public affairs practitioners.

**PAFI** members are committed to practice the highest standards of honesty, accuracy and integrity. Since its inception in 2008, PAFI has been actively promoting and upholding transparency, probity, inclusion and diversity across the wider remit of Public Affairs profession spanning Policy Advocacy, Government Relations, Stakeholder Engagement, Corporate Communications and Corporate Social Responsibility representing all sectors.

**PAFI** is a vibrant platform with enriching opportunities for public affairs practitioners to learn from interactions with each other as well as with policy makers and influencers through interactive Dialogues, Panel Discussions, Seminars, Research, Annual Lecture and the National Forum,



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# Message from Hon'ble Prime Minister, Shri Narendra Modi



सत्यमेव जयते

प्रधान मंत्री  
Prime Minister

## MESSAGE

It is heartening to learn about Public Affairs Forum of India (PAFI) organising the 8<sup>th</sup> edition of its annual National Forum through the virtual mode.

The spirit of this year's theme – “Reviving the economy: Reimagine. Reboot. Reform” is visible in India's resolute efforts as we move ahead to create a New India. The annual Forum itself exemplifies the resilience of mankind against the once in a century pandemic.

In the midst of the challenges posed by COVID, India remained firm to undertake reforms even when major economies of the world became defensive. In the post-COVID world, India is steadfastly striving towards self-reliance, for global good.

Our Government has been committed to ensure that governance becomes process-driven and people-centric. Our emphasis has been on making development holistic and inclusive.

Through reforms aimed at transforming every sector, be it agriculture, manufacturing, industry or infrastructure, India is marching ahead at a rapid pace. Technology and innovation have played the role of enabler and force multiplier towards ensuring the last-mile reach of our delivery systems.

As the nation celebrates Amrit Mahotsav of its Independence, our vision to build a glorious India is driven by the collective resolve of 130 crore citizens. The role of valued stakeholders such as PAFI assumes even greater importance in such a scenario to capitalise on the opportunities in the resurgent New India.

I am sure that the deliberations at this edition of National Forum will provide vital inputs for policy makers, businesses and civil society to chart out a futuristic roadmap and be a part of our growth story with the mantra of ‘Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas’.

Best wishes for highly successful deliberations at the 8<sup>th</sup> edition of PAFI's National Forum.

(Narendra Modi)

New Delhi  
आश्विन 22, शक संवत् 1943  
14<sup>th</sup> October, 2021



# PAFI's 8<sup>th</sup> National Forum 2021

## Context

Theme of the **PAFI's 8<sup>th</sup> National Forum 2021**, held virtually on **21<sup>st</sup> & 22<sup>nd</sup> October 2021** was **"Reviving the Economy: Reimagine. Reboot. Reform"**. The Forum featured over 70 leaders from all over the world sharing their insights through **16 curated sessions**. The Forum focused on the long-term aspirational agenda for reviving the economy in India and across geographies. Speakers and participants identified key trends, sectors and suggested solutions including course correction to rebuild the economy.

With **Telangana** as the state partner, **PAFI's 8<sup>th</sup> National Forum 2021** focused on the possible steps required, across the stakeholder universe, to ensure economic growth that would help in correcting the social imbalances amplified by the pandemic. The global and Indian economy have, in the last two years, faced unprecedented pressures, eroding the painstaking gains made over the years on several crucial indicators. The terms and nature of business have also changed forcing corporates to rework the existing models across the value chain. Therefore, all stakeholders need to collectively work towards relaunching the inclusive growth process.

PAFI's National Forum was not just a platform for interactive deliberations via **discussions, debates and dialogues** amongst various stakeholders, but more importantly set the **direction** for broader policy and economic agenda emerging from active participation and interaction across a diverse set of stakeholders. These included, Union Ministers, State Ministers, Government officials from the central and state, as well as global & multilateral organizations, ceo's, media, think tanks and legislators.





## Reviving the Economy

The global and Indian economy have, in the last two years, faced unprecedented pressures, eroding the painstaking gains made over the years on several crucial indicators. PAFI's 8<sup>th</sup> National Forum focussed on the long-term aspirational agenda for reviving the economy in India and across geographies. Speakers and participants identified emerging trends and suggested solutions, including course correction to rebuild traumatized economies. The three focus areas of the Forum discussed various ideas and some of them are enumerated in this document.



## Reimagine

The **COVID-19** pandemic has had a major impact on the economy across the globe. The uneven impact, however, exposed the fault lines in the inclusive growth process. To realize the vision of becoming the largest economy by 2050, India needs to **"Reimagine"** the growth paradigm to ensure development of each section of the society.



## Reboot

**Reimagine** will not deliver growth if we do not **"Reboot"** after post-pandemic introspection. To make the reboot successful there is a need for the Government to integrate industry into the policy making process and for industry to look beyond only sectoral or temporal gains to make the growth process more inclusive even as we should continue to leverage and contribute towards, strong global regional and domestic supply chains.



## Reform

Counterintuitive though it may seem, it is the opportune time to ring in structural **Reforms** that foster **Trust**. These include reinforcing confidence in institutions, investments in health, education and infrastructure. With the continuation of fiscal stimuli, India would have the requisite agility amidst complex geo-politics. The Government also needs to Celebrate **domestic investments** as much as it does track and highlight foreign investment.

**"Invested in India" needs as much focus as Invest in India.**



## Executive Summary

Post-pandemic revival offers India a unique opportunity to reimagine the growth paradigm, reboot the economic engine and usher in a new wave of resolute and transformative policy reforms that unshackle the entrepreneurial spirit, foster innovation and accelerate social inclusion. This was the key message reverberating across 16 sessions of the **8<sup>th</sup> National Forum** with the theme **“Reviving the Economy: Reimagine. Reboot. Reform.”**

Celebrating **‘Azadi ka Amrit Mahotsav’**, India @ 75 is on its way towards becoming a global force to reckon with as a ten trillion-dollar economy by 2030 with exemplary leadership and progress across the Sustainability Development Goals. Speakers agreed that not only India’s growth story will revive but will continue to thrive. However, they also cautioned against over-regulation and protectionism that would hurt economy and deter investments even as the small and medium enterprises may need handholding support to compete globally.

India needs to accelerate investment in infrastructure, manufacturing and emerging areas like electronics while adopting and adapting digitalisation at scale, especially in areas like education and healthcare.

Partnerships on a solid foundation of trust would be key in this endeavour whether these are in the form of cooperative federalism between India and the US & in the realm of creative economy or across public sector and private sector.

Even as Geo-Politics and Global value chains become ever more complex and unpredictable, **PAFI** would continue to partner with the centre and the states towards building a predictable and forward-looking policy environment that makes doing business a pleasure.



**Ajay Khanna**

Forum Chairman &  
Co-Founder, PAFI and  
Group - Global Chief  
Strategic & Public Affairs  
Jubilant Bhartia Group

# Session 1: Reviving the Economy - Game Plan 2030

## [Click to View Session](#)

As the pandemic recedes and the economy recovers, a rare opportunity has arisen to reimagine long-term collective national aspirations while also correcting the social imbalances amplified during the recent crisis.

What steps should the respective stakeholders undertake towards this mission? What would it take to reboot and reform to provide impetus and momentum? What is India's game plan for 2030?

### Session Takeaways:

- India on its way to becoming a USD 10 trillion economy by 2030
- Economic activity picking up again after the pandemic
- Central Government committed to disinvestment as was evident from the Air India divestment
- Government committed to reforms; PM Gati Shakti is an example of government commitment







### Chief Guest

#### Hardeep Singh Puri

Minister of Housing and Urban Affairs and  
Minister of Petroleum & Natural Gas,  
Government of India

“

**Indian economy is well on the way to five trillion-dollar by 2025 and ten trillion-dollar by 2030.**

”



### Moderator

#### Shekhar Gupta

Founder and Editor-In *Chief*  
The Print

“

**Energy is the key to country's economy. Energy, climate change, quality of life and investments, all are interlinked.**

”



### Opening

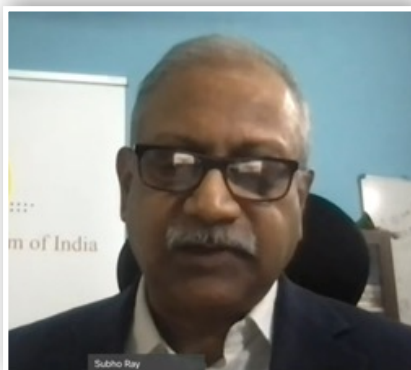
#### Ajay Khanna

Forum Chairman & Co-Founder, PAFI and  
Group - Global Chief Strategic & Public Affairs  
Jubilant Bhartia Group

“

**PAFI aims at aligning business, society and government on long-term priorities, building trust between industry and stakeholders, helping to put in place build smart regulations that do not stifle innovation and building talents and skills to navigate the change.**

”



## Welcome

### Subho Ray

President, PAFI and President,  
Internet and Mobile Association of India (IAMAI)

“

**Simplify issues without making them simplistic.**

”



## Closing Remarks

### Virat Bhatia

Vice President, PAFI and Managing Director  
Apple India

“

**I want to particularly recognize the young students who have joined the National Forum.**

”



## Economic Revival:

“I am confident that we are on our way to becoming a USD 5 trillion economy by 2024-25 and a USD 10 trillion by 2030, from the USD 2.7 trillion economy of today,” said Mr. Hardeep Singh Puri, Union Minister of Housing and Urban Affairs and Minister of Petroleum & Natural Gas.

His optimism stemmed from the fact that the pandemic has led to a different set of growth drivers like the revival of the health sector, increase in exports and India's rise in the global manufacturing index. Other factors included increased economic activity, achieving renewable energy target—the country has already crossed 100 giga watt (GW) of renewable energy compared to the target of 450 GW highest-ever foreign exchange reserves and transformational initiatives like PM Gati Shakti etc.

To further support his argument, Mr. Puri pointed out that the country's current petrol consumption was higher by **16%** and diesel consumption by **10%** to **12%** compared to the consumption in the pre-Covid days. He added that the stock market index recovery and growth since March 2020 was significant.





### **Disinvestment:**

The disinvestment of Air India, the minister said, was a major achievement because the privatization was carried out during the Covid-19 pandemic when most of the airlines had been grounded and the airline industry was suffering. He also pointed out that despite being a loss-making airline, Air India was a first-class asset with 120 planes, with landing rights in 50 to 60 countries, has many international routes, is a strong brand and has many other positives like an excellent engineering staff. He said the success of the Air India disinvestment would help in future privatization and asset monetization.



### **Energy Prices:**

The reasons for such high energy prices, Mr. Puri clarified was because the supply curve had been kept below the demand curve by the crude producing countries such high prices were undermining the global economic recovery and hurting the interests of both the developing and developed countries. But he added that he was in talks with other countries like USA, Saudi Arabia and others to increase India's imports of petroleum products from there.



### **Trade Facilitation:**

Amongst the government's various reform initiatives, Mr. Puri highlighted the PM Gati Shakti. He opined that it would have a significant impact in reducing the logistics costs by bringing manufacturing and logistics in an integrated manner by breaking down the traditional siloed approach of governments. For example, no matter how much food is produced in the country, unless it can be transported cheaply, it would be of little use and there will be little exports.

## Session 2: Reviving the Economy - CEO's Perspective

### [Click to View Session](#)

Pandemic-induced slowdown must be reversed by unleashing the animal spirits to create an inclusive and sustainable high growth economy.

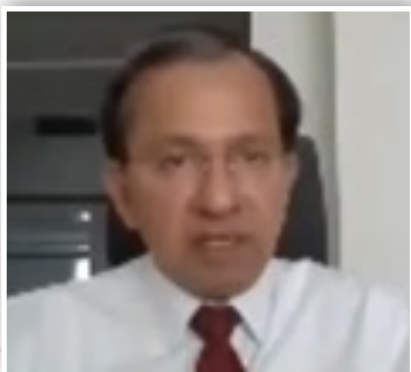
What steps the industry leaders expect the government to undertake and what is it that they are doing in their respective enterprises and the broader ecosystem to revive the economy?

### Session Takeaways:

- Consumption is the biggest growth driver in India. India's growth story will not only revive after the pandemic but will thrive
- Capital will continue to flow into start-up ecosystem, spurring growth
- India to become the digital capital of the world as companies across sectors are embracing digitization
- Digital payments will continue to grow and will help build new communities







### Panelists

#### **Suresh Narayanan**

Chairman and Managing Director  
Nestle India Ltd

“

**Indian economy is driven by consumption. As consumption gets fully revived, the economic rebound would be stronger.**

”



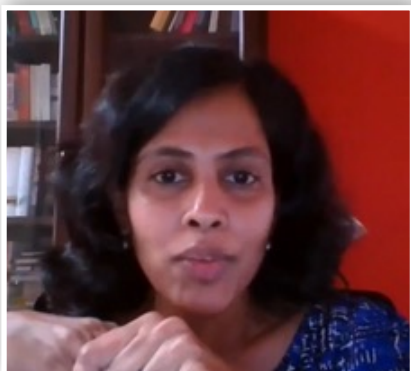
#### **Rajan Anandan**

Managing Director, Surge and Sequoia  
Capital India LLP

“

**Digital convergence, with accessibility and availability, creates the grounds for brands to get penetrated aggressively.**

”



#### **Daisy Chittilapilly**

President  
Cisco India & SAARC

“

**In the long term, consumer experience will be phygital, seamless interaction between the physical channels and the digital channels.**

”



### **B. Amrish Rau**

Chief Executive Officer  
Pine Labs

“

**UPI has provided the infrastructure and allowed the money to move between two individuals like WhatsApp messages, so the entrepreneur can focus on application and consumer adoption.**

”



### **Moderator**

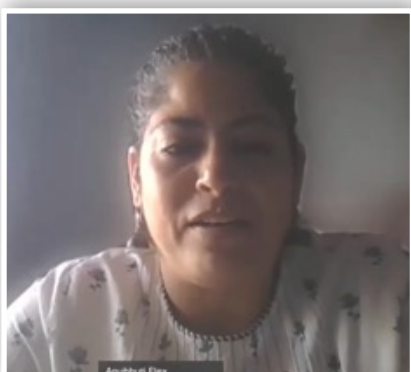
#### **Rohit Saran**

Editor-in-Chief  
The Times of India - Digital

“

**A lot has changed for better. In most sectors, we have gone beyond the pre-covid levels.**

”



### **Welcome**

#### **Anubhuti Kaul Bhrany**

Senior Director & Head Government Affairs  
And Public Policy  
Flex India

“

**One of the most sought-after agenda of today's time is reviving the economy.**

”



## Closing Remarks

### Raman Sidhu

Past President & Founding Member, PAFI and CEO  
EBG Federation

“

**Enhanced consumption, capital flows into start-ups and digital convergence would accelerate India's growth as we come out of the pandemic and beyond.**

”

Suresh Narayanan asserted that the country's growth will not only revive, but will emerge stronger after the pandemic, thanks to consumption being the key driver and contributor to the economy.



### Changing Consumer Behavior:

Post-pandemic India is expected to witness four changes in consumer behavior, Mr. Narayanan said. First, the consumer is increasingly going to rely on tried and tested brands rather than experiment with new ones, at least in the consumer goods space. Second, consumers are willing to pay little extra if they are assured of the quality and nutritional value of a product. Third, the concept of health immunity has suddenly entered our lexicon, which was never a part of the Indian dictionary. Immunity was mostly associated with taxation and other regulatory issues but never with health. Today, it has become a key characteristic and significant feature of the Indian food processing industry. Fourth, Indians are seeking value in their products because of the situation they are in today. With rampant unemployment, salary cuts and where the economy is coming back in fits and starts, the value proposition has become far more important.



### Start-ups Show Promise:

The country's start-up industry never had it so good in all its history with close to USD 30 billions of start-up funding coming to India in 2021, twice the amount that India witnessed during 2019, the highest till then. It has already broken all records and the country witnessed the birth of a new



unicorn almost every week. "Global investors are seeing India not only in terms of entrepreneurial energy, but everything related to services in India and its ability to create products that can be both Indian and global in nature. The world seeing a new India in that sense," said Rajan Anandan, Managing Director, Sequoia Capital.

While the high rate of flow of funds will depend on liquidity available with investors, in the last 18 months there has been a massive acceleration in the adoption of software be it consumer, digital, fintech, healthcare, consumers or small businesses that has created excitement about what could happen with start-ups over a long period in terms of revenues and profits, added Mr. Anandan. Over the next one year, the country is likely to see four or five very significant IPOs.



### **Blending Physical with Digital:**

The reimagination story of businesses during the pandemic has gone from the physical to largely digital and now it is time to seamlessly blend both the physical and the digital channels for long-term customer satisfaction, said Daisy Chittilapally, President Cisco-India and SAARC. Sectors like tourism, hospitality and retail, which have been worst hit by the pandemic, will also have to reinvent themselves post Covid in a new avatar. Even those, which have survived near death experiences, are looking to digitize, or are looking at technology to survive the next destruction. Even the MSME sector has realized the need to embrace technology or going digital to survive and thrive in the new normal.

The recent push towards digitalization, argues Ms. Chittilapally, provides a great opportunity for India to become the digital skill capital of the world, which will, at the same time, also take care of the unemployment problem of the country. The country needs to create nearly 110 million jobs in the next 10 years or so, if we consider the youth, women and those persons moving out of farm jobs to seek employment in non-farm jobs. At the same time, the world needs nine times the number of digitally skilled person that it has today. "If we can match that talent pool and that people pool to where the skill gaps exist in the world, then we can reboot India as the digital capital of the world," she added.



## The Payment Revolution:

Amrish Rau, CEO of Pine Labs believed that the payment revolution in the increased use of cards both debit and credit by consumers to make transactions, thanks to the JAM trinity of Jan-Dhan, Aadhaar and Mobile.

A great example of the use of digital payments is seen in a start-up called "Pankhuri". This start-up brings together thousands of housewives, who communicate with one another and learn various things like cooking or make-up in these classes. Every housewife is charged ₹ 10 or ₹ 11 per class using UPI, making it a successful start-up. Such a payment system would not have been possible even two years ago.

The big benefit from the payment revolution will see increased credit take-off by individuals in a big way to buy now and pay later in the next six to twelve months. Thus, while the regulator has played a positive role for the payment business, both business and merchant communities have shown the will to adapt technologies for everyday transactions.



## Session 3: Transforming Policy Process

### [Click to View Session](#)

Pandemic-induced slowdown must be reversed by unleashing the animal spirits to create an inclusive and sustainable high growth economy.

What steps do the industry leaders expect the government to undertake and what is it that they are doing in their respective enterprises and the broader ecosystem to revive the economy?

### Session Takeaways:

- India will grow by **10%** this fiscal year and the country is witnessing economic recovery
- Exports will continue to grow if government and industry work in partnership
- Focus on manufacturing in India and not just assembling
- PAFI to work with NITI Aayog on women participation in workforce







### Chief Guest

**Dr Rajiv Kumar**

Vice Chairman  
NITI Aayog

“

**We will not find the same answer across the whole country. You might find very different answer in Meghalaya and Manipur in comparison to Rajasthan and Gujarat.**

”



### Moderator

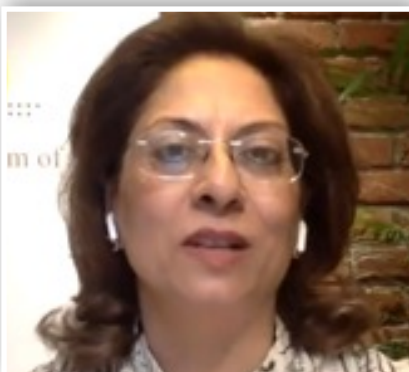
**Shereen Bhan**

Managing Editor  
CNBC TV18

“

**As we stand now the economy is recovering as reflected by high-frequency indicators but in patches and so it can be termed as incomplete.**

”



### Welcome

**Vinita Sethi**

Treasurer, PAFI and SVP & Chief Public Affairs,  
Apollo Hospitals Group

“

**The historic milestone of administering one billion Covid inoculation is a testament of commendable partnership between government, industry and voluntary organizations in an environment of mutual trust and transparency.**

”



## Closing Remarks

### Harish Krishnan

Past President and Co-Founder, PAFI and  
Managing Director & Chief Policy Officer  
Cisco India & SAARC

“

**Government focus on ease of competitiveness  
is extremely encouraging.**

”

“I had stuck out my neck and said that the economy will grow by 10% in July itself and that has been borne out,” said Dr. Rajiv Kumar. To substantiate this, he pointed out that the Purchasing Manager Index, PMI for manufacturing and services had shown a smart uptake in September 2021, which would get better going forward.



### Boosting Exports:

Vice-chairman of NITI Aayog was confident that India would reach the target figure of USD 400 billion exports within this fiscal itself. The government is focused on doubling the country's share of exports in the next three to four years. “If we do that, our rate of growth of exports will be higher. And that target can only be achieved if the government and industry work in partnership.”

The Production Linked Incentive (PLI scheme), he pointed out was directed at helping Indian companies achieve global competitiveness. The government has shown that it is willing to incentivize companies to play a bigger role in bringing frontline technologies and global scale.



### Manufacture and not Assemble:

Dr. Kumar underlined the need for significant value addition through manufacturing “We want companies to manufacture here to avail low tax rates and other benefits. We want companies to manufacture in India and not just ship assemble products because our focus is on job creation too.” He also added that the private sector must work with the government to take the country forward and make development a people's movement.



### Women in Industry:

The Vice-chairman urged the industry to figure out the exact reasons or driving factors behind the falling women's participation in the workforce through certain surveys. "I have been mystified why there has been a decline in women workforce," he said and added that it was a loss to the economy. He said that NITI Aayog had certain hypothesis regarding this issue but no real details. In fact, NITI Aayog had designed and developed a Women Entrepreneur Model. To achieve greater equality in society, Dr. Kumar spoke about greater jobs in the infrastructure sector which is not only employment intensive but also has a multiplier effect.





## Session 4: Geo - Politics and Economy

### [Click to View Session](#)

The pandemic disrupted complex value chains, even as the global economy had become more interconnected and interdependent.

What are the major trends in geo-politics in the last few years that have impacted global economic growth? How should companies navigate the rapid changes and the ensuing realignment of geo-politics?

### Session Takeaways:

- Idea of free-market economy under threat
- The world is going to see much greater volatility and many more risks going forward in the short-term
- Way out for India is to enter regional and global trade pacts
- China's growing state grip on the economy
- There is a trend of democratic decline





### Panelists

#### Shivshankar Menon

Visiting Professor, Ashoka University  
Former National Security Advisor  
and Former Foreign Secretary

“

**I don't think the Chinese external policy has been irrational. It's been rational because they have higher goals in mind - survival of the communist party of the regime and continuing their rule at home.**

”



#### Jeff Moon

President China Moon Strategic LLC and Former Assistant  
US Trade Representative for China

“

**You cannot think about the future of the world economy without China. Its rise has been concurrent with its entry into WTO. It pledged to become a market economy and took steps for half a dozen years towards that and now it is going into reverse.**

”



#### William (Lee) Howell

Visiting Associate Professor University of Geneva and Senior  
Advisor to the President World Economic Forum

“

**There is no push towards re-globalization but the reality is that if the virus or its variants are present anywhere in the world, the whole world has a problem. The good news is that the world still needs to focus and come together around the pandemic.**

”



### **Richard Verma**

General Counsel and Head of Global Public Policy Law, Franchise and Integrity  
MasterCard

“

**Informal grouping like QUAD, based on shared values is promising. It puts the US-India relationship in an even sharper focus.**

”



### **Moderator**

#### **Nitin Pai**

Co-Founder & Director  
The Takshashila Institution

“

**We need a world economy and a new phase of globalization that will create prosperity and growth for all of us.**

”



### **Welcome**

#### **Tanmoy Chakrabarty**

Secretary, PAFI & Group Government Affairs Officer,  
Tata Sons Private Limited

“

**Between the pre and post pandemic world, many shifts have been seen in geo-politics and its dynamic impact on the economy.**

”





## Closing Remarks

### Ophira Bhatia

Director - Corporate & Government Affairs (CGA), India & CGA  
Lead, Asia, Middle East & Africa  
Mondelez International

“

**The volatility that we see today in geo-politics is really unprecedented.**

”

The past 30 years of globalization have created unprecedented prosperity for all nations thanks to the unfettered flow of goods, services, capital, people and ideas across countries. Yet, those same ideas of a free-market economy are under serious threat today, from politicians both from the left and right wing of the ideological spectrum. They are blaming globalization for many of the ills affecting the global economy, including rising inequality in the developed world and uneven growth in the developing world.



### Geo-Politics Today:

In fact, even before the pandemic hit the world with devastating effect, the concept of free trade was already being challenged and the onset of Covid-19 only accelerated that pace, according to Shiv Shankar Menon. The geopolitical world is currently “adrift” because of the consequences of globalization and push back that it is facing today from different quarters. Geopolitics today is between two orders.



### The Three Evolving Pillars

Mr. Menon said three big geopolitical changes were impacting the global economy. First is the US-China political and economic rivalry, which has become “structural in nature” and had made these countries more inward looking and protectionist in nature. Hence, protectionism has become a major threat to the global free trade. The former foreign secretary also talked about the growing convergence between the two countries. While the US administration is focusing on infrastructure development, the Chinese government is looking at regulatory compliance and other issues.

Second is the impact of the Covid-19 itself, which had made nations more protectionist than before and resulted in mercantilism. Third, the focus of most countries is on building regional trading blocs, rather than work for the global economy. It has given rise to regionalism and setting up of regional trading blocks.

"The geopolitical situation for the economy is very clouded and the world is going to see much greater volatility and many more risks going forward in the short-term," Mr. Menon added.

Thus, the way out in these difficult times for India is to enter regional trade pacts like the Regional Comprehensive Economic Trade (RCEP) Agreement and others, which never existed before. After all, India has been a major beneficiary of global free trade, which allowed it to uplift nearly 137 million from below the poverty line.

### **China's Tightening Grip**

Jeff Moon argued that despite promising to transform itself into a market economy when it was trying to enter the World Trade Organization, China continues to remain a state-led economy. In fact, under the new leadership of Xi Jinping, the reverse is happening and the state is tightening its grip on the economy.

He added that the Chinese growth story may have peaked and new challenges are surfacing and hence, the role and influence of the government has become more pervasive.

### **Ageing China:**

Mr. Moon believes that "China is going to get old quickly and only has a decade to turn around, before it becomes the next Japan." Secondly, because of the rising costs of labor, many multinationals may look for new pastures and industrialization in China may take a hit.

### **Democracy in Decline:**

The world, according to Mr. Richard Verma "is still in the midst of a democratic decline, which in turns leads to nationalism, populism and increased gaps between the rich and the poor." There is also greater factionalism in the world, which prevents international cooperation.

For Mr. Verma, the Quadrilateral Security Dialogue (QUAD) model will be the way forward for nations, where countries come together having similar values and ideas rather than just for defense purposes and join treaties.

## Session 5: Reviving The Creative Economy

### [Click to View Session](#)

Art and literature are the soul of a nation. They reflect the maturity of a country. But the pandemic has, in a way, disrupted the flow of creative thinking and art. But technologies have been developed in the last two years to provide platforms for exchange of ideas, thoughts and art work.

How can businesses assist in building a healthy eco-system for the creative economy to flourish? What does the future hold for the creative economy?

### Session Takeaways:

- Culture needs nurturing and support
- Government funding critical to promote culture
- Artisans are benefitting from technology
- By 2030, creative industries will be about **10%** of global GDP
- Need for corporatization of cultural activity







### Panelists

#### Pavan K Varma

Author, Diplomat and Former MP (Rajya Sabha)

“

**On one hand, we pay the fulsome tribute to cultural heritage. On the other hand, successive governments have ignored support and nurturing.**

”



#### Adrian Ellis

Director, AEA Consulting and Chair  
Global Cultural District Network (GCDN)

“

**Public policy needs to encourage formation of cultural clusters as they impact the local economy.**

”



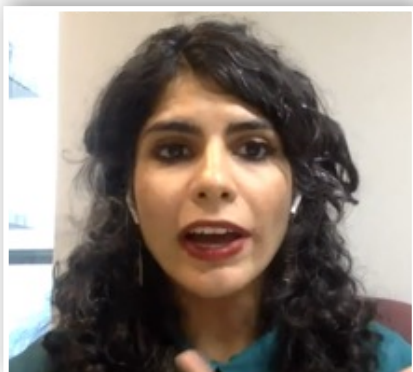
#### Anjana Somany

Craft Council of India and Mango Tree  
Somany Tiles

“

**Creative Economy does not only need to survive but it also needs to thrive.**

”



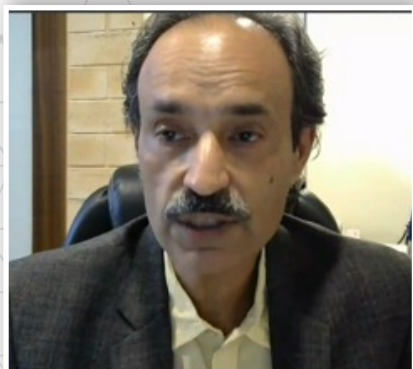
### **Rashmi Dhanwani**

Founder & CEO  
Art X Company and Arts & Culture Resources India

“

**In the Indian context, there is very limited engagement with the term ‘Creative Economy’ in policy frameworks. It seems largely as an informal sector.**

”



### **Welcome**

### **Bhaskar Sharma**

Chief Executive Officer  
Red Bull India Private Limited

“

**The pandemic has disrupted the flow of creative thinking and art.**

”



### **Moderator**

### **Sanjoy Roy**

Managing Director  
Teamwork Arts

“

**Not only were resources not made available, there also was no policy change that could help artists and artisans to cope with the pandemic.**

”



### Closing Remarks

#### Rajeev Batra

Past President & Founding Member, PAFI and Former Group Head, Corporate Affairs  
Hindustan Unilever Limited

“

**To conserve our cultural heritage,  
businesses must help artisans.**

”

The creative community in India suffers from a strange paradox. On the one hand, especially after the coming of the current government, but generally as well, great tributes are paid to Indian culture and our ancient heritage, legacy and tradition and a recognition of the fact that India is indeed a civilizational power beyond being a modern National Republic. Governments also pay fulsome tribute to this great diversified, longstanding cultural heritage marked by antiquity, continuity, diversity, assessment and peaks of refinement.

Yet, at the same time successive governments, including the current one, which probably excels the previous ones in paying tribute to our past culture, ignores culture when it comes to the necessary level of support and nurturing which this sector requires. Other than a few self-sustaining players across the entire spectrum, most of the creative community need hand holding.



#### Handholding:

Paradoxically too, culture, needs a holding hand, especially in moments of great adversity like the fallout of the current covid pandemic, may find it difficult to survive even at the minimal level when the government is pulling back its funding, said Pavan Verma.



#### Embracing Technology:

The good thing that has happened during the pandemic, argues Anjana Somany was that the artisans understood that they had to embrace technology and they saw the benefits of it.



They made the catalogue, they learned how to do product photography and sell their goods through Instagram, WhatsApp, etc. So, it was not at the other end of the spectrum, technology was very much on the same side as theirs and the Internet of Things is the new buzzword.

The present generation also has an important responsibility of becoming torchbearers. "So, if we understand it, every business house should allocate some amount in helping perpetuate culture in helping the artisans. I think the initiative, "Art Matters" is really quite a wonderful initiative. And more people should support such initiatives because it is important that we do not lose them, argued Ms. Somany.



### Creative Industry is Growing:

By 2030, the creative industries will probably be about **10%** of global GDP and much of that creativity is fostered by the informal connections between closely located cultural activities and organizations, said Adrian Elias. And such informal connections will be seen in the cultural districts of Brooklyn or Amsterdam. And like cities competing for inward investment and knowledge workers, they will invest in culture to attract investments.



### Corporatization:

We need to encourage corporatization of cultural activity so that there are scaffoldings of support built in the pursuit of those activities as a group.



## Session 6: Rebooting the Economy - A Global Perspective

### [Click to View Session](#)

The pandemic has created a perfect storm and dark clouds may be hovering over, but every cloud has a silver lining.

Does it offer a fresh window of opportunity for India to emerge as a breakout nation globally? What are the 10 things that India must do to rise into the high-growth trajectory and remain there over the long-term without falling prey to the next crisis?

### Session Takeaways:

- De-globalization and emergence of fragmented world accentuated during pandemic
- Changes pose challenges to global investors
- Government regulations and interventions have increased manifold over the years
- Need to provide far greater opportunities for the medium and small-sized industries to promote democratization of opportunities





### Chief Guest

**Ruchir Sharma**

Global Investor and Author

“

**Single most important criteria for any country is per capita income for social indices. All social indices tend to be highly correlated to per capita income and its growth.**

”



### Moderator

**Rahul Sharma**

Past President & Founding Member,  
PAFI and Managing Director  
APCO Worldwide, India

“

**The world is coming out of once in a century event that has changed the way we think, behave, work and live.**

”



### Welcome

**Ram Rakkappan**

Head, Government Relations – India and South Asia,  
Visa Inc

“

**We are in the midst of an asymmetrical pandemic recovery and the economic rebound is uneven across countries.**

”





## Closing Remarks

### T S Vishwanath

Past President & Founding Member, PAFI, Principal Adviser,  
APJ-SLG Law Offices (ASL) & Co-Founder  
RV-VeKommunicate

“

**India must look at long-term growth.**

”

For Ruchir Sharma, the defining nature of the ensuing pandemic is different from the earlier ones. This pandemic, he said, “has only accelerated the trends that were already taking place in the global economy” and “did not turn the world upside down like the earlier ones”.

“We were already during a pretty strong technology boom and the nature of the crisis accelerated that change,” said Mr. Sharma. Whether it is digitization, online shopping, gaming, which has become very popular with the youth, de-globalization and the emergence of a very fragmented world, all these only got accentuated during the pandemic.

These developments are significant and impactful, he argues and may ease over time, but what it did was to telescope these developments in a very short span of time. And these rapid changes pose major challenges for the global investor because the landscape is shifting and changing extremely fast. Hence, the investor needs to be dynamic and take a bet on what the world would look like in the next five to ten years.

Investing, he explained, needs to take a contrarian view from the viewpoint of the journalists, because reporters are occupied with the hot trends of today - things that are happening right now and investors need to take a long-term view.



### Three Threats:

Yet there are three major threats currently plaguing the world, which needs to be considered while taking long-term bets. While the top concerns of the global investors change every three months, the biggest threat to the global economy is the potential of a US-China war breaking out soon.

However, the impact of such a development would be difficult to gauge because it is near impossible to create a geopolitical model because there are too many variables at play and not all can be duly accounted for, argued Mr. Sharma.

The other major threat to the global economy is a possible breakout of conflict or violence between China and Taiwan, on the issue of Taiwan's sovereignty. Thirdly, no one is sure what will happen to the global economy when the developed nations, which had injected trillions of dollars into the economy during the pandemic, start withdrawing the stimulus. "Will nations be able to stage a recovery, or will they fall off the cliff?" he added.



### Market Leaders:

Every decade, argued Mr. Sharma, saw the emergence of a new set of top 10 companies in terms of market capitalization overshadowing the earlier ones. To buttress his argument, he pointed out that a comparison between the top 10 companies of January 2010 with those of January 2020, showed that most of the companies had changed. "Only one or two companies can continue to deliver such high returns for a decade, because they have already contributed their best in these years."

Therefore, the current stock market darlings, the technology players, according to Mr. Sharma are likely to underperform rather than overperform in this decade. "We are already seeing this in China where technology companies were seen as making extraordinary margins, fell very quickly. They have lost nearly a trillion dollar in market value," he pointed out.

However, the real issue will be how the battle between the governments and technology companies play out in the future. Government regulations and interventions in the lives of the people and the economy has increased manifold over the years.



### Creating Smaller Companies:

Big Tech players have become so big and dominant that it is not only difficult to break them into smaller companies, but governments are also scared of letting them fail because they fear the likely consequences on the entire economy.

The task before the government is to right size these companies, democratize data that is now the preserve of these companies and stop bailing out these companies because people see it as socialism of the rich. They should provide far greater opportunities for the medium and small-sized industries to promote democratization of opportunities.

The best model of governance today is that of Switzerland which has the right balance between government intervention, right-sized welfare state and provides enough incentives to work hard and perform better. "Switzerland is a shining example of getting the balance right" he said.





## Session 7: Indo-US: Building Back Better, Together

### [Click to View Session](#)

Committed to the shared vision of security and stability, prosperity and peace around the globe, Indo-US partnership is robust, resolute and resilient. This is evident across strategic endeavors like Indo-Pacific, Quad, G20, UNSC and sustainability.

How do we reimagine this 'defining relationship of the 21st century' through trade and investment; technology and innovation; talent and intelligence amidst economic revival and vaccination drive?

### Session Takeaways:

- Trust is the defining element in India-US relationship
- India-US relationship creates huge positive advantage for the world
- Joint focus on affordable healthcare has helped the cause of collaboration





### Chief Guest

#### Ambassador Taranjit Singh Sandhu

Ambassador of India to the United States of America

“

**Mahatma Gandhi taught us in a gentle way, you can shake the world. India and the US are destined just to do that for a richer, safer and stronger world.**

”



### Moderator

#### Navika Kumar

Group Editor, Times Network, Editor-In-Chief,  
Times Now Navbharat

“

**Indian youth rooted in India and growing in the US also determines strategic cooperation and economic engagement in both the countries.**

”



### Welcome

#### Ishteyaque Amjad

Past President and Managing Committee Member PAFI and  
Group Global Head – Corporate Affairs  
Godrej Group

“

**India and US are linked at the head and we're the result of similar democratic ideals, beliefs and ethos.**

”



## Closing Remarks

### Vinita Sethi

Treasurer, PAFI and SVP & Chief Public Affairs,  
Apollo Hospitals Group

“

**We have to see the women go up in the workforce - this should be built into the Indo-US relationship.**

”

India-US relation has emerged as the most important bilateral partnership as was predicted by then Vice-President Biden, way back in 2006. Those bonds of friendship and trust have only strengthened and magnified during the historic visit of Prime Minister Narendra Modi to the United States in September 2021. Described as a landmark visit, the Indian Prime Minister identified five Ts that defined the partnership between the two countries — Tradition, Talent, Trade, Technology and Trusteeship.

“The PM’s visit to the US was a testament to the enduring strength of our partnership and the bipartisan support that India enjoys whether it is in the US Congress or in the White House,” said Ambassador Taranjit Singh Sandhu. The concept of Five Ts comes nearly five years after the Prime Minister of India told the US Congress in 2016 to “overcome the hesitancy of history” and move ahead.

For Ambassador Sandhu, the Indo-US relations has come a long way from the time when the relationship between the two countries was coloured by Cold War politics and other issues. “Today, our relationship is based on shared democratic and other values and what has led to this transformation is the increasing trust between the two countries. In the US, we see a very close friend and partner, who is critical in transforming the dreams and aspirations of 1.3 billion people into a reality”.





### Positive Advantages:

What is of greater significance is the fact that a strong Indo-US relationship not only creates huge positive advantages both for the countries but also for the world. The relationship is people-driven and people-centric and the success of the relationship will depend on how quickly and successfully these relationships can fulfil the expectations and aspirations of the people, spanning industry, civil society, intelligentsia, academia and organizations like PAFL.

For instance, during the Covid-19 pandemic, the Indo-US collaboration saw the two countries supporting each other in providing medical equipment, medicines, PPE kits. "Today, our science and technology partnerships are collaborating in vaccine manufacturing and delivering to Indo-Pacific regions," said Ambassador Sandhu. Such collaborations in manufacturing will help other countries too. That the two countries are focused on affordable healthcare has only helped the cause of collaboration.



### A Stand-alone Relationship:

The Indo-US relations stand on its own footings and are not dependent or influenced by any third-party. However, like any other relationships between two democratic there have been ups and downs, but the most important thing was that the two countries were able to sit down and discuss issues across the table. "And," according to the Indian ambassador to the US, "that has made all the difference."

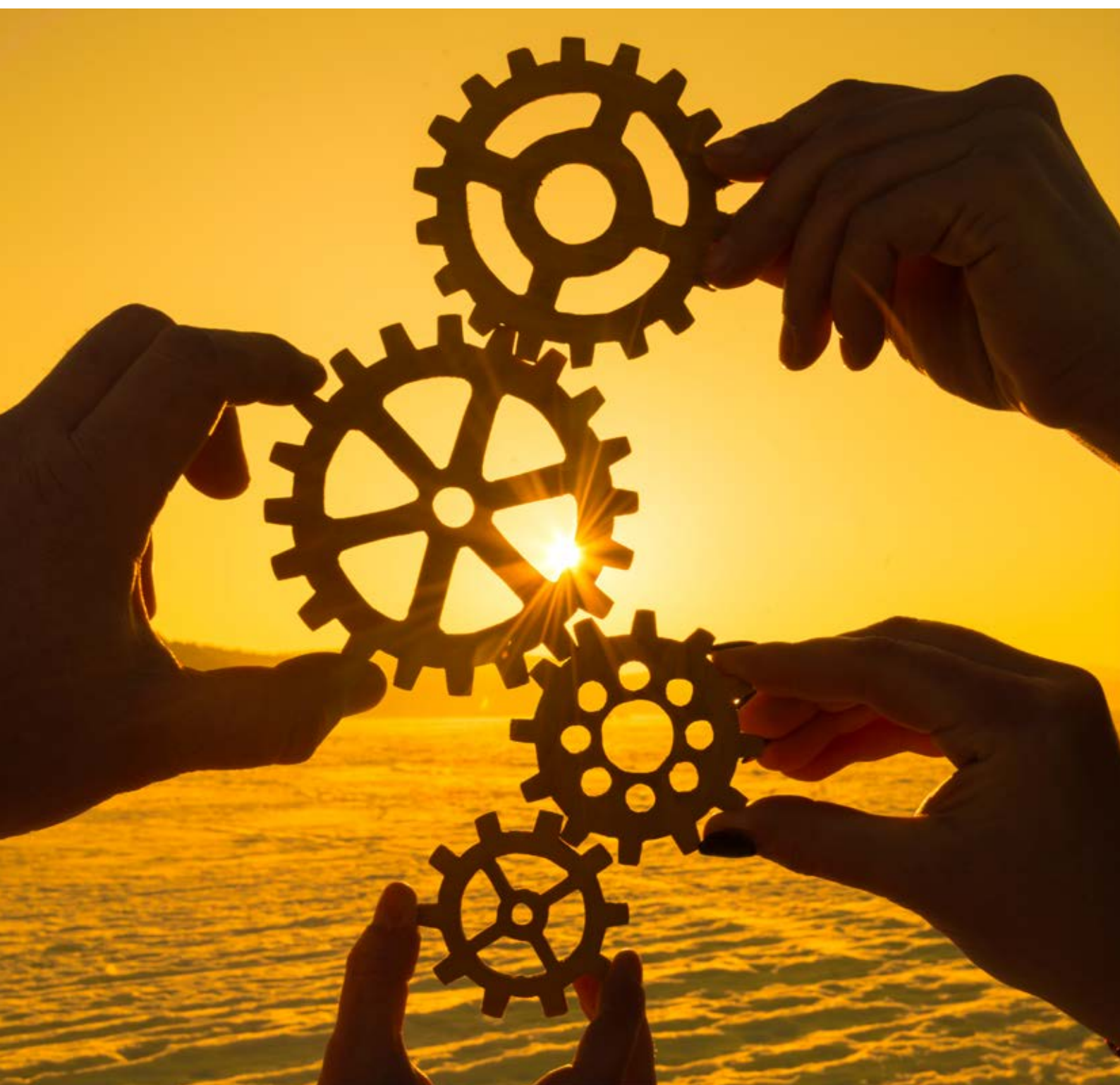
Given the multifaceted relations between the two countries, there is currently no area of human endeavor where the two countries are not collaborating. But the real question is whether the two countries have achieved their full potential in terms of relationships.



### Achieving the Potential:

"I believe that a lot more can be achieved because the US and India are destined to create a richer, safer and stronger world," said Ambassador Sandhu, adding that a lot more can be done on the trade front. The two countries are going to have trade policy meetings before the end of the year and commercial dialogues and CEO meetings in early 2022. "These are important measures to resolve outstanding issues and reap the benefits of enhanced trade," added Sandhu. Currently, the two countries are collaborating on three clear areas, namely Covid vaccines, climate change and critical technologies," said Ambassador Sandhu.

The other major development is the recent meeting of the coalition of Quadrilateral Security Dialogue (QUAD) countries—a strategic dialogue amongst the US, India, Japan and Australia—which has a much wider initiative, including collaboration on Covid vaccines, climate change cooperation in space, disaster management and management of marine resources. “In the next few years, we can expect to see QUAD taking a focused, people-oriented approach which will not only help the region in the Indo-Pacific, but the world at large”





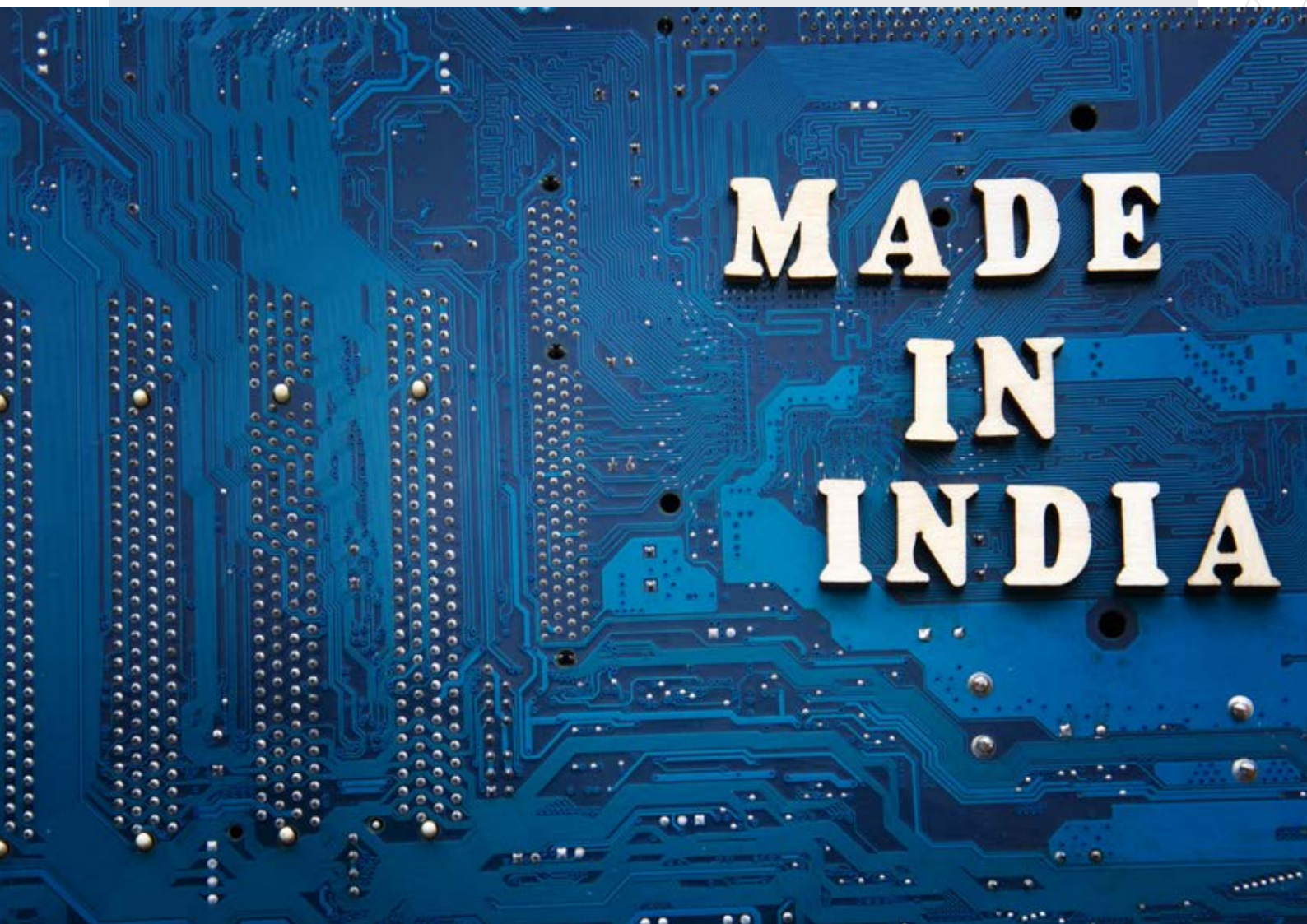
## Session 8: Make in India, Make for the World

### [Click to View Session](#)

Virat Bhatia, Vice President PAFI and managing Director, Apple in conversation with Rajeev Chandrasekhar, Minister of State for Skill Development and Entrepreneurship of India

#### Session Takeaways:

- India to become significant player in the electronics industry
- India to focus on semiconductor industry
- Public platforms increase the number of Indians in the internet space
- Indian rules and regulations will be in line with global standards



**MADE  
IN  
INDIA**





### Chief Guest

#### Rajeev Chandrasekhar

Minister of State for Electronics and IT and Skill Development and Entrepreneurship, Government of India

“

**This is the Y2K moment for the entire digital economy. The world is looking for a diversified supply chain and India can deliver on that.**

”



### Moderator

#### Virat Bhatia

Vice President, PAFI and  
Managing Director, Apple India

“

**It is one thing to sell to yourselves, but it's totally another thing to sell to the world.**

”



### Welcome

#### Chetan Krishnaswamy

Managing Committee Member, PAFI and  
Vice President, Indian Public Policy, Amazon India

“

**In this era of increasingly automated manufacturing, new technologies make older jobs redundant. We have to face this paradox.**

”



### Closing Remarks

#### Shagufta Kamran

Senior Manager, Public Policy and Philanthropy  
Twitter India

“

**Open internet is a unique driver of economic and social development, drives universal access and promotes competition and innovation.**

”

“It is the Y2K moment for India’s entire digital economy and all its stakeholders,” contended Mr. Rajeev Chandrasekhar, describing the country’s role in the digital world. He believes that the world is looking to India to provide a trusted and diversified value chain both in terms of goods and services.

The disruption in the global supply chains because of the pandemic, he argued, has embedded the word “trust” in the global value chain which not only enhanced India’s scope, but has also allowed India to reset its own ambition in the electronic space. “We have now decided to become a significant player in the electronics industry,” said the Minister, adding that the country plans to be a USD 250 billion to USD 300 billion electronics manufacturing player by 2024-25 both through organic growth and widening the scope of the electronics industry.

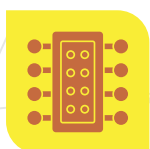


### Global Electronic Player:

The minister also believes that it is an achievable target because the global electronics industry is worth around USD 1.5 trillion and India’s own electronic industry has grown from ₹ **1,80,000 crore** in 2014-15 to ₹ **5,50,000 crore** in 2020-21 thanks to specific and directed policies of the government. Additionally, what is helping matters is the disruption in the global value chains and growing internet and digital adoption in the country.

For Mr Chandrasekhar, greater rural connectivity through public platforms like Bharat Net etc., will not only bridge the gap between the government and citizens, but also bring another 400 million Indians in the internet space. Thus, there will be much greater demand for digital products like digital education and digital health which will be a great boost to the country's entrepreneurs.

Efforts are also underway to create a robust component ecosystem for making Indian electronics because it is a big catalyst to make it cost and quality competitive. "The government will do everything in its toolkit to make manufacturing and electronics competitive," said Mr. Chandrasekhar adding that aberrations in the tax structure that hampers manufacturing will also be resolved.



### **Semiconductor Industry:**

So, the message from the government is clear: "There is a new approach, new confidence in the way we look at the future," said Mr. Chandrasekhar. A similar new approach has been taken in the case of the semiconductor industry, which is slightly different from the approaches taken by other countries. After all, the post Covid-19 scenario has brought into focus issues of supply chain disruptions and countries are looking to set up strategic semiconductor industries.

Going forward, India will adopt an ecosystem approach which will include not just chip manufacturing but also semiconductor design, systems design and software optimization. Going forward, as the semiconductor industry becomes even more complex and powerful, chip manufacturing will only play a small part in the semiconductor industry and things like semiconductor design and software optimization, etc., will play a far bigger role. "The future of technology," said the minister "is playing on our side because of our strength in software design and systems." India, therefore, is poised to play an important role in the semiconductor industry in the future.



### **New Laws:**

Moreover, the relevant laws to give a boost to digital India are being readied, in which the laws, rules, regulations will all be of global standards. The minister was categorical that individuals have little to fear about privacy issues, cybersecurity etc. because the relevant bills like the Data Protection Bill, are being crafted after a lot of public discussions and stakeholder consultation. "We want to be an enabler ministry, we do not want to create any problems for the business community, investors or the public."



## Session 9: Partner State- Telangana

### [Click to View Session](#)

Telangana has been a magnet for investors, pulling in opportunities at a blistering pace.

What makes it shine and what is state government doing differently? How does it facilitate business and investment? Why should anybody go there? What sectors are best suited for Telangana?

### **Session Takeaways:**

- Telangana is the first state to allow self-certification
- State ensures all investors, especially MSMEs, are helped to mitigate any problem
- 15-day clearance for investment proposals ensured through a statute
- State ensures availability of skilled workers





### Chief Guest

#### KT Rama Rao

Cabinet Minister for IT E&C, MA&UD and Industries and Commerce Department Government of Telangana

“

**The wealth creators and entrepreneurs should be respected and treated as partners.**

”



### Panelists

#### Jayesh Ranjan

Principal Secretary Industries & Commerce (I&C) and Information Technology, Electronics and Communications (ITE&C) Government of Telangana

“

**In the last 7-8 months, the state has attracted several big-ticket, high-profile investments.**

”



#### Dilip Chenoy

Secretary General  
FICCI

“

**Telangana is setting up the benchmark through keeping close eye towards gender, a V-Hub has been setup to look at women entrepreneurs.**

”



### Moderator

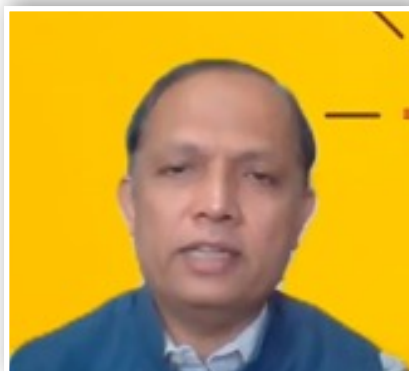
#### Pranjal Sharma

Economic Analyst,  
Advisor and Author

“

**While there are a lot of variables and uncertainties, a country's economic growth is certainly driven by its states.**

”



### Welcome

#### Manish Patel

Vice President, India Operations  
DHL Express India

“

**Telangana has been attracting investment and pulling in opportunities at a rapid pace.**

”



### Closing Remarks

#### Anand Vijay Jha

SVP & Chief Corporate Affairs Officer  
United Breweries Limited

“

**The challenge in front of the state is how to outcompete several other states in attracting investment.**

”



"We do not look at investors as someone who would only make an economic investment in my state, but in fact, we look at an investor as a partner in our growth story. We respect every investor because as we all know, in fact, across the world, governments by themselves can only create so much employment," said Mr. Rao. And when one realizes that the major employment is created by the private enterprises, the respect, the admiration for wealth creators and entrepreneurs actually grows manifold, he emphasized.



### **Building Trust:**

Way back in 2014, the newly created Telangana became the first state in India, to allow self-certification by the industry way before "Invest India" or the "Ease of Doing Business" were being articulated anywhere in the country. If a company wants to set up a factory in Telangana, it does not need any prior clearance either from the state or local governments.

The underlying philosophy of self-certification is that when any investor invests in a state, he or she would have done the due diligence and when they self-certify that they comply with the law of the land, the government trusts them.

"This is one area where Telangana has shown to the rest of the country that the investors will also act responsibly if we bestow enough faith and trust in them," said the minister. He also pointed out that despite reposing such faith in entrepreneurs, no case of violations has been reported so far.



### **Hand Holding:**

Moreover, the government has not only managed to keep out troubles for large industries, but importantly for the small and the medium enterprises (MSMEs) because "our Chief Minister, Mr. K Chandrashekar Rao, keeps reminding us that the big boys, the large investors can take care of themselves, because of their reputation and size" but the smaller ones need hand holding, especially during a financial crisis.

Unlike many other states, in the past seven years, Telangana has never conducted a single investment session or economic conclave. Yet, it has managed to make its presence felt across the corporate sector in India, through its targeted and precision approach and by ensuring that investment decisions, made in a timely manner, are given the much-needed individual attention. And the minister himself and his team are just a call away for investors.



### Investment Destination:

Along with the policy of self-certification, the promise of a 15-day clearance by statute makes the state a good investment destination, the Minister said. "Our policy promises 15-day clearances by statute and if we do not deliver on the 15th day, it is deemed approved on the 16th day, again by statute," said Mr. Rao adding that penalties are levied even on senior bureaucrats at the principal secretary's level, around ₹ **1,000 per day** if they are found responsible for any clearance delay.

Additionally, the state promises 24X7 power, much of which comes from renewable sources, since Telangana is the second largest renewable energy producer in the country, after Karnataka.

To provide tap water connection to 10 million houses in Telangana, the government had launched Mission Bhagiratha, nearly four years ago. Under the project, which was commissioned nearly a year ago, the state government has already laid more than 1,40,000 km of pipeline and has kept aside **10%** of the water for industrial consumption. So, no matter wherever an industry or factory is set up in Telangana, it will always have an adequate amount of water supply.



### Human Resources:

The state has a steady supply of skilled and unskilled human capital resources. Telangana Academy for Skill and Knowledge (TASK) promises prospective investors of training workers in the necessary skill sets at their own cost, if they are willing to share numbers and the kind of workers they want. "If you need 100 people, we will train 200 people and then you can cherry pick the top 100," said Mr. Rao.

"We have flipped the policy of reservations. We tell the investors that we will give you the usual incentives as per our industrial policy and ensure that you get it no matter who you hire," said Mr. Rao. However, if the company were to hire locals, they would get additional incentives on capital subsidy, power and on the state goods and service tax (SGST). This is how Telangana has been reinventing the policies and programs, to ensure that locals get employment.



### Priority Sectors:

Mr. Jayesh Ranjan, Principal Secretary Industries & Commerce (I&C) and Information Technology, Electronics and Communications (ITE&C), Government of Telangana highlighted that the state government had prioritized 14 sectors. These include information technology, electronics, life sciences, pharmaceuticals, biotech, medical devices, defense, aerospace, food processing, textiles, automotive-including electric vehicles, plastics and chemicals, gems and jewelry, retail and logistics. We believe that as a state, we have been setting new benchmarks in policy making and ensuring that industry receives much-needed support. And last but not the least, Telangana ensures that wealth creators, entrepreneurs and employment generators from the private sector feel respected and at home and are treated as partners and not necessarily as investors.



### Focus on Women:

FICCI Secretary General Mr. Chenoy in his intervention pointed out that the Telangana had focused on building women entrepreneurs and built some high-quality industrial parks that helps industry to invest in the state.





## Session 10: India - EdTech Capital of the World

### [Click to View Session](#)

With the pandemic catalyzing the adoption of digital learning exponentially, Indian EdTech companies are taking local innovations global.

How can they disrupt the conventional models with focus on quality, personalized delivery, thereby achieve leadership with impact at scale?

### Session Takeaways:

- India is set to become the EdTech capital of the world
- Technology will be the key driver for education in India
- Improved format of teaching can lead to enhanced learning outcomes
- India has complete ecosystem for EdTech sector





#### Panelists

##### **Amitabh Kant**

CEO  
NITI Aayog

“

**Technology has the great power to democratize learning and we need to embrace it.”**

”



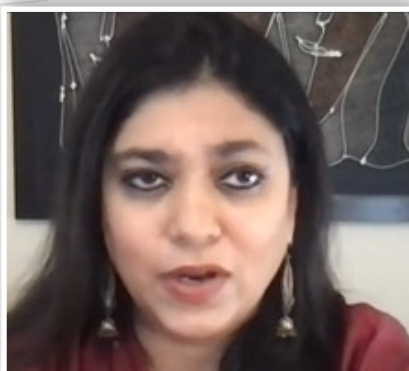
##### **Byju Raveendran**

Co-Founder & CEO  
Byju's

“

**Building an online school is a lot easier to reach millions than spending a lot on infrastructure and spending millions on that.**

”



#### Moderator

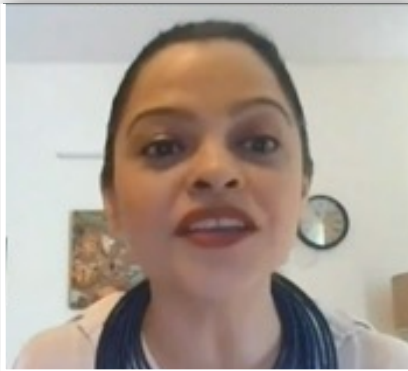
##### **Shweta Rajpal Kohli**

Chief Public Policy Officer  
Sequoia Capital India & South East Asia

“

**No success can be complete in a country like India unless it reaches the grassroot levels.**

”



## Welcome

### Medha Girotra

Managing Committee Member, PAFI and Director –  
Communications, South Asia  
MasterCard

“

**The pandemic affected several sectors of the economy but also catalyzed new ways of doing things. In India, it accelerated e-learning.**

”



## Closing Remarks

### Ajay Khanna

Forum Chairman & Co-Founder, PAFI and  
Group Global Chief Strategic & Public Affairs  
Jubilant Bhartia Group

“

**Disruptive technology can enable India in becoming the Gurukul of the world.**

”

## India can become the EdTech Capital of the world

Amitabh Kant is highly optimistic about the use of technology in education. “India,” he argues “is all set to become the EdTech capital of the world with the private players a key role and the public sector acting as a facilitator and a catalyst.” Without the use of technology in education, we will never be able to enhance the learning outcomes, he added.



### Role of Technology:

Leveraging technology for greater social good like education and health has not only paid rich dividends but has the potential to usher in a transformative change in a massive scale, Mr. Kant said. Technology will be the key driver in the education system because it will take care of the various challenges faced by both teachers and students in India.



Technology in education or EdTech in short, will not only help teachers track the learning progression of each of the students, but can also use adaptive technologies to tailor their instructions to the level of the students. Second, when the teacher is teaching concepts to one group of students, the other group could practice answering questions, which will provide a feedback loop for the teachers and help the students understand their weaknesses. Learning through technology can not only help students get out of the learning poverty trap, but also ensure equity in opportunity in the classroom, he said.

While stating that “we are still in the early phase of knowing what technology can do in education and is a grossly under invested sector,” his co-panelist Mr. Byju Ravindran added that technology has resolved some of the age-old challenges of Indian education. First, access to teachers, what to talk of good teachers which was missing in smaller towns, is now available to all.

Second, technology can be used to enhance learning by improving the format of teaching, which is more appealing to students and self-learners and makes learning fun and easy. It also drives away the fear of exams amongst the students. More importantly, technology can be used to personalize learning based on a student’s learning ability, pace of learning and style of learning.

### **Ensuring Demographic Dividend:**

Such is the power of technology in this sector that in the next 20 to 30 years it will change the way the industry works. “It is such an important sector that it can change the face of the country, ensure demographic dividend and if we can capitalize on our strength, we can define the future of the country,” Mr. Kant said.

And it seems that a constellation of factors is helping the cause of India’s EdTech sector because all the elements of the ecosystem are there. Nobody can complain about the lack of capital, or skill sets or the need to create awareness about the importance of education, because it is so ingrained in our system. “Hence, we can have global champions coming out of India and only complacency can stop us from achieving our potential,” said Mr. Ravindran.



## Session 11: Reimagining Health and Economy

### [Click to View Session](#)

Pandemic exposed inadequacies in India's healthcare infrastructure and dragged down the economy. However, the recently launched Health Stack, combined with Ayushman Bharat, the health insurance for 600 million people, provides an opportunity to reimagine affordable and effective healthcare by leveraging health data of individuals

Is this the UPI moment for healthcare? How will the Health Stack integrate public and private sectors, while also ensuring data privacy and security?

### Session Takeaways:

- Healthcare is at the centre of policy discussion today
- Need to bring all stakeholders on a single platform to make affordable healthcare universal
- Digital Missions playing huge role in developing healthcare





### Panelists

#### Dr Ram Sevak Sharma

Chief Executive Officer, National Health Authority  
Ministry of Health & Family Welfare, Government of India

“

**To cater to diversity in the health sector, technology has to be inclusive, interoperable, scalable, frugal and, easy to integrate in workflow.**

”



#### Dr Randeep Guleria

Director  
AIIMS

“

**If we have a well-structured plan with public-private partnership which is adequately financed, we can use this opportunity to change the healthcare sector.**

”



#### Shobana Kamineni

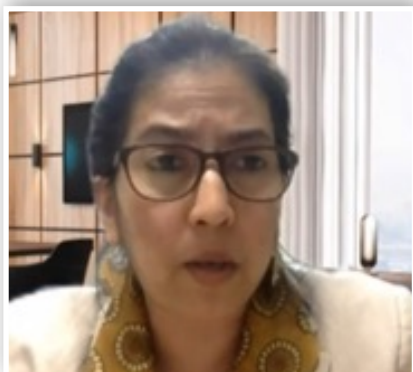
Executive Vice Chairperson  
Apollo Hospitals

“

**With safety, interoperability, security and reliability as four pillars, NDHM, stands a chance of maintaining national health stack.**

”





### **Dr Manjiri Bakre**

Founder & CEO  
OncoStem Diagnostics

“

**Health stack is absolutely an UPI moment for India.**

”



### **Welcome**

### **Deepshikha Dharmaraj**

Managing Committee Member, PAFI and Chief Executive Officer,  
Genesis BCW Member,  
BCW India Board

“

**The pandemic has underscored the necessity of adequate and sustained investment as well as innovation in healthcare.**

”



### **Moderator**

### **Anil Padmanabhan**

Journalist who tweets  
@capitalcalculus

“

**Healthcare is not a linear system. It is extremely complex.**

”



## Closing Remarks

### Neelima Dwivedi

Managing Committee Member, PAFI and Senior Director – Public Policy, Corporate Communications & Market Access, MSD Pharmaceuticals Pvt Ltd

“

**Public-private partnerships and use of technology are crucial in ensuring universal healthcare.**

”

Panelists believed that it may be too early to call the National Digital Health Mission (NDHM) as the “UPI moment” thanks to enormously more complex ecosystem in healthcare than in payments.

UPI, argued Dr. Ram Sevak Sharma, was simply about transferring money from one person to another with only three or four stakeholders involved, the payment service provider, banks, NPCI, the clearing house and of course, the customer. Health on the other hand, he pointed out, is very different and more complex. It includes hundreds and thousands of stakeholders which must bring different kinds of services, diseases and protocols on a single platform and ensure that they work seamlessly while interacting with one another.

Starting from small clinics to large hospitals, tech-savvy hospitals to most rudimentary ones, from pharmacies to laboratories and diagnostic centers, India’s healthcare has a very diverse ecosystem and the challenge is to bring all them together on a single platform. “Unless that happens, it will not become the UPI of the health services,” said Dr. Sharma.

Bringing them on a common platform is fraught with challenges. Different institutes are at a different level of digitization and “as long as data entry remains a separate activity itself rather than the natural consequences of the job, this digitization process is not going to take place,” said Dr. Sharma and adds that they have to find solutions for such challenges.

However, as the CEO of the National Health Authority pointed out: “There are very large transformational returns from the project. If we can do it, it will really provide a ubiquitous, accessible, affordable, quality healthcare for all. I can assure you because there are many areas in which the cost will significantly reduce using technology and that significant reduction in cost will obviously be passed on to the service providers and patients.”

But for that to happen, it will require all these diverse elements to come together on a single platform and only then can India create magic. And it is possible because the country has created magic, several times in terms of digital goods, such as Aadhaar and the UPI.



### The Pandemic Impact:

For Dr Randeep Guleria, the pandemic brought in three major changes in the way healthcare is perceived. First, it has brought healthcare at the center stage of most discussions and its adverse effect on the economy. Second, it emphasized the fact that if we come together as a nation out of silos, we can create magic like we did in the development of vaccine, or PPE kits and N95 masks before that. Third, it focused on the importance of technology in the healthcare sector and how it can become a game changer, if used properly. Teleconsultation, which allowed doctors to treat patients remotely, showed its importance not only in consultation, but also in transferring important images like X-rays and ECG reports. Technology also reduced the load on the out-patient departments (OPDs). Finally, it also revealed the critical importance of research, especially transnational research in developing the vaccine. Hence, he wanted scientists to become entrepreneurs and take research to the next level. "If we have a well-structured plan with public-private partnership, which is adequately financed then we can use this opportunity to change the health sector," says Dr. Guleria. He believes that it the right moment to really change the healthcare sector, but technology should be inclusive and not result in greater divide between the rich and the poor.



### NDHM Transformative:

Ms. Shobana Kamineni opined that Ayushman Bharat was a huge success considering health insurance to 500 million people could have access to healthcare at a price point, which is unheard of anywhere in the world. A part of the credit for the success of Ayushman Bharat should also go to the Aadhaar, United Payment Interface (UPI) and the internet connectivity, which was established earlier. "Since, the framework is already there, I believe that the National Digital Health Mission will be transformative," said Ms. Kamineni.

Agreeing with Dr. Sharma, she argued that the healthcare industry is unstructured, has differential service delivery systems, requires many people to deliver the care and none of them use the same technology platform or have uniform protocols. The most important thing is that unlike



banks or financial transactions, it is not mandatory to record the treatment. Only when such things are recorded, you can create some amount of standardization, protocol and uniformity. Only then can healthcare get its UPI moment.

The immediate priority of the government and others is to hold a series of discussions among people explaining to them how the use of data can be transformative and beneficial for them and does not threaten their individual privacy.

And, if all the data can be put on the national health tech stack, issues of health insurance can be standardized so that when a patient comes to a hospital, the hospital knows whether it can take the patient. But she believes unless the National Health Mission keeps its guard up, many entrepreneurs will come up with some crazy ideas that may finally turn out to be detrimental for the healthcare sector. "So, we have to respect doctors and say that prescriptions should only be written by doctors and not generated by any e-commerce player, for instance," said Ms Kamineni.

Ms. Manjiri Bakre, believes that the digital missions are "playing huge and critical role in building a healthcare infrastructure in India and I am absolutely positive that it would be a huge game changer in our country and it an absolutely UPI moment."

She argued that India needs infrastructure like the National Digital Health Mission or what is also known as Ayushman Bharat Digital Mission (ABDM) so that others can develop additional buildings on it for different aspects of healthcare. After all, "the ABDM is creating huge registries for doctors, for service providers, creating healthcare records, which will go a long way in helping entrepreneurs to analyse data and create more innovative products," said the CEO of OncoStem Diagnostics.

The real challenge for digitization is not just getting all the diverse players of the health sector on a single platform, ensuring that inequality does not increase and that the technology should not become an additional burden on the already overworked doctors. So, there is a need to find out ways for the doctors, where when they are examining or treating a patient, there is a semi-skilled person taking down the notes.

## Session 12: State of The Indian States

### [Click to View Session](#)

While the pandemic hit business and economy hard, with their own respective set of challenges and opportunities, the states have taken steps to boost investments and jobs, albeit to varying levels of success.

How do we bridge the divide for the overall growth and prosperity of India, within the dynamics of cooperative and competitive federalism?

### Session Takeaways:

- State governments are critical for economic recovery
- States have to operate within the dynamics of competitive and cooperative federalism
- A variety of policy measures are being rolled out across the states





### Panelists

#### Chandra Mohan Patowary

Cabinet Minister for Commerce, Industry & Public Enterprise, Transport, Skill Development & Entrepreneurship, Act East Policy Affairs and Welfare of Minorities, Government of Assam

“

**In our policies, we have given incentives and preference to micro and small industries.**

”



#### Dushyant Chautala

Deputy Chief Minister  
Government of Haryana

“

**Smaller Industries are segregated. We need to give them a common service center. This will be the biggest boost our economy will see.**

”



#### Rajvardhan Singh Dattigaon

Cabinet Minister Industry Policy and Investment Promotion  
Government of Madhya Pradesh

“

**Industry Policy and Investment Promotion, Government of Madhya Pradesh Every state has its own distinctive advantage. We should build up on strengths and value add on our resources.**

”





### Moderator

#### Vikram Chandra

Founder  
Editorji Technologies

“

**Keys of the economic recovery are with the states.**

”



### Welcome

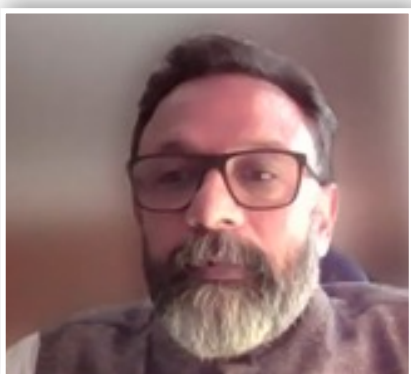
#### Subho Ray

President, PAFI and President,  
Internet and Mobile Association of India (IAMAI)

“

**States have to ensure economic growth within the dynamics of competitive and cooperative federalism.**

”



### Closing Remarks

#### Dr K C Ravi

Past President & Co-Founder, PAFI and  
Chief Sustainability Officer  
Syngenta India Limited

“

**State governments are taking diligent initiatives to roll out future-ready policies.**

”



### Assam:

The reform agenda has become an integral part of almost every state in India. States are looking to improve their ranking in the Ease of Doing Business and draw global investors to ensure greater employment and better standards of living for their citizens.

In 2019, Assam organized its first-ever “Global Investment Summit” called “Advantage Assam”, to attract investors from across the world. It saw the participation from 39 countries promising to pump in ₹ 79,000 crore into the state. Similarly, the hydrocarbon sector with its oilfields and refinery saw an investment of ₹ 42,500 crore from the Assam government, with ₹ 28,500 crore being spent in the expansion of Numaligarh refinery itself. “We have also announced our own ethanol policy and seven companies have already set up bases in Assam,” said Mr. Chandra Mohan Patowary.

Since the new government came to power in Assam in 2016, the state has launched its own Ease of Doing Business Act and announced new policies for sugar, start-up, electric vehicles, export and logistics. To provide the necessary impetus to one of its most famous exports, Agarwood, the government has set up an International Agarwood Centre in Assam. It has also announced various incentives for its medium, small and micro enterprises to flourish.

Industry in Assam, which contributes nearly **29%** to the state’s gross domestic product and employs 40 lakh people, will get a further boost with the development of seven industrial parks and two multimodal logistics parks and the opening of the Chittagong Port, would drastically reduce the time for exports to Bangladesh and South-East Asia.



### Haryana:

Haryana accounts for **40%** of the total car manufacturing, **60%** of the total two-wheeler manufacturing and **30%** of the total heavy vehicle manufactured in the country, said Mr. Dushyant Chautala.

The state is also planning to set up a textile park. “The Union Budget had announced the setting up of three textile parks in the country and we are going to bid for one. After all, we are one of the major cotton producers in the country,” said Mr. Chautala.

More importantly, under its Enterprise and Employment Policy of 2020 the government will be focusing on futuristic industries like aerospace and defence, which few states are currently talking about. "We are going to come out with a policy and necessary documents by the end of the year and incentivize people and companies to come and work on aeronautical technologies," said Mr. Chautala.

The state government has also tied up with Airbus and Boeing to get their MROs because it will set up an airport in Hisar by May 2023 and had already identified 7,500 acres land for it. Gurugram will no longer be the hub for industries but will focus on the services sector. To give a push to tourism in the state, the government has already identified a place in the northern Panchkula region called the Morni Belt in the foothills of the Shivalik range and has urged the services sector player to set up resorts there.

### Madhya Pradesh:

"What was once seen as a disadvantage of being a land-locked state is now seen as an advantage because our state along with our neighboring state cover **50%** of the Indian market," said Mr. Rajyavardhan Singh Dattigaon.

For Mr. Dattigaon, the past one year has seen phenomenal growth in the state. A **67%** increase in investments, **40%** in employment and a **50%** increase in land allotment and zero-manpower loss in the industry during the pandemic. Madhya Pradesh has already become a hub for pharmaceutical industry with Active Pharmaceutical Ingredients (APIs) and generic drugs being manufactured there, a boon for the fertilizer industry because of the huge amount of land bank available.

There is a greater focus on the automobile sector. The government has also done away with 1896 regulations that were a source of hindrance in running businesses. The government has also planned to set up a medical equipment park and create a hub for garments and textiles, because it is a major cotton producing state and this industry employs a lot of women. Then there is a new Ethanol Policy and air cargo services to transport fresh agricultural products to the rest of the country and the globe.



## Session 13: Reviving the Economy - Secretaries Perspective

### [Click to View Session](#)

Senior officials demonstrated commitment and leadership during the unprecedented crisis while also kept the ball rolling on policy front.

What are the lessons from the past 18 months? What has changed and what is yet to change to ensure the economy and critical services are in good shape? Where do they see India in the near future? What is the reform pipeline?

### Session Takeaways:

- Tourism sector is reverting back on the growth-track
- Aatmanirbhar Bharat defines India's future in defence manufacturing
- Integration of education and skilling would improve employment prospects
- Collaboration and cooperation necessary for growth of exports





### Panelists

#### **Apurva Chandra**

Secretary Ministry of Information and Broadcasting  
Government of India

“

**Broadcasting sector overall was badly hit by the pandemic, but OTT gained. Newspapers and theatres were mainly hit due to lack of advertising.**

”



#### **Arvind Singh**

Secretary Ministry of Tourism  
Government of India

“

**Since road and rail networks were shut due to pandemic, the aviation sector rose to the challenge of ensuring supplies like medical equipment, testing and PPE kits to areas like Jammu. & Kashmir, Ladakh and, North-East.**

”



#### **Dammu Ravi**

Secretary (Economic Relations) Ministry of External Affairs  
Government of India

“

**Global supply chains were disrupted in last two years. Many countries looked up to India for supply of medicines and we lived up to expectations of many.**

”



### **Rajesh Aggarwal**

Secretary Ministry of Skill Development and Entrepreneurship  
Government of India

“

**80% jobs will come back, for the remaining  
20% job profiles will change.**

”



### **Moderator**

#### **R Sukumar**

Editor-In-Chief  
The Hindustan Times

“

**A lot of activity is going on in the realm  
of policy.**

”



### **Welcome**

#### **Shivnath Thukral**

Managing Committee Member, PAFL and Public Policy Director  
WhatsApp, India

“

**It is important to appreciate the institutional  
framework of the country.**

”





## Tourism:

After 18 months of pandemic, the green shoots of revival are back in most sectors of the economy, including tourism and air travel, which were worst affected by Covid-19. As Arvind Singh pointed out on the first day that air travel re-opened on May 20, 2020, there were only 250 departures carrying some 30,000 passengers but by October end the number had increased to 3,50,000 passengers. It was only made possible because the Ministry of Civil Aviation had set in motion processes and procedures to make contactless travel possible, with the support of the entire airline industry. But the return to normalcy was not without challenges.

The challenge was to restore the civil aviation sector to pre-pandemic level. "It was a seamless transition to a new normal way of travel," said Mr. Arvind Singh, who was the Chairman of the Airports Authority of India (AAI), during the first wave of the pandemic. The domestic sector had since been completely opened and airlines, leading to a likely boom in air travel during the festival season.

However, the pandemic saw the sector facing challenges, which needed immediate attention. First, was the logistic challenge during the period of complete lockdown from March to May of 2020, when all other means of transport were completely shut. There was an urgent need to reach medical supplies, medical equipment like laboratory testing kits, personal protection equipment, etc., most of which had to be brought from other countries. Hence, air cargo and aircrafts were used to send medical supplies and other equipment to areas of Ladakh, Jammu & Kashmir andaman & Nicobar Islands, etc.

The tourism industry, which saw a sizeable reduction in revenues and a drastic reduction in inbound traffic, during the first wave of Covid-19 witnessed further dips following the second wave. In the second quarter (July to September) of 2021-22, hotel owners reported a **60%** occupancy and expect **100%** occupancy in the third quarter (October-December) of this fiscal. Their optimism stems from the fact the Q3 is a time of festivals, season of marriages and a return of physical conferences.



## Defense:

Mr. Apurva Chandra outlined the various steps taken by the government to increase the country's indigenous content to make India Aatmanirbhar in defense. "I can say that a very large part of the defense contracts are going to public or private," said Mr. Chandra, adding that **50%** of contracts by value are going to foreign vendors. The skew in the value of contracts is because India does not have the capability of manufacturing very high value products like fighter aircrafts.

Some of the main achievements in the past three to four years have been in ship building. "Today, none of the contract for ships either for the Navy or for coastguards are given to foreign vendors," said Mr. Chandra, adding that all shipbuilding is done within the country itself. The other big development is the awarding of largest ever contract of more than ₹ 40,000 crore contract to state-owned Hindustan Aeronautics Limited for the supply of 83 light combat aircraft (LCA). These aircrafts will be designed, developed and manufactured in the country, with the patent remaining with the government.

The second big contract worth ₹ 20,000 crore was awarded to Airbus Defense and Space, Space and Tata Advanced Systems Limited (TASL) to procure 56 C-295 medium transport aircraft to replace the Avro-748 planes of the Indian Air Force. While 16 aircrafts will be delivered in a flyaway condition by the Airbus Defense and Space, the rest 40 planes will be manufactured in India by the consortium of the Airbus Defense and Space and Tata Advanced Systems Ltd (TASL).

"This development, " according to Mr. Chandra will give a major impetus to aircraft manufacturing in India. Similarly, smaller defense items like bullet-proof jackets and hand grenade bombs of world-class quality are being made in India at a much cheaper cost.



## Skill Development

Mr. Rajesh Aggarwal said hands-on skill development like plumbing and tailoring, etc. took a major hit during the pandemic because such kind of education cannot be taught online. "Luckily between the first and second wave of Covid-19 some training was possible and even persons who have completed their theoretical study are coming back for the practical classes," said Mr. Aggarwal.

While many industries did close down, there was heavy demand from certain sectors like the healthcare sector, home delivery and online education. In fact, regulations were relaxed to allow people to work in the health sector. To give a boost to skill development, the Ministry of Skill Development is pushing for tighter integration between education and skilling so that students who pass out from these institutes have a better understanding of the sector and greater industry-student interaction, which means more apprenticeship, more on the job training.



### External Affairs:

Mr. Dammu Ravi said the biggest learning from the pandemic for the world is not only the need for a resilient but also build an alternate global supply chain because dependence on just one country is fraught with dangers. It is for this reason that India needs to be Aatmanirbhar or self-reliant. A self-reliant Bharat can also help other countries.

To make its mark on the world stage, India needs to become far more export-oriented because we are still inward-looking catering mainly to the large domestic market. "Policies need to look at that dimension too and need to work at global platforms, look out and reach out," said Mr. Ravi. After many years of stagnation of USD 300 billion, India is poised to touch USD 400 billion in exports because of the collaborations among various missions, the Ministry of External Affairs and the Ministry of Commerce.

However, becoming an export-led economy will not be easy because there are challenges of market access because of the protectionist policies adopted by the developed world. It requires cooperation, collaborations and discussions with various countries. "Hence, we need to use the policy space properly," said Mr. Ravi.



## Session 14: Azadi Ka Amrit Mahotsav

### [Click to View Session](#)

Being celebrated over 75 weeks, Azadi ka Amrit Mahotsav is an embodiment of all that is progressive about India's rich socio-cultural, political and economic identity. This sphere of creative economy spans languages and dialects, music and dance, yoga and cuisine and much, much more.

As we reclaim our global leadership in the comity of nations, how should we reimagine post-pandemic India while leveraging this soft power? How can the industry partner with the Government in this endeavour?





### Chief Guest

#### Govind Mohan

Secretary, Ministry of Culture  
Government of India

“

**We look forward to realise the vision of honourable Prime Minister, the India 2.0, the India of Aatmanirbhar Bharat, fuelled by the five I's of Intent, Inclusion, Infrastructure, Investment and Innovation.**

”



### Moderator

#### Virat Bhatia

Vice President, PAFI and Managing Director  
Apple India

“

**PAFI is committed to contribute towards ideas, visibility, outreach and impact in the context of Azadi Ka Amrit Mahotsav.**

”

Azadi Ka Amrit Mahotsav," (AKAM) is not just an important initiative of the Indian government, a nationwide celebration of the country's 75th year of Independence, but also a time to commit to the Prime Minister's vision of Five I's - Intent, Inclusion, Infrastructure, Investment and Innovation—and that of Aatmanirbhar Bharat. Hence, the celebrations will focus on the country's glorious past, time-honored traditions and individuals who have made important contributions to the country's Independence, as also showcasing India's glory.

The AKAM program was launched by Prime Minister Narendra Modi on March 12, 2021, the same day that Mahatma Gandhi had started his historic Dandi March or Salt Satyagraha in 1930. The program will have about 7,000 events, curated by various ministries and departments and will be held across the country and abroad with five major themes.

The first theme is “Freedom Struggle” to commemorate India’s freedom fighters, especially the unsung heroes, who may be well-known in their own regions, but find little recognition throughout the length and breadth of the country.

“We are developing a website and putting together the names and asking the railways and airlines to spread the message about unsung warriors,” said Mr. Mohan. Then, there are other ways of spreading the message of their contribution to the independence struggle, a podcast on freedom movement called “Jara Yaad Karo Quarbani” and a series of Amar Chitra Katha comics focusing on the role of 15 such heroes.

The second theme is “Our Achievements” or what can be called “Achievements @ 75” to showcase the Idea of India as a land of opportunity and aspirations.

The theme of “Ideas @ 75”—the third one—focuses on ideas that will define the country over the next 25 years, till Independent India reaches its 100th birthday. One such idea is centuries old of treating every Indian, including the Indian diaspora, living in various countries, as a part of one large family.

“Every event that we are doing, we are trying to develop an international resonance, where it will not only be celebrated by the diaspora, but through their efforts, the great things about India, will be made known to the people where the diaspora is residing” said Mr. Mohan.

“Ideas @ 75” will also underscore India’s achievements in innovation and in developing a robust ecosystem around it. After all, India is the third largest start-up community in the world, with nearly 50,000 start-ups, many of which have turned unicorns. It is something that needs celebration. Other ideas that will be celebrated during the 75th year is the whole concept of rural development, where the Ministry of Rural Development will organize a 90-day program detailing the success of the Antyodaya program, which has ensured that the fruits of development are reaching the last person even in the most backward areas.

One of the other big ideas is the development of the concept of “sustainability”, which dates to early Indian civilization, which emphasized the importance of living with nature, co-existing with nature. And India is trying to revert to that ancient idea through the renewable energy route, thereby not polluting or hurting nature. It is clear from the country’s decision to set up 450 GW of renewable energy by 2030.



The fourth theme is “Resolve @ 75”, is about taking Sankalps or taking a resolve for the future. The fifth theme is “Actions @ 75” where the country looks at the multitude of things that are happening within the government and outside the government and are fueling the growth of the nation.

However, the celebrations will have five distinguishing characteristics. One, it will involve the Central and state governments, Union Territories and Indian missions abroad and will not be the responsibility of any single ministry or department. Secondly, it will be based on “Jan Bhagidari”, which means that it will have a large participation of the people in the event, who will also take part in the festivities surrounding the event. Thirdly, it will be a low-cost affair, where all the state governments and central ministries will pool in the resources to organize the event.

