



Public Affairs Forum of India

PAFI's 7th National Forum 2020
Building Trust, Charting Growth
October 22 - 23, 2020
New Delhi

Public Affairs Forum of India (PAFI) is the only platform for corporate public affairs practitioners in the country. PAFI (www.pafi.in) has representation from large and medium-sized transnational Indian and foreign companies. Its objective is to redefine the paradigm of engagement for businesses with external stakeholders, from Government to Media to Civil Society and Academia. PAFI is dedicated to raise and maintain standards in Public Affairs, Public Policy & Advocacy and to enable the industry to attain recognition and credibility.

Since its inception, PAFI has been actively promoting transparent Public Affairs, Advocacy & Policy making. It provides a networking platform and opportunities to exchange views and share experience between corporates and various stakeholders, through panel discussions, seminars, close-door dialogues and the Annual National Forum. PAFI also undertakes training programme for public affairs professionals and is now looking at expanding its footprints into key states.

[View PAFI Profile](#)

PAFI has completed 11 years of work in the field of Public Affairs, Advocacy & Public policy. [View PAFI's Annual Report 2019-20](#)

The theme for PAFI's much-awaited **7th National Forum 2020** is "**Building Trust, Charting Growth**". For the first time PAFI's National Forum will be held virtually due to COVID19. The Forum will set the agenda for businesses to adapt to the new realities with regard to external stakeholders. During the COVID19 period, PAFI's engagements with multitude of stakeholders and particularly with Governments both at center and at states have helped members with business continuity during these uncertain times. This year's Forum will focus on strategies industry needs to adopt for an effective public affairs practice. As always, the Forum will bring together diverse stakeholders from around the world to deliberate on various perspectives.

[View Report of PAFI's 6th National Forum 2019](#)

Some of the topics of discussion at the **7th National Forum** are: Emerging economic challenges and the impact of the ongoing pandemic - COVID-19; Building trust by deepening stakeholder engagement; Invested in India; the perceived diminishing role of multilateralism in global trade and international affairs; Issues related to global supply chains; Geopolitics; Issues for emerging technologies; Reputation, Risk & Crisis management.

PAFI's National Forums, over the last six years, have become a meeting ground for public affairs professionals. It is the flagship annual event of PAFI for interaction with government officials, CEO's, media, think tanks and legislators in an informal setting. The forum is designed to promote discussions, debates & dialogues around important issues impacting industry. The interactive panels will have participation from North America, Europe, South East Asia and India.

For details, please contact lakshmi.kanchaan@pafi.in



Public Affairs Forum of India

**PAFI's 7th National Forum 2020
Building Trust, Charting Growth
Thursday, October 22, 2020
New Delhi**

1530 hours

Virtual Forum Opens

1600 – 1645 Hours

Session with Partner State: Karnataka

Opening

Ajay Khanna

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

Welcome

Rahul Sharma

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

Address by

Nisha Biswal

President, USIBC &
Senior Vice President, South Asia
US Chamber of Commerce

Address by
Chief Guest

B S Yediyurappa

Chief Minister of Karnataka

Address by

Jagadish Shettar

Minister for Large and Medium Industries
Government of Karnataka

Address by

Gaurav Gupta

Principal Secretary – Commerce & Industry
Department
Government of Karnataka

Closing Remarks

Ishteyaque Amjad

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



Public Affairs Forum of India

1700 – 1805 Hours

Inaugural Session -2

Building Trust, Charting Growth

Trust across the whole spectrum of stakeholders remains an overly critical element for companies to get to growth. Trust is also important for a strong industry-government engagement. Economic growth remains vital for all stakeholders in these challenging times and to build growth rates that can be sustained, industry and government must create engagement platforms to strengthen the partnership. How can industry partner the government to ensure growth?

Opening

Ajay Khanna

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

Welcome

Ishteyaque Amjad

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

Moderator

Shereen Bhan

Managing Editor
CNBC TV18

Chief Guest

Dr Rajiv Kumar

Vice Chairman
NITI Aayog

Special Guest

Uday Kotak

President, CII and
Managing Director & CEO
Kotak Mahindra Bank Limited

Closing Remarks

Subho Ray

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



Public Affairs Forum of India

1810 -1920 hours

Plenary Session 3

Where is Global Growth Headed in 2021?

COVID-19 has hugely impacted global economic prospects. China, which has managed to stem the spread of the pandemic, seems to be on the mend. However, most of the other countries are struggling to crank up the struggling economy and there are no indications of any positive growth in 2020 for most nations. Forecasts, however, show that 2021 will see a revival for nearly all countries, across continents. How and by when will the global economy get back on track? Can India use the lessons learnt during the pandemic to build a base for sustainable and high growth rates in the next few years?

Welcome

Dr K C Ravi

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

Moderator

Anil Padmanabhan

Managing Editor
Mint

Panel

Dr Omkar Goswami

Founder & Chairman
CERG Advisory Private Limited

Dr Taimur Baig

Managing Director & Chief Economist
DBS Bank, Singapore

Javed Sayed

Associate Executive Editor
The Economic Times

Dr Mukesh Aghi

President & CEO
USISPF

Closing Remarks

Sanjay Singh

Managing Committee Member, PAFI &
Former Principal Resident Executive,
Tata Sons



Public Affