



Public Affairs Forum of India



4th
National
Forum
2017

**PUBLIC AFFAIRS:
EFFECTIVE ADVOCACY &
PUBLIC POLICY STRATEGIES**

September 14-15, New Delhi

Report



Introduction

Session I

Inaugural Session

Special Dinner Session

Session II

Effective Advocacy with Bureaucracy

Session III

CEO's Engagement with Advocacy & Public Affairs

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

Session IV

Advocacy & Media: Is lobbying a bad word?

Session V

Public Affairs Engagement with Legislators

Session VI

Closing Session - How to have an Effective Advocacy Plan with Government

Introduction

The Public Affairs Forum of India (PAFI) organized its fourth National Forum in New Delhi on 14th and 15th September, 2017 that focused on '**Public Affairs: Effective Advocacy & Public Policy Strategies**'. The primary objective of the Forum was to bring together eminent leaders and thinkers, to examine the importance of engaging external stakeholders for effective Advocacy and Public Policy formulation in context of global integration and evolving forms of Advocacy. The Forum also focused on the need for specific corporate strategies for an effective Public Policy and Public Affairs program.

PAFI Forum engaged stakeholders from key disciplines to understand different perspectives in a globally networked world where policies and decisions in one region of the world often impact another. The Forum received an overwhelming response with around 250 delegates getting the opportunity to interact with over 40 eminent panelists comprising key Government officials, CEOs, Media representatives, Think Tanks, Parliamentarians and Legislators. Support from 28 sponsors and 15 supporting organisations, chambers and associations contributed to the resounding success of PAFI's 4th National Forum.

PAFI is the only organised platform for Public Affairs professionals in the country. PAFI has representation from large and medium-sized transnational Indian and foreign companies. PAFI's objective is to redefine perceptions of how business entities engage with relevant stakeholders, including the Government, Media, Academia and Consumers. PAFI seeks to recognise the strategic role of a content driven ethical Public Affairs practice in India and endeavors to provide a platform to share best practices and to build a credible network of Public Affairs professionals. The 4th National Forum of PAFI was an initiative towards realising this goal.



With stakeholder participation being increasingly recognised as a key element of effective Public Policy formulation, the role of Public Affairs professionals as channels for information flow between the industry on one hand and the Government and bureaucracy on the other, assumes greater significance. However, with the explosive growth of digital media platforms and consequent evolution of newer forms of Advocacy, there is a growing recognition that the information flow needs to be unbiased and fact based.

PAFI's 4th National Forum was inaugurated by **Mr. Hardeep Singh Puri, Minister of State (Independent Charge), Ministry of Housing & Urban Affairs, Government of India**. The Forum was divided into eight sessions with each session focusing on important questions relevant to the role of Public Affairs professionals in Advocacy and Public Policy formulation. The sessions on '**Effective Advocacy with Bureaucracy**' and '**Public Affairs Engagement with Legislators**' gave valuable insights and varying perspectives on the role of Advocacy and Public Affairs in the context of Public Policy formulation. Some of the discussions were on '**CEO's Engagement with Advocacy & Public Affairs**' and a special luncheon session with **Dr. Vinay Sahasrabudhe, Member of Parliament & National Vice President, BJP** on what would be the expectations from Public Affairs professionals and their roles in Advocacy and shaping Public Policy.

The session on '**Advocacy & Media: Is lobbying a bad word?**' was equally engaging as media stalwarts sought to differentiate Public Relations from Public Advocacy, politics from policy and political journalism from activism in the context of lobbying. The closing session on '**How to have an Effective Advocacy Plan with Government**' deliberated on what is the most effective form of Advocacy with Government and how can industry play a role in the policy formulation process.

While Public Affairs professionals are increasingly being looked at as specialists in disseminating relevant information to the stakeholders, the Forum highlighted several key issues related to the trust bureaucracy and media repose on Public Affairs professionals; the roles CEOs envisage for Public Affairs professionals in their companies and the expectations that Parliamentarians have of these professionals while shaping Public Policy.

Session I - Inaugural Session

PAFI's 4th National Forum was inaugurated on September 15, 2017 by **Mr. Hardeep Singh Puri, Minister of State (Independent Charge), Ministry of Housing & Urban Affairs, Government of India.**

In his first major address as Minister of State, Mr. Puri highlighted his immediate priorities in realising the vision of the Honorable Prime Minister of India Shri Narendra Modi in building a new India. He emphasised that while each of the new urban missions sought to address a specific aspect of urban infrastructure, together they will converge to improve the quality of life.



Being among the fastest urbanising country in the world, India is undergoing a major demographic transition. The beauty of the new urban missions is that each of them seeks to address a specific aspect of urban infrastructure and together, being implemented in a convergence mode aims at improving the quality of life as the outcome.



Mr. Puri stated that these transformative missions are result of yearlong extensive stakeholder discussions which reflect a paradigm shift in Public Affairs, since they rest on citizen participation and a bottoms-up approach rather than the earlier top down approach.

While addressing the need to urbanise India, he said that Smart City is the need of the hour. Further adding, “India is transitioning and urbanisation is an integral part of this exciting and challenging journey. We will spare no efforts to realise a New Urban India and I am confident that success will be with the people of India.”

Holding the baton of the Swachh Bharat mission high, Mr. Puri, announced the approval of a plan costing the exchequer Rs. 300 crores for visible improvement of solid waste management in Delhi. The fund will be utilised for procuring machines for collection, transport and storage of solid waste, procurement of

decentralised treatment plans and special machines for upkeep of drains and sewers.

He also announced that under the AMRUT Yojana elaborate action plans for 500 mission cities has been approved 3 years ahead of time, with projects of over Rs. 20,000 crores under implementation - of which tenders worth Rs. 2,500 crore projects have already been floated. He stated that under the AMRUT Yojana, 1.39 crore urban households will be provided with water connections, sewerage networks will be improved from the present 30% to 60% and 1900 open spaces will be developed as green parks. To meet targets under the new urban mission, the Ministry has undertaken an assessment of fund requirements till 2022 and the likely availability and has set up a Special Purpose Vehicle to tap the market.

While addressing the need for Smart Cities, Mr. Puri highlighted the importance of private-public partnerships. He said, "The 'community and stakeholder connect' in urban planning certainly involves a certain paradigm shift." He cited the Real Estate Act as a classic example of how industry can partner with the Government in policy making.

Mr. Anil Menon, Global President, Smart+Connected Communities, CISCO discussed the evolution of Government Affairs into Public Affairs. Referring to the amount of work Public Affairs needed to accomplish, Mr. Menon said, "Migration issues exist all over the world. Today there are 10,000 people who are leaving rural areas and moving to urban areas every hour of the day. There is a need to build one London a month for next 36 years to catch up with the urbanisation, and this is not practical in the existing way of doing business or partnerships."

Mr. Menon also raised questions regarding globally relevant underlying issues of equality, diversity, inclusion and unemployment. Describing the first wave of digital economy as the globalisation of Information Technology services and the second wave as globalisation of Engineering services, he added that India stands to benefit if businesses and Government act together to dominate the third wave of digital economy i.e. globalisation of urban services. He said, "This is where Public Affairs have a huge role to play. Public Affairs professionals can have a broader and an outside perspective.

We understand Government, we understand business, we understand our stakeholders - unions, education institutions and how do we get communities interest at the centre and identify a way that works for all."

Elaborating on why Public Affairs role is going to be critical, Mr. Menon said, "Firstly, it is for political will and political leadership. For Smart Cities to happen you need global standards. We have to think globally. A product is manufactured in India but standards should be applicable globally. Secondly, Public Affairs role is required to bring smart regulations. Most cities are run on regulation of over 100 years. We need smarter regulations but for that we need public-private partnerships. To grow globally, we need more collaboration, more open discussion, more new ways of thinking on how we can shape the right governance, the right model. Lastly, Public Affairs is required because of the ecosystem that we operate in. People always look for optimal solutions while they operate in sub-optimal conditions. As we look at digitising India, we have to look for the most effective solution which can strike a right balance between different ideas and different roles and can align business, society and Government interests."

Mr. Ajay Khanna, Forum Chairman & Co-Founder, PAFI and Chief-Strategic and Public Affairs, Jubilant Bhartia Group, while setting the tone for the Forum said, "The role of a Public Affairs professional is very diverse and has to operate in a complex environment.



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“ We at PAFI, with a strict code of conduct, are trying to develop a networking and a capability platform where Public Affairs is seen as legitimate, clean and more public than private Advocacy.”

She has to give new ideas for improvement, engage with various stakeholders, she is the public face of the company, she has to look at risk management, crisis management, she has to look at communication, CSR, she has to watch what is happening on the policy front, she has to watch economy, watch competition and also do some part of business development.” He further added, “We at PAFI, with a strict code of conduct, are trying to develop a networking and a capability platform where Public Affairs is seen as legitimate, clean and more public than private Advocacy.”

Mr. Harish Krishnan, President and Founding Member, PAFI and Managing Director, Advocacy & Strategic Engagements, Cisco India & SAARC spoke on the journey of PAFI over the last few years. He said, “Public Affairs Forum was informally started 10 years ago and in the last four years we formally registered the society. Today we have around 70 member companies representing some of the largest and most respected Indian and multinational companies.” He stated that Public Affairs professionals need to manage Government relations, media communications, academia, issue management, corporate social responsibility and lead strategic initiatives at the cusp of societal needs and a company's domain expertise. He further added that a Public Affairs practitioner's job was not to do sales, but to be a two way translator. Translate the context and need of the Government to the company and articulate the domain expertise of the company to the Government.



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Mr. Sanjay Singh, Member - Managing Committee, PAFI & Principal Resident Representative, Tata Sons, while proposing a vote of thanks said, “I must applaud efforts of PAFI members as Forum of this dimension is not very easy to construct and bring about.”



Special Dinner Session

As a precursor to the Forum, PAFI hosted a special dinner session on September 14, 2017 where **Mr. Sanjaya Baru, Secretary General, FICCI** delivered his first address as the Secretary General.

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Mr. Sanjaya Baru, Secretary General, FICCI was the Special Guest Speaker at the dinner session. In his address he said, “Over the years we have seen PAFI grow tremendously. I am sure it will play an even more significant role in shaping Public Policy and in giving a new dimension to how business entities should engage with stakeholders especially those involved in the process of policy formulation.”

Commenting on the current state of affairs, Mr. Baru added, “We are living in interesting times, where the

idea of Advocacy is increasingly being viewed as 'self-serving'. It is extremely important to inform the connected social milieu that the objective of Advocacy is to shape Public Policy. The economic slowdown and the term 'policy paralysis' is a product of fear of public scrutiny.”

He urged Public Affairs professionals to concentrate their efforts in empowering policy makers to make difficult decisions and not fear the consequences. ■



Session II - Effective Advocacy with Bureaucracy

The second session focused on the bureaucracy's perception of how important the industry is as a stakeholder for consultation on policy formulation, and the role of Public Affairs professionals in making the industry a more prominent voice during the policy making process.

Mr. Sanjay Singh, Member, Managing Committee, PAFI & Principal Resident Representative, Tata Sons welcomed the panelists and set the tone for the session by stating that effective Advocacy is not possible without informed decisions. The session was chaired by **Mr. Kiran Karnik, Former President, NASSCOM**, who shared his experience on how Public Affairs has undergone a great transition. He said, “Public Affairs today has got recognition and has transitioned from being a 'suitcase business' into something which is professional and possesses a very different expertise and approach.”

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Mr. Karnik expressed his delight that the panel has distinguished guests from the bureaucracy which implied that the Government is also looking to understand the industry, its viewpoint and is actively seeking suggestions and direction before it makes policies. He said, today crux of the session is to look at where and how does Public Affairs and Government

interface take place and how it can be best taken to a point where there is active contribution from industry. He added that this contribution he is talking about has to come through Public Affairs experts interaction with the Government to make sure that Public Policy that is formulated takes into count what industry thinks and knows.



“Policy making in India is very complex. In matured countries think tanks are undertaking tremendous research and are representing lot of independent views, something that our policy makers are missing.

Ms. Aruna Sundararajan, Secretary, Department of Telecommunications, Ministry of Communication started her address by making a distinction between industry and Public Affairs forum. She said, “In India, over the last several years, we have industry which has effective advocates on its behalf. We have civil society which is fairly strong and has been a very effective advocate for it’s own interest. We have media and explosion of social media. However, what has not been available in the sphere of Public Policy making is an independent view.”

She said, “Policy making in India is very complex. In matured countries think tanks are undertaking tremendous research and are representing lot of independent views, something that our policy makers are missing. In India too we need independent point of view, we need more think tanks, we need diversity of energies and thoughts to provide information in the policy making process.” Adding further,



“Public Affairs personnel have a specialised role that required them to deal with two difficult forces – internal company bureaucracy and Government bureaucracy, the only advantage being access to the CEO of the company.

she said, “If we want better policy making, we must encourage more work by independent set of people to adopt a long term and holistic view that looks at all the stakeholders.”

Mr. Atanu Chakraborty, Director General, Directorate General of Hydrocarbons, started by quoting Lincoln, “No policy would have stability without a sustained public opinion.” He stated that Public Affairs personnel have a specialised role that required them to deal with two difficult forces – internal company bureaucracy and Government bureaucracy, the only advantage being access to the CEO of the company. He said, expectations from Public Affairs personnel is about having a sustained dialogue. For this to happen, it is required that we have an ethical dimension to every dialogue. He stressed on the need for unbiased information and a sustained dialogue rather than one that occurs only at the time of policy making.



“ It is difficult for think tanks or associations to be independent. The institutionalised way of consulting public at large is lacking.

Mr. Alok Chaturvedi, Director General of Foreign Trade went on to state that bureaucracy was a misunderstood term in India and that there was a need to understand the people behind these posts. He stated that as trustees of public money, bureaucracy required more rules and greater checks and balances. It is slow since the system needs to make an informed decision without any haste. He pointed out that this was different from decisions about 'private money' where individuals rather than a system is responsible for decision making.

Expressing his views Mr. Chaturvedi said, he has a different viewpoint than of Ms. Sundararajan and said it is difficult for think tanks or associations to be independent. In his opinion, everyone has their interests at the centre and something which he finds alright. For example, SMEs will have interest of small scale industries to secure. He said, the institutionalised way of consulting public at large is lacking. He illustrated how at times they reach out to industry and consult them but largely for the sake of consulting. For example, even after consultation, it is not



“ Trust building between the industry, Public Affairs professionals and the bureaucracy was essential to sustainable dialogue in the context of Public Policy.

possible to share the draft or convey if suggestions have been incorporated. The system lacks transparency and this is where the focus should be along with the need to reconcile differences and represent those who do not have a voice.

Mr. Atul Chaturvedi, Additional Secretary, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry said that over the years a disruption has been brought into the stakeholder-centric process which has largely happened through consultation process with the Public Affairs professionals. Citing example of one such consultation process, he said, “I cite example of Make in India campaign which saw consultation with industry stakeholders to push the change into the country and was backed by a detailed one year and a three year action plan and received commitment from stakeholders across the bodies”.

Ms. Sunderarajan said that the word Public Affairs professionals or Public Affairs body is distinct from industry associations because with Public Affairs the connotation is that it will have

wider Public Affairs perspective and that is where role of Public Affairs professionals is very important.

Mr. Atanu Chakraborty emphasised that there is a need to interact with the Public Affairs professionals over a period of time to filter views and impart credibility. Public Affairs professionals ultimately have to reflect their stakeholder point to the extent they are able to balance credibility. However, it will be pointless if Public Affairs professionals do not reflect the industry point of view.

During the debate, Mr. Atul Chaturvedi emphasised on the mindset change and trust building on both sides. He said that the pros and cons need to be weighed by the legislature which has to formulate the policy but the approach of 'partners in progress' with the Public Affairs professionals has so far been very successful.

Mr. Alok Chaturvedi concluded by stating that there was a need to be open about opinion and the system of consultation should be formalised. Ms. Sundararajan said that in India we have a very interesting opportunity for Public Affairs fora and in two ways. One, they can become informed lobbyists with a legitimate role in policy making because information presented effectively and properly is very useful. The other way is to keep industry at arm's

length, take industry's input but add the vital Public Affairs perspective which will enormously add to their credibility and would really improve the quality of policy making in India.

The session concluded on the Chairman's note that trust building between the industry, Public Affairs professionals and the bureaucracy was essential to sustainable dialogue in the context of Public Policy.

While most panelists believed that industry opinion was important to Public Policy formulation, they also opined that the information disseminated by Public Affairs professionals needed to be unbiased and trustworthy and with a broader and holistic perspective.

At the end, Mr. Karnik said he welcomes a forum like PAFI which is professionalising the whole industry in this area to build instincts which are data based, research based, evidence based recommendations.

Mr. Rakesh Dubey, Director, Policy & Government Affairs, Monsanto while thanking the panelists said, "This was an excellent session with candid views and to see that we have a unified voice on policy making becoming increasingly participative and consultative."



Session III - CEO's Engagement with Advocacy & Public Affairs

The session was opened by **Mr. Subho Ray, Member - Managing Committee, PAFI & President, IAMAI** who mentioned that this would be the first session with no person from political or Government organisation. Setting the tone for the dialogue, he stated that the session is very important since there is a general perception that internet is a business which has no regulations and no entry barriers. Hence in such an advantageous set up, where there are no rules, it will be interesting to hear from the CEOs how many barriers or obstacles they face everyday in order to conduct their business. Also, what is the level of engagement that CEOs are expected to have with Public Affairs and how are they engaging people in their company who deal with Public Affairs.

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With the advent of social media, shaping of opinions are now very fragmented and very different.



Chairing the session, **Mr. Srivatsan Rajan, Bain & Company**, began by examining the prospective future of Public Affairs in India. He highlighted focus of the session spanning across three key areas – first, the field has evolved from where it was five years ago and with the advent of social media, shaping of opinions are now very fragmented and very different. Second, Public Affairs is a larger ecosystem and not just limited to the media engagement. Third, while engaging with bureaucracy it is difficult to engage in a manner that may also benefit society.

Mr. Sanjay Modi, Managing Director, Monster.com said that technology and digitisation are leading to rapid changes in the field of Public Policy. He stated that Government policies no longer have elements of predictability and longevity that existed earlier.

Instead they are 'work in progress' which impact players like Monster.com that reach out to millions of customers in the digital space. For Monster.com, Public Affairs implies assistance in keeping the business viable and having policy support when thinking of a new initiative.



On being asked by Mr. Rajan about his experiences, Mr. Modi recalled an instance in 2009 when the company wanted to bring jobs to rural India. The then Government wanted to know if the company was thinking about itself or about rural benefit. Despite being right, it was only in 2014 when the Government thought of Skill India that they approached them to know what they had been doing and how they were doing it.

He added that in their kind of business they must be able to define the curve much earlier and identify that countries looking for economic growth will have to put people to work. They could have pitched this point a bit stronger to make Government work with them.



Mr. Rajan then opened the table for discussion on why, despite having such a huge customer base, IndiaMART does not have any Public Affairs representative. **Mr. Dinesh Agarwal, Founder, IndiaMART**, stated that they have a Public Relations resource that doubles up to handle Public Affairs as well. He said in their kind of vast buyer-seller set up, content is user generated and there are bound to be multiple real life situations and one needed to be prepared for all eventualities through Public Affairs Advocacy.

He went on to state that CEOs like him who operate in a market place are prepared for Public Affairs from day one. In the social media world, even one positive comment on Play Store can benefit the company. Per him, digital media has created several

challenging situations but has also given opportunity to connect directly with the customer. On the thought of having someone full time in Public Affairs, Mr. Agarwal said he was “unaware that Public Affairs has now grown into a profession in its own right.”

Mr. Sanjeev Bhikachandani, Founder, Info Edge, felt that whether or not top management is inclined towards Public Affairs, in the future it would be thrust upon them. So he believed it is better to adopt it early and follow a proactive approach towards engaging in Public Affairs. On responding to a crisis situation he said, “We must never think that if we don't respond to a situation it will go away.” During the discussion he also agreed that proactive efforts to engage with industry bodies or to



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do Public Affairs are sporadic in his organisation and to have a Public Affairs professional will be an investment in the long run.

Piyush Tewari, CEO, SaveLIFE Foundation spoke about his proactive, bottoms-up approach to handle structural changes and monitor implementation in the context of Public Affairs. He said, his foundation focuses on road safety and improving access to emergency medical care. When the foundation started, almost nine years ago, they had no choice but to get into Advocacy. They had two options - either to continue

addressing a part of the issue, or to get to the core of the issue to make a difference to the entire system. They chose the latter and identified the stakeholders before involving them in the process as well. They changed their pitch for each stakeholder to illustrate the benefits for that particular stakeholder. As a result, the foundation was instrumental in getting a law passed that made it illegal to carry rods protruding out of trucks. The foundation also got the Government to come to the rescue of good Samaritans who helped victims of road accidents. The entire campaign had a six pronged approach where beyond the court it included Parliamentarians, bureaucracy and media, mobilised public on the street and also worked with existing officials in the Government.

Talking about challenges Mr. Tiwari said, “Policy Advocacy does not stop at policy win. Policy Advocacy continues through implementation. There are violations of the policy and hence efforts must continue till we are very sure of no violation.”

All panelists broadly agreed on the increasing need for Public Affairs management. The session concluded on the note that since each organisation was at a different stage of evolution and crisis management, their level of engagement with Public Affairs may presently differ. However, an organisation would eventually need to engage professionals to effectively manage its Public Affairs.



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A vote of thanks was proposed by **TS Vishwanath, Past President & Founding Member, PAFI & Principal Advisor, APJ-SLG Law Offices.**



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

Mr. Harish Krishnan, President & Founding Member, PAFI & Managing Director, Public Affairs & Strategic Engagements, Cisco India & SAARC welcomed the special guest **Dr. Vinay Sahasrabuddhe, Member of Parliament & National Vice President, BJP**. In his address Mr. Sahasrabuddhe said, “I believe that this Government has been making sincere efforts to make a difference on five broad points.”



The Union Government, led by Prime Minister Shri Narendra Modi, works on a policy-driven governance approach instead of rights-based approach.

Elaborating further he said, “The Union Government, led by Prime Minister Shri Narendra Modi, works on a policy-driven governance approach instead of rights-based approach”. The five-point approach is: 1. Shift to empowerment-based approach from the rights-based approach; 2. Transition from discretionary decision making to policy-driven governance; 3. Progression of concepts to having robust infrastructure for actual implementation; 4. Shift from inertia to innovation and 5. Transformation of oversight to ownership.

He said giving a right in the constitution is very easy. Implementing and ensuring that the right reaches upto the last man is very difficult and hence the current

Government is looking at empowerment through usage of technology. Having good governance is a vision of every Government but implementing good governance with a sense of purpose and accountability is very difficult.

Vote of thanks was presented by **Mr. KC Ravi, Vice President & Founding Member, PAFI & Vice President - Commercial Acceptance & Public Policy for South Asia, Syngenta**. He congratulated the Government's initiative on Swachh Bharat Abhiyan as an excellent approach to Clean India mission and said that at PAFI they are attempting to achieve Swachh Public Affairs approach and that today's dialogue and ideas would help them progress with their initiative. ■



Session IV - Advocacy & Media: Is lobbying a bad word?

The panel was welcomed by **Mr. Rahul Sharma, Past President & Founding Member, PAFI & President, Rediffusion Communications**. This engaging session saw media stalwarts discussing the word 'lobbying' and its connotations in the context of Public Affairs. The session also explored the media's perceptions of Public Affairs professionals and their relevance to understanding industry specific policies.



The session was chaired by **Mr. Shivnath Thukral, Managing Director, Carnegie India**, who while bringing some levity to the post lunch session, started

the panel discussion by asking the question “Where do Public Relations and the media stand with respect to Public Affairs given the information overload?” He went on to ask the panel if lobbying should be legitimised in India.



Setting aside legal aspects, the panel discussed lobbying with **Ms. Supriya Shrinete, Executive Editor, ET Now**, **Mr. TK Arun, Opinion Editor, Economic Times** and **Mr. Anil Padmanabhan, Executive Editor, Mint** all opining that there was nothing wrong with lobbying.

Ms. Shrinete spoke about the difference between Public Relations and Public Advocacy adding that there is confusion regarding these terms even within the media. She stated that perception towards journalism needed to mature and if someone was lobbying, there was a need to scratch below the surface. “It is pragmatism”, she said. Ms. Shrinete also added that changing technological environments

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create pressure on journalists to adhere to timelines without at times being able to completely go through all relevant information. “Advocacy is a good thing but the discretion has to be with the journalist and we should go and cross check facts”, she said.

Mr. Padmanabhan opined that lobbying has a bad name only because of particular individuals and that it should be made official.



“ *People come to journalists for that trust factor and the day you become an activist, you do not have any trust. Journalism, particularly political journalism, should not be activism.* ”

He stated that it is important that even PAFI is given official status to lobby. He pointed out that journalists follow facts and believe the reader to be intelligent enough to understand what is being said. Reporters are not encouraged to be emotional. Journalists may make subjective errors but do not commit errors by commission.

“People come to journalists for that trust factor and the day you become an activist, you do not have any trust. Journalism, particularly political journalism, should not be activism.” he said. Advising young journalists he further added, “Journalist is in a reporting role and must always report facts”.

Mr. Arun said that while he was unsure about passing a law on lobbying, the more important thing was the underlying principle. He added, “If lobbying is so successful that it benefits an industry at the expense of the general public, it is wrong. But if it benefits all parties and the Government is able to counter-balance all of this, lobbying can be a useful tool.



“ *Lobbyists play the role of educating the public in general too. So, you cannot rubbish them.* ”

Lobbyists play the role of educating the public in general too. So, you cannot rubbish them". He stated that media continues to be the fourth estate because editors walk the thin line to design and develop content that supports a value system in deciding what its readers ought to know.

Mr. Nikhil Pahwa, Editor & Publisher, MediaNama, who has been at the forefront of activism to separate policy from politics, stated that he uses three roles as an entrepreneur, journalist and an activist according to the situation. As a journalist, he tries to inform the readers about net neutrality. "I don't see why journalism should be a prerogative of only journalists," said Mr. Pahwa. Countering Mr. Padmanabhan, he also said there was no issue in having a particular bent of mind and pointed out that journalists behave differently on social media and write with a neutral bias. He believes journalists should have the freedom to express themselves.

While Mr. Thukral opined that presence on social media is a slippery slope, the panel discussions culminated in the understanding that the role of media and Public Relations in the domain of Public Affairs needs to mature with time.

Medha Girotra, Member - Managing Committee, PAFI & Public Affairs Practice Lead, Edelman India presented the vote of thanks.



"I don't see why journalism should be a prerogative of only journalists."



Session V - Public Affairs Engagement with Legislators

The distinguished panelists were welcomed by **Mr. Raman Sidhu, Secretary and Founding Member, PAFI & India Chairman & Founding Director, EBG Federation**. Mr. Sidhu spoke about how Public Affairs engagement with legislators is a very important aspect of our lives. He mentioned how Members of Parliament spend lot of time in formulating regulations and are in need of regular and quality inputs. While handing over the discussion to the session moderator **Mr. Raj Chengappa, Group Editorial Chief of India Today**, he said, it will be important to understand how Public Affairs professionals can become an important stakeholder in today's debate.

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While opening the debate, **Mr. Raj Chengappa** said journalists have interfaced regularly with Members of Parliament and politicians. In terms of Public Affairs, it will be good to understand from the panel that on important issues, say like GST, how much of Public Affairs inputs do Members of Parliament get or what is the level of their involvement.

Throwing light on the question raised by Mr. Chengappa, **Mr. Prem Das Rai, MP, Sikkim Democratic Front** cited his experience of being a member of the Standing Committee when the GST Bill was proposed for discussion. He talked about how the Bill received a wide range of inputs and participation from host of associations and trade

bodies which also implied that their interest needs to be factored in while deciding the overall framework of



the final Bill. Mr. Rai went on to accept that while Bills are put up on the website for public opinion and feedback is solicited, still not everything is the way it ought to be.

Mr. Deepender Singh Hooda, MP, Congress described in detail how a legislative cycle works in India. During his discussion he said that the legislative process is very elaborative and considers feedback, opinion, suggestions of various stakeholders at several stages. However, what lacks in the entire process is the voice of legitimate Advocacy groups to their Parliamentarians. Expressing his disappointment with



“In the absence of a formal structure to connect Member of Parliaments to the advocacy groups, this is where over the period of time, quality of legislative nature of Parliament has come down from earlier 48% to currently 12%.”

current format of legislative work, he said, “In the absence of a formal structure to connect Members of Parliament to the Advocacy groups, this is where, over a period of time, quality of legislative nature of Parliament has come down from earlier 48% to currently 12%.”



“What is lacking in India is free legislative interactions among MPs. There is a serious vacuum as far as Public Advocacy in our legislative exercise is concerned.”

Mr. Pinaki Misra, MP, BJD started the discussion by highlighting the importance of a Standing Committee and mentioned how in RERA (Real Estate Regulations Act) several recommendations came from suggestions proposed by the Urban Development Ministry in their Standing Committee. He pointed out that many facets of Public Advocacy were not taken on board - as a result of which the Act has ultimately turned out to be a flawed Bill as none of the States today want to come forward and become a partner. He added, “around 18 States have refused to implement RERA in their States and hence Government must look at the Standing Committee reports with some degree of seriousness.”

Speaking further on role of Advocacy groups with Members of Parliament he said, “What is lacking in India is free legislative interactions among MPs. There is a serious vacuum as far as Public Advocacy in our legislative exercise is concerned.”

Mr. Kunwar Bhartendra Singh, MP, BJP said that lobbying helps discussions in the Parliament and gives different perspectives to lawmakers, who themselves may not be aware of the varied view points on one particular issue. He further said, “A parliamentary discussion is very different from public speaking. This is where Parliamentarians need lobbyists, they need help of trained subject matter experts on topics for which they are legislating. The support given to us

as Advocacy is appreciated till the time it does not become persuasion and is not driven by money.”

In the open debate, **Mr. Rai** added that discussions on 'lobbying topics' by the media in the public domain puts pressure on legislators. It raises questions on the intent even when the intent is absolutely right and develops fear in the mind of the legislator. **Mr. Hooda** said that media needs to create distinction between Advocacy and lobbying and take an informed call. Speaking on whip-free politics, **Mr. Singh** said, “Parliamentarians are left with no self-opinion after a whip is issued by their political parties.”

During the discussion, all panelists agreed to the suggestion that political parties must resort to issuing a whip to their Parliamentarians only in case of a Finance Bill and should let them exercise their individual votes on other Bills. The session saw extensive debate with legislators focusing on the process of formulating policies with Public Affairs in the backdrop. A consensus was seen on the thought of institutionalising the process of Advocacy.

Mr. Ishteyaque Amjad, Treasurer, PAFI & Vice President- Public Affairs & Communications, Coca-Cola India & South West Asia proposed a vote of thanks.



Session VI - Closing Session - How to have an Effective Advocacy Plan with Government

The Public Affairs role remains a key function in building and maintaining corporate reputation. Given this backdrop, the session focused on the expectations that the Government and other stakeholders have of Public Affairs professionals.

Mr. Harish Krishnan, President and Founding Member, PAFI and Managing Director, Public Affairs & Strategic Engagements, Cisco India & SAARC welcomed the panelists.

“

The best strategy for a Public Affairs professional is to build a long-term stakeholder relationship structured around nation building activities.



Mr. Raman Roy, CEO, Quattro & Chairman, NASSCOM congratulated PAFI on gaining a formal structure and applauded the role of the Forum in bringing out Public Affairs from being hidden inside the cupboard to the forefront and to convey that this is really not that bad. He highlighted that the best strategy for a Public Affairs professional is to build a long-term stakeholder relationship structured around nation building activities.

Mr. Mukund Govind Rajan, Chief Ethics Officer & Chairman, Tata Global Sustainability, in his address said, “The role of Government in charting the economic future of the country is always going to be quite pronounced.”

Mr. Rajan suggested that it is vitally important that those in charge of Public Affairs be included

in the leadership councils and have a seat at the table where decisions are made for the future of the corporations that they serve.



He recommended that, “Companies can maintain certain neutrality and distance by exploring third party entities like think tanks, academic institutions to prepare policy papers.”

As an advice to all Public Affairs professionals, Mr. Rajan said, “the professionals need to be sensitive to local culture and need to develop Advocacy tools that are aligned with values of the society in each market that they operate. This can enhance transparency and confidence of the stakeholders.”

Talking about how Public Affairs professionals can play an active role in shaping Public Policy, **Shri Amitabh Kant, CEO, NITI Aayog**, Chief Guest at the closing session of the Forum, said, “Public Affairs professionals need to push the limits of Public Policy. Public Affairs advocates need to work with the Government to persuade them to open their vision to global best practices”. Sharing his journey while working as Secretary, Tourism in Kerala earlier in his career, he said that the key to effective Public Policy was differentiation from competitors. He further added that “the energy and vibrancy in India is only because of advocates who push the Public Policy. I urge Public Affairs professionals to keep advocating and educating the Government and people like me.”

Mr. Sanjay Singh, Member - Managing Committee, PAFI & Principal Resident Representative, Tata Sons while proposing a vote of thanks said, “It is heartening to hear one common view that Public Affairs is a much better understood discipline today.” Quoting Mr. Rajan, Mr. Singh said, while

“Public Affairs professionals need to push the limits of public policy. Public affairs advocates need to work with the government to persuade them to open their vision to the global best practices.”



talking about his own experiences Mr. Rajan said that, in the event of a crisis, today CEOs are better equipped to hire a public Affairs Officer instead of a lawyer. For a CEO, a lawyer should be the last resort on a defensive foot. Mr. Singh said that through the day all consented that lobbying is not a bad word and that the Government appears to be in a consultative mode which makes this to be the best time for Public Affairs professionals. ■



Forum in the news



Public Affairs Forum of India

CHIEF GUEST



Shri Hardeep Singh Puri
Minister of State (Independent Charge),
Ministry of Housing & Urban Affairs, Government of India.

SESSIONS

- Inaugural Session
- Session with BJP
- Effective Advocacy with Bureaucracy
- CEO's Engagement with Advocacy & Public Affairs
- Advocacy & Media: Is lobbying a bad word?
- Public Affairs Engagement with Legislators
- How to have effective Advocacy plan with Government

SPEAKERS



Shri Vinay Sahasrabudhe
Member of Parliament,
National Vice President, BJP



Shri Amitabh Kant
CEO,
NTI Aayog



Dr. Sanjaya Baru
Secretary General,
FICCI

Deepender Singh Hooda
MP, Congress

Aruna Sundararajan
Secretary, Department of Telecommunications,
Ministry of Communication

Dinesh Agarwal
Founder,
noteMART

Raj Chengappa
Group Editorial Chief,
India Today

Ajay Khanna
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Jubilant Shantis Group

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Carnegie India

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Kunwar Bhartendra Singh
MP, BJP

Alok Chaturvedi
Director General,
Foreign Trade

Ishfaqur Amjad
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Coca Cola India & South West Asia

Madha Girotra
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Public Affairs Practice Lead, Saktisan India

Anil Menon
Global President,
Smart + Connected Communities,
Cisco

Srivatsan Rajan
Chairman,
Bain & Company

Raman Roy
CEO, Quattro &
Chairman, NASSCOM

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

Prem Das Rai
MP, Sakin Democratic Front

Atul Chaturvedi
Additional Secretary, Department of Industrial Policy &
Promotion, Ministry of Commerce & Industry

Sanjeev Bhikchandani
Founder,
Info Edge

Kiran Kamik
Former President,
NASSCOM

Sanjay Modi
Managing Director,
Monsanto.com

Mukund Govind Rajan
Chief Ethics Officer & Chairman,
Tata Global Sustainability Council

Rahul Sharma
Past President & Founding Member, PAFI &
President, RedHudson Communications

Piyush Tewari
CEO,
SaveLIFE Foundation

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The 2017 India Public Affairs Forum
Public Affairs: Effective Advocacy & Public Policy Strategies
September 14-15, 2017



Inauguration by Shri Hardeep Singh Puri
Minister of State (Independent Charge),
Ministry of Housing & Urban Affairs, Government of India

"India is transitioning and urbanisation is an integral part of this exciting and challenging journey. We will spare no efforts to realize a New Urban India and I am confident that success will be with the people of India."



Inaugural Session

The 2017 India Public Affairs Forum
Public Affairs: Effective Advocacy & Public Policy Strategies
September 14, 2017, New Delhi

L to R: Harish Krishnan, Anil Menon, Hardeep Singh Puri, Ajay Khanna, Sanjay Singh



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

The 2017 India Public Affairs Forum
Public Affairs: Effective Advocacy & Public Policy Strategies
September 14, 2017, New Delhi

L to R: K C Ravi, Harish Krishnan, Dr. Vinay Sahasrabudhhe, Ajay Khanna



How to have effective Advocacy plan with Government

The 2017 India Public Affairs Forum
Public Affairs: Effective Advocacy & Public Policy Strategies
September 14, 2017, New Delhi

L to R: Mukund Rajan, Raman Roy, Harish Krishnan, Amitabh Kant, Ajay Khanna, Sanjay Singh



Inaugural Dinner

The 2017 India Public Affairs Forum
Public Affairs: Effective Advocacy & Public Policy Strategies
September 14, 2017, New Delhi

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Effective Advocacy with Bureaucracy

The 2017 India Public Affairs Forum
Public Affairs: Effective Advocacy & Public Policy Strategies
September 14, 2017, New Delhi

L to R: Rakesh Dubey, Anil Chaturvedi, Anura Sundarajan, Kiran Kamik, Atanu Chakraborty, Alok Chaturvedi, Sanjay Singh



CEO's engagement with Advocacy & Public Affairs

The 2017 India Public Affairs Forum
Public Affairs: Effective Advocacy & Public Policy Strategies
September 14, 2017, New Delhi

L to R: Sanjay Modi, Dinesh Agarwal, Srivatsan Rajan, Sanjeev Bhattachandani, Piyush Tewari, TS Vahwanath, Subho Ray



Advocacy & Media: is lobbying a bad word?

The 2017 India Public Affairs Forum
Public Affairs: Effective Advocacy & Public Policy Strategies
September 14, 2017, New Delhi

L to R: Medha Gircota, Rohul Sharma, Nikhil Patwa, T K Arun, Shrivathi Thukral, Anil Padmanabhan, Supriya Shrinete



Public Affairs engagement with Legislators

The 2017 India Public Affairs Forum
Public Affairs: Effective Advocacy & Public Policy Strategies
September 14, 2017, New Delhi

L to R: Raman Sikhu, Prem Das Rai, Deshpande Hooda, Raj Chhangappa, Pinaki Misra, Kunwar Bharatendra Singh, Ishfaqur Arjast

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Forum in the news

Govt mulling raising money from market for urban schemes

The minister of housing and urban affairs did not specify the amount the government was looking to mobilise from the market



Delhi gets ₹300 crore to tackle garbage

All three municipal bodies will spend ₹100 crore each on procuring machines

By ANS
SPECIAL CORRESPONDENT



Garbage dumped on a Delhi street

The central government has approved a ₹300 crore plan to tackle the garbage problem in Delhi. The plan is to be implemented in three phases over the next three years. The first phase will involve the procurement of 100 garbage trucks for the Municipal Corporation of Delhi (MCD), the New Delhi Municipal Council (NDMC), and the South Delhi Municipal Corporation (SDMC). The second phase will involve the procurement of 100 garbage trucks for the MCD, the NDMC, and the SDMC. The third phase will involve the procurement of 100 garbage trucks for the MCD, the NDMC, and the SDMC.

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Govt mulls raising money for urban schemes: Puri

New Delhi: The Central government plans to mobilise funds from the market to finance its mega urban schemes, including Housing for All and Smart City, Housing and Urban Affairs Minister Hardeep Singh Puri said on Friday. The Modi government has committed central assistance to the tune of around ₹3 lakh crore under various new urban missions, a senior ministry official said. The government would contribute ₹48,000 crore for Smart City Mission (AMRUT), ₹50,000 crore for Atal Mission for Rejuvenation and Urban Transformation (AMRUT), and ₹14,650 crore for Pradhan Mantri Awas Yojana (PMAY-U) by 2022.

दिल्ली में कचरे के निपटान के लिए 300 करोड़ का प्लान

संघीय नगरपालिका क्षेत्रों में कचरे के निपटारे के लिए 300 करोड़ का प्लान



संघीय नगरपालिका क्षेत्रों में कचरे के निपटारे के लिए 300 करोड़ का प्लान

Govt to tap markets to fund smart city, affordable homes

The government is planning to tap the market to fund smart city and affordable housing projects. The plan is to be implemented in three phases over the next three years. The first phase will involve the procurement of 100 garbage trucks for the Municipal Corporation of Delhi (MCD), the New Delhi Municipal Council (NDMC), and the South Delhi Municipal Corporation (SDMC). The second phase will involve the procurement of 100 garbage trucks for the MCD, the NDMC, and the SDMC. The third phase will involve the procurement of 100 garbage trucks for the MCD, the NDMC, and the SDMC.

Centre plans to borrow for infra development

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Centre has ₹300cr plan to rid city of waste woes

New Delhi: The Centre has a ₹300 crore plan to rid the city of waste woes. The plan is to be implemented in three phases over the next three years. The first phase will involve the procurement of 100 garbage trucks for the Municipal Corporation of Delhi (MCD), the New Delhi Municipal Council (NDMC), and the South Delhi Municipal Corporation (SDMC). The second phase will involve the procurement of 100 garbage trucks for the MCD, the NDMC, and the SDMC. The third phase will involve the procurement of 100 garbage trucks for the MCD, the NDMC, and the SDMC.

₹300-crore action plan for solid waste management in Delhi



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WARBAGE



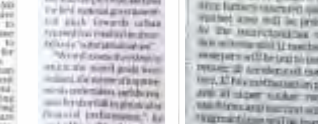
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Govt may mobilise funds from market for urban schemes



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Housing Min Mulls Mkt Route to Fund Urban Missi



The Housing Minister is mulling a market route to fund urban missions. The plan is to be implemented in three phases over the next three years. The first phase will involve the procurement of 100 garbage trucks for the Municipal Corporation of Delhi (MCD), the New Delhi Municipal Council (NDMC), and the South Delhi Municipal Corporation (SDMC). The second phase will involve the procurement of 100 garbage trucks for the MCD, the NDMC, and the SDMC. The third phase will involve the procurement of 100 garbage trucks for the MCD, the NDMC, and the SDMC.



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