Fourthly, the event will be digital in nature and its outreach will be on the social media, available on the digital channels, which are subscribed to by people and most importantly, by the youth. Lastly, the event will have high visibility, outreach and impact on the largest number of people. If the program goes online, then it must reach a substantial online audience and if it is offline, then there must be a large physical presence. The celebrations will also talk about the concept of justice and rights of children and women.

The aim of this multifaceted event, argued Mr. Mohan, is also to create collaborative synergies between ministries and departments. “And that spirit of collaborative synergy is what we expect to spread out, transform into normal functioning in various ministries, departments, governments, break the silos and work together,” asserted the Secretary, Ministry of Culture. Such events are a good place to start.

Mr. Mohan also underscored the fact whether it is the case of Ease of Doing Business, or a program like PM Gati Shakti or the National Asset Monetization Pipeline, they will only be successful if the silos approach is dismantled and a convergence approach is adopted. Only then will economic growth see a multiplier effect.



## Session 15: Indian Economy: Cruising New Heights

### [Click to View Session](#)

After being grounded literally in the wake of pandemic, aviation sector is all set to scale new heights, connecting places and people. Air India disinvestment, liberalized drone rules and new airports would further propel the engine of economic growth.

How do we ensure comfort and competition, safety and sustainability, affordability and accessibility, inclusion and innovation, without hitting another air pocket?

### Session Takeaways:

- Focus on inclusion, access and affordability as key drivers
- Regional airlines and helicopters to ensure last mile connectivity
- Stakeholder engagement to develop policies





#### Chief Guest

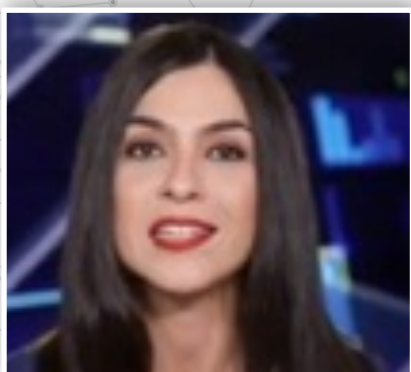
#### Jyotiraditya M Scindia

Minister of Civil Aviation  
Government of India

“

**Ravaged across the world through the pandemic, the aviation sector has withstood tremendous adversity with a black swan event every six years or so.**

”



#### Moderator

#### Shereen Bhan

Managing Editor  
CNBC TV18

“

**Aviation sector is recovering from the turbulence caused by the pandemic. With the infection rate falling and vaccination picking up and countries opening borders to foreign travelers, air passenger traffic is starting to recover.**

”



#### Opening

#### Ajay Khanna

Forum Chairman & Co-Founder, PAFI and  
Group - Global Chief Strategic & Public Affairs  
Jubilant Bhartia Group

“

**It is commendable that the government is engaging various stakeholders in the course of policy development**

”





## Welcome

### Subho Ray

President, PAFI and President,  
Internet and Mobile Association of India (IAMAI)

“

**Aviation sector has a multiplier effect on the economy**

”



## Closing Remarks

### Virat Bhatia

Vice President, PAFI and Managing Director  
Apple India

“

**Consultative approach adopted by the ministry of civil aviation is exemplary.**

”

The global civil aviation sector was not only ravaged by the pandemic but was also the worst hit among all the sectors of the economy raking up a staggering USD 370 billion in losses last year. The Covid-19 devastation did not spare the Indian aviation industry too, which suffered losses to the tune of USD 2.7 billion (nearly ₹ 19,000 crore), its steepest decline in its history.

However, as Mr. Jyotiraditya Scindia, Minister of Civil Aviation, Government of India argued this 18-month period provided time to both the aviation industry and the government to introspect, return to the drawing board to reposition itself and bring about a paradigm shift in the value proposition and the way it functions.

It also forced the government to rethink its policy framework and look at policy making from the lens of 100 days, 365 days and setting three-to-five years targets. “Although the level of uncertainty was extremely high, we maneuvered through these difficult times and tried to bring the civil aviation industry back to normalcy,” said Mr. Scindia.

From the demand side, the ministry realized that it needed to focus on three issues – inclusion, access and affordability. “In terms of affordability we realized that our fares were comparable to train fares of second-class AC and above for 10 hours or more of travel. In fact, in the same circuit for the same distance, we are **10% to 20%** cheaper,” said Mr. Scindia.

The minister for civil aviation also pointed out that not only was the gap between those travelling longer distance in second class AC and above and those taking flights narrowing (187 million in trains to 144 million by air in a normal year), but in the next three to five years those travelling by airlines will far outnumber those travelling by trains, because the airline sector was growing at a compounded annual growth rate (CAGR) of **10.3%** compared to **5.6%** in train travel.

To increase access and inclusion, the ministry is focusing on the tier 2 and tier 3 cities in the next 60 days. It will concentrate on setting up five new airports, six new helipads and 50 new UDAN (Ude Desh ka Aam Naagrik) routes. However, Mr. Scindia was categorical that there had been an excessive focus on airlines and airport operators—the two main levers of the airline industry— at the cost of other significant players in the aviation ecosystem. Hence, the ministry felt the need to focus on regional airlines and helicopters to ensure last mile connectivity.

To give a boost to the helicopter services—India has the lowest helicopter penetration among developed and developing economies—the government came out with a helicopter policy. The overarching policy looked at issues like scrapping of parking and landing charges, creating a helicopter portal for all necessary clearances for chartered helicopters, setting up a dedicated helicopter acceleration cell in the ministry itself. It is also setting up a Helicopter Emergency Management Services (HEMS) in expressways to help accident victims, but the overall aim is to set up a helipad in all the 650 districts of the country.

To democratize air travel in India, the airline industry needs to move from a high-cost, high-margin but low-volumes to a low-cost, low margin, but high-volumes model, something akin to the telecom industry. The government has been the primary driver in this through its UDAN scheme to connect unserved or partially served cities. And, when cities like Dibrugarh in Assam and Jharsuguda in Orissa have been connected, there has been an exponential growth in traffic.

The same will be true for other cities because air travel in India has not even scratched the surface. There is a huge upside in airline travel. After all, only 145 million (less than **10%**) out of a total of 1.3 billion Indian travel by air and if that percentage increases to **20% to 30%**, an additional 300 million and 400 million people will be travelling by air and if they decide to take a round trip some 600 million will be using airlines.

To ensure the overall growth of the airline sector, the government needs to change its relationship with its stakeholders—all the players in the aviation ecosystem. “The government’s role should be one of a constructive collaborator rather than being a restrictive regulator,” said Mr. Scindia.

To play the role of a constructive collaborator and the overall development of the sector, the minister has set up nine advisory groups including members from the academia, consulting firms and industry to look at various verticals of the aviation ecosystems including MROs, cargo handlers, aircraft manufacturing, regional airlines and helicopters etc. For instance, air cargo, carrying medicines and other survival kits has been the savior of many airlines during the pandemic and increased its market share from **2%** to nearly **19%** during the pandemic.

Moreover, to make the Indian airlines competitive vis-a-vis the international players, the minister has also written to the chief minister of 22 state governments to reduce the value-added tax (VAT) on aviation turbine fuel (ATF). States like Haryana and Uttarakhand and Union Territories like Jammu and Kashmir and Andaman and Nicobar Islands have already reduced the VAT from **25%** to **30%** to **1%** to **2%** and six other states are in talks. Such a reduction in VAT has given a great fillip to connectivity and increased revenues for the state.





## Session 16: Pleasure of Doing Business

### [Click to View Session](#)

Despite several policy reforms by both the central and state governments, businesses continue to face formidable challenges thanks to a myriad of compliance burden, further complicated by lack of clarity and at times, even contradictions.

What must be done to make doing business in India, a pleasure?





### Panelists

#### Ajay Prakash Sawhney

Secretary Ministry of Electronics & Information Technology  
Government of India

“

**The very fact that we are looking at the pleasure of doing business and taking it seriously, I think that itself is a good step.**

”



#### Pramod Bhasin

Chairman, ICRIER & Clix Capital and Founder  
Genpact Ltd

“

**We are still not at a point where policy and regulation, particularly at the micro-level, is done with enough consumer consciousness to make doing business very easy.**

”



#### Manish Sabharwal

Vice Chairman  
Teamlease Services

“

**Ease of Doing Business 1.0 happened in 1991 and 2.0 in the last five seven years. Now, we need 3.0 - Rationalize, Decriminalize and Digitize.**

”



### **Srinivas Katikithala**

Secretary, Government of India Director, Lal Bahadur Shastri National Academy of Administration

“

**The fundamental problem is a trust-deficit.**

”



### **Moderator**

#### **Javed Sayed**

Associate Executive Editor  
The Economic Times

“

**This is the first time in my professional life that I've heard the words business and pleasure in the same sentence in Indian context.**

”



### **Welcome**

#### **Harish Krishnan**

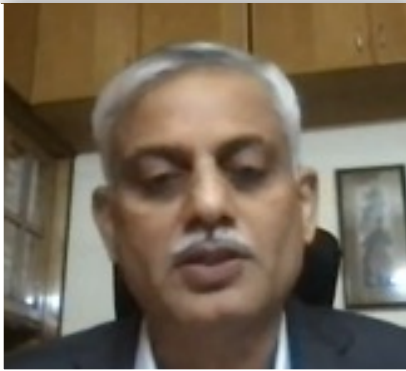
Past President and Co-Founder, PAFI and Managing Director & Chief Policy Officer Cisco India & SAARC

“

**We in PAFI strongly believe reducing the friction of doing business in India will easily add a couple of basis points to the GDP. To get to consistent, predictable, transparent policy. That is the reason for our existence.**

”





### Closing Remarks

#### Deepak Maheshwari

Chief Executive Officer,  
PAFI

“

**While the context, in which a policy is introduced, changes over time, the text of the policy often remains unchanged.**

”

India has made significant strides in the “Ease of Doing” business rankings, yet it still has miles to go before it can start congratulating itself on a job well done, said Pramod Bhasin. Entrepreneurs and businessmen continue to face formidable challenges on several issues like logistics, transportation, supply chains, excessive paperwork in many government and bank offices etc.

“Taxation remains a thorn in many people’s sides for reasons which have nothing to do with trying to evade taxes, but which just have to do with excess scrutiny, opening bank accounts should be very easy but still requires a lot of paperwork,” argued Mr. Bhasin. He further argued that there were many well-intentioned moves, but because of additional layers placed upon these concepts over time, making those well-intentioned extremely difficult and complex. Similarly, a lot more could have been done in the case of labor reforms too.

TeamLease Founder Manish Sabharwal said that as per their research an Indian entrepreneur needs to follow 67,000 compliances and carry out 6,700 filings, which change nearly eight times a day. In addition, there are 26,410 ways of imprisonment pertaining to these compliances. Such complexity is a nightmare for any entrepreneur in the country.

While it is true that not many CEOs have gone to jail, if Ease of Doing Business 3.0 has to be successful, there is an urgent need to rationalize, decriminalize and digitize the laws, processes, regulations etc. to make life easy for businessmen. The Ease of Doing Business 1.0 happened in 1991, with the opening up of the Indian economy to the world, the Ease of Doing Business 2.0 was launched in the past five to seven years, when a number of reforms were launched.

The biggest definition of criminalization is causing harm or injury to others. There are too many criminal provisions in our employer compliances, which don't harm others." "So, I think the Ease doing business 3.0 is an idea whose time has come and I hope we pursue it," said Mr Sabharwal.

Srinivas Katikithala believed that the fundamental problem between government and business is the trust deficit. After all, the architecture is very complex because on one side there is the civil service and on the other is the private sector. Then, there are those who are also equally skeptical like the representatives and the judiciary, which feel compelled to step in and really make things work.

However, Mr Katikithala pointed out that the government has taken various steps like repeated amendments to the Company Act 2013, to bridge the trust deficit between the government and the private sector. Moreover, many former criminalization provisions have been moved under civil provisions and amendments have been made to the Prevention of Corruption Act, 1988. Today, giving bribes has been made a punishable offence.

The Director of the Lal Bahadur Shastri National Academy of Administration pointed out that the government is moving towards a trust-based system and for its success, it will need to be inculcated as a matter of habit rather than practice. And, changing the



mindset of people to have greater trust in entrepreneurs and others is something that Mission Karmayogi is trying to address. "It is the most important next generation reform," contended Mr. Katikithala.

"The Mission Karmayogi is trying to create a civil service that is futuristic in its thinking, more engaging in its dealing and much more collaborative. This is at the core of this entire program and this is because the architecture of our country's governance is very complex," says Mr. Katikithala. After all, it is about dealing with the central government, a myriad variety of state and local governments, each of which play an important role in the complex task of regulation and law making.

The success of the mission will only be possible if everybody is aligned to a larger national goal, a larger national vision. It is something that cannot be done through building institutions and framing new procedures, enacting new laws or establishing new regulations. "It can be done only by bringing about a shift in the mindset, which is what Mission Karmayogi is seeking to achieve," said Mr Katikithala.

For Mr. Ajay Sawhney the pandemic has clearly shown how the government was able to get its act together to cope up with all the uncertainty around, with **98%** of the people working from home.

"We were able to put together – government and businesses jointly – find pathways that enabled us to continue providing services with confidence with almost minimal setback to the quality and quantity of services that we were providing to the best companies across the globe," says Mr. Sawhney. It was also able to find a way to enable people to work from home, a process which was later institutionalized. The government was also able to come up with new technology solutions during the pandemic, like the Aarogya Setu application among others, which were capable of scaling up immensely and quickly.

The government was able to manufacture COWIN, which has been able to register 100 crore vaccinations through one nationwide platform. It is not a small accomplishment. "It shows us that we are capable of extraordinary agility today," said Mr. Sawhney.

With the financial systems and the goods and service tax databases in place, it suddenly looks possible to provide easy and competitive and instant credit to micro, small and medium enterprises (MSMEs) and businesses, to traders and businesses, by leveraging the systems that the country has built. It can also be used to help the health care ecosystem, the education ecosystem, the agriculture ecosystem. It is not difficult to reimagine a new India, which witnesses greater trust between the government officials and Indian businesses.



## Women @ National Forum 2021



Anjana Somany



Anubhuti Kaul Bhrany



Daisy Chittilapilly



Deepshikha Dharmaraj



Lakshmi Kanchaan



Manjiri Bakre



Medha Girotra



Navika Kumar



Neelima Dwivedi



Ophira Bhatia



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Rashmi Dhanwani



Shagufta Kamran



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## Resurgent India: New Opportunities, New Possibilities

Through reforms aimed at transforming every sector, be it agriculture, manufacturing, industry or infrastructure, India is marching ahead at a rapid pace. Technology and innovation have played the role of enabler and force multiplier towards ensuring the last-mile reach of our delivery systems.



**Shri Narendra Modi**  
Prime Minister

In the last seven and a half years, Hon'ble Prime Minister Shri Narendra Modi and his government have constantly endeavoured to set India on the path of inclusive growth, transforming millions of lives, while putting India on the global map. The Public Affairs Forum of India would like to congratulate and thank the Hon'ble Prime Minister of India for his visionary leadership and for his government's process-driven and people-centric policies. As the nation celebrates Amrit Mahotsav - 75 years of Independence and responding to Hon'ble Prime Minister's clarion call of "Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas, PAFI looks forward to playing its part in building a "New India".

PAFI's objective is to provide knowledge and context to evidence-based, consultative, open and transparent policy process in the realm of Public Affairs that includes Public Policy, Research, Advocacy, Communication, Stakeholder Engagement and Corporate Social Responsibility. The theme of PAFI's 8<sup>th</sup> National Forum 2021 is "Reviving the Economy: Reimagine, Reboot, Reform". PAFI's National Forum is not just a platform for interactive deliberations via discussions, debates and dialogues amongst various stakeholders, but more importantly, setting the direction for broader policy and economic agenda emerging from active participation and interaction across a diverse set of stakeholders.

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## Forum in Social Media

- During the month of October, the **content** (posts, creatives and live videos) **only from PAFI social media handles** reached out to **4.5 million users** across social media platforms.
- The **total users reached out** to inclusive of PAFI content shared by other social media handles (likes, quotes, retweets, mentions) stands at **more than 50 million!**
- Average engagement** rate on LinkedIn was around **8% and Twitter 2%**, the industry average of (1-3 %)
- Average video views across platforms were **8K+**
- Across all social media platforms, over 15 days, PAFI social media handles **added over 753 followers.**
- With 75+ posts, the **pre-forum content of the 8<sup>th</sup> National Forum** on PAFI social media channels had **reached out to more than 1 million users what was seen in the earlier editions** including forum days.
- Record 100 posts live-tweeted** from 13 sessions of the National Forum, more than **double the live tweets in earlier editions.**
- The tweets sentiment was overwhelmingly **neutral to positive.**

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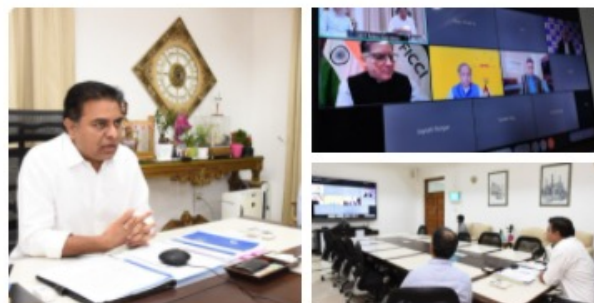
**Minister for IT, Industries, MA & UD, Telangana**

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IT and Industries Minister @KTRTRS today virtually participated as Chief Guest in the @PAFIIndia's 8th National Forum 2021. @ficci\_india Secretary General Dilip Chenoy and Prl. Secretary @jayesh\_ranjan were also present at the session.

**#PAFIIndia #NationalForum**

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# Media Coverage

## Info-tech

Govt expects Indian electronics manufacturing to reach \$300 bn by 2024-25: MoS IT

PTI | New Delhi, October 22 | Make in India | Updated On: Oct 23, 2021



Rajeev Chandrasekhar takes charge as the Minister of State for IT at his office in New Delhi. Photo Credit: -

The national electronics policy had set a target to create a \$400 billion electronics manufacturing ecosystem by 2025

The government expects the Indian electronics manufacturing sector to grow to around \$300 billion (about ₹22.5 lakh crore) by 2024-25, Minister of State for Electronics and IT Rajeev Chandrasekhar

said on Friday.

Speaking at an event by the Public Affairs Forum of India (PAFI), the minister said the government is looking beyond devices and communication, with expansion plans looking at equipment and systems, and further to automotive and medical equipment.

## 'Fuel consumption crosses pre-Covid levels, points towards rapid recovery'

Rajeev Jayaswal  
letters@hinduistimes.com

**NEW DELHI:** India's fuel consumption has surpassed that in the pre-Covid period—perpet by 10% and diesel by over 10% higher than pre-pandemic levels—indicating a rapid recovery in business activities, petroleum minister Hardeep Singh Puri said.

Speaking at a session on Reviving the Economy—Game Plan 2030, Puri said on Thursday that "the dawn and gloom scenario" is hopefully a matter of the past as India celebrates the administration of more than 1 billion doses of Covid-19 vaccine.

"Our petrol consumption is a good 10% higher than what it was pre-Covid. Our diesel consumption is also 10.2% higher than what it was before Covid," he said while addressing the eighth national forum of the Public Affairs Forum of India (PAFI).

India's gross domestic product (GDP) grew at a record 20.1% in the first quarter of FY22 against the contraction of 24.4% in the same quarter of FY21, signalling a strong revival in business activities.

Citing other indicators of investors' confidence in the Indian economy, Puri said the stock market is a yardstick.

He said the successful privatisation of loss-making state-run enterprise, Air India, also boosts investors' sentiment. Flouting his experience as civil aviation minister, the portfolio he held until the cabinet reshuffle in July this year, he said, some people



I'm placing on record today that we are well on the way to becoming a \$5 trillion economy

HARDEEP SINGH PURI, Union minister

said that the government was "selling the family silver".

"And I always turn around and say, look, the choice is not between privatisation and non-privatisation. The choice is between privatisation and closing down," as the airline was losing about ₹20 crore every day. The government on October 8 announced that Tata Sons won the bid to buy the country's flagship carrier for ₹18,000 crore, over 30% higher than the reserve price.

Expressing his confidence on India's robust economic growth, Puri said, "Let me say, I'm plac-

ing on record today that we are well on the way to becoming a \$5 trillion economy—from a \$2.89 trillion economy before Covid—by 2024-25. And again I'm sticking my neck out, we will be a \$10 trillion economy by 2030" when the world finishes the sustainable development goals (SDG) or 2030 agenda.

Puri said energy consumption will increase with the rapid economic recovery and cited the supply squeeze by global oil producers as one of the key reasons for high energy prices. He said fuel rates are high because the supply curve has been kept below the demand curve by the crude producing countries. Such high prices are undermining the global economic recovery and hurting the interests of both the developing and developed countries, he added, and said that he is in talks with other countries such as the US and Saudi Arabia to ease the situation. India is heavily dependent on energy imports.

## Synopsis

The Centre is looking forward to Indian airlines purchasing and leasing many more wide-bodied aircraft once the Indian aviation sector recovers from the COVID-induced crisis, Civil Aviation Minister Jyotiraditya Scindia said on Friday.



Scindia said there are three levers on which this industry should keep its focus on— inclusion, access and affordability.

The Centre is looking forward to Indian airlines purchasing and leasing many more wide-bodied aircraft once the Indian aviation sector recovers from the COVID-induced crisis, Civil Aviation Minister Jyotiraditya Scindia said on Friday. Only two Indian carriers -- Air India and Vistara -- currently have wide-bodied aircraft, which have bigger fuel tanks that allows them to

operate long-haul flights such as on India-US routes.

Scindia, while speaking at a conference of Public Affairs Forum of India, said Air India's successful sale to the Tata group is a testament of the belief of Prime Minister Narendra Modi and this government that "the private sector has an integral to play in making sure that service value proposition is there for all customers".

"I think in many ways, this (privatisation) changes the long standing perception of the government in business," he added.

## 'Economy Poised to Grow at Least 10.5% in FY22'

### Our Bureau

**New Delhi:** The Indian economy is poised to grow at least 10.5% in the ongoing fiscal 2022 despite several supply-side constraints, boosted by strong recovery in the July-September period and a jump in exports, NITI Aayog vice chairman Rajiv Kumar said.

"The economy will achieve 10.5% growth if not more in FY22," he said. "The unevenness in economic recovery is no longer due to consumer deficiency but supply constraints—chips, ships and global TRIPS," Kumar said while addressing the 8th National Forum of the Public Affairs Forum of India (PAFI).

According to Kumar, there has been a strong uptake in purchasing managers' index (PMI) for manufacturing and service last month and this will strengthen even more going forward.

Talking about the chip shortage, which is hurting production of automobiles and electronic products among others, Kumar said it is indeed a risk factor but despite these headwinds, India is on a road to double-digit growth this fiscal year.

"While global trade has grown sub-



### SUPPLY CONSTRAINTS



The unevenness in recovery is no longer due to consumer deficiency but supply constraints—chips, ships and global TRIPS

RAJIV KUMAR

Vice chairman, NITI Aayog

stantially, India's share in merchandise trade has not grown. We need to focus on doubling our share in global trade for which we need huge market access," he said.

Commenting on Tesla's long-pending demand for lowering of custom duty on imported electric cars, Kumar said: "Don't give us shipped products as it will not create jobs in India. Come and manufacture here and you will get all tax benefits."

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Indian envoy to the US, Taranjit Singh Sandhu.

### Deep appreciation in US over India crossing 100 cr COVID-19 vaccinations: Envoy

ANI | Updated: Oct 22, 2021 04:52 IST

Washington [US], October 22 (ANI): Indian envoy to the US, Taranjit Singh Sandhu, has said that there is "very strong and deep appreciation" in the United States as India achieved the one billion COVID-19 vaccinations milestone.

Speaking at Public Affairs Forum of India's 8th National Forum 2021 on Thursday, Sandhu said: "It is a very proud moment for us and I can tell you that there is very strong and deep appreciation in the US that we have crossed the one billion landmark and all through the vaccines manufactured in India."

India attained the milestone of administering 100 crore COVID-19 vaccines on Thursday morning. Several world leaders congratulated India on this achievement.

Hindi News - Delhi - Delhi AIMS Director Says Covid Pandemic Showed How Technology Can Be Game-Changer

### नेशनल फोरम 2021: एम्स निदेशक गुलेरिया बोले, कोरोना ने बताया कि प्रौद्योगिकी कैसे गेम-चेंजर साबित हो सकती है

प्रीतिजात, नई दिल्ली | Published by: अजयल सनसिया | Updated Fri, 22 Oct 2021 04:24:16 (IST)

सार

भारत के आठवें नेशनल फोरम 2021 के पब्लिक अफेयर्स फोरम में शुक्रवार को डॉ. गुलेरिया ने कहा कि कोरोना महामारी ने प्रौद्योगिकी की जरूरत समझा दी और बता दिया कि कैसे इसका उचित उपयोग ऐसे देश में गेम-चेंजर साबित हो सकता है जहां स्वास्थ्य विभाग में संसाधनों और मानव संसाधनों की बड़ी समस्या है।



## India can be world's edutech capital: NITI Aayog CEO

New Delhi, Oct 23:

NITI Aayog CEO Amitabh Kant on Friday said India can become the edutech capital of the world, with the private sector playing a key role and the public sector acting as a facilitator.

Speaking at a virtual conference of Public Affairs Forum of India, Kant also said India needs to significantly improve its learning outcomes, and technology can help the country leapfrog in a big way.

I am confident that India can become the edutech capital of the world with the private sector playing a key role and the public sector acting as a facilitator, he said.

Kant said affordable internet connectivity and technology-based infrastructure are the only ways to enhance the education sector in the country.

Relying only on physical infrastructure will not be sufficient,



he noted. As per Kant, the Indian edutech ecosystem has great growth potential.

But more importantly, the country will progress, students will learn, and learning outcomes will improve, he said, adding that comprehensive edutech architecture will help with better access to education, especially to disadvantaged groups.

Also speaking at the event, Byju's founder-CEO Byju Raveendran said via edutech, besides scope for students to learn, India can also become a global talent pool for teachers.

## T'gana nurtures industry, says KTR

PTI ■ HYDERABAD

Stating that the private sector is well taken care of in the State, Industries Minister KTR Rama Rao on Friday said that the Telangana government has been setting new benchmarks in policymaking and ensuring that the industry receives the much needed support.

Addressing the PAFI's 8th National Forum-2021, KTR said, "Telangana is welcoming investments of many kinds and we believe that as a State we have been setting new benchmarks in policymaking. Telangana has ensured that wealth creators, entrepreneurs and employment generators from the private sector feel respected and at home and are treated as partners and not merely as investors."

To facilitate investments, the State Government has appointed young professionals who guide the investors with the



politics and infrastructure in a very professional manner. These young professionals work under the banner T'gana T'gana which you set up immediately after the formation of Telangana State seven years ago, said KTR.

"In the pursuit of new investors, states often over-

look the existing investors. And that's where Telangana does best. Because we know that when you take care of existing investors, they become your biggest brand ambassadors," the Minister said.

"When you set down processes and build institutions

that codify individuals and perceptions, it brings in predictability, comfort and policy continuity," he said.

More than 14 percent of the investments worth around \$32 billion the State attracted in the last seven years have come from existing investors," the Minister said.

Referring to TSPASS, he said, "We (Telangana) are the most progressive State in the country. Our policy allows self-certification and also promises 15-day clearances by statute. And if we don't deliver under the 15-day window on the 16th day, it's deemed approved." Telangana has a large land bank of about 2,00,000 acres of industrial land available with the TSPIC, KTR added.

He stated that there is uninterrupted high quality power in the State and Telangana is also the second largest renewable energy producer in the coun-

try. The Minister highlighted the Telangana Academy for Skill and Knowledge (TASAK) and stated that the Government would train people at its own cost, transforming them into quality human resources and also provide major employment opportunities to the locals.

The Telangana Government is also offering additional incentives to the industries which recruit local people, he said. KTR said that the State Government has been giving top priority to sectors including IT, electronics, life sciences including pharmaceuticals, biotech, and medical devices, defence and aerospace, food processing, textiles, automotive including EV, plastics and chemicals, gems and jewellery, retail, and logistics. FICCI Secretary General Drip Chetty and Principal Secretary Jayaprakash Reddy were also present at the session.

## NITI Aayog VC assures Tesla it would get tax benefits

NITI Aayog Vice Chairman Rajiv Kumar on Thursday urged US-based Tesla to manufacture its iconic electric vehicles in India, while assuring the company that it will get the tax benefits it wants from the government. Speaking at a virtual conference of the Public Affairs Forum of India (PAFI), Kumar further said Tesla should not just ship its products into India as this will not create jobs in the country. "Come and manufacture in India, you (Tesla) will get all the tax benefits you want," he said while replying to a question about the company's demand related to tax concessions. "The argument that we will create a market by exporting into India finished products... is an old argument and we have moved on from that," Kumar added.

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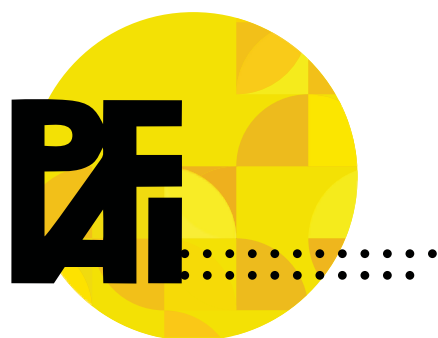


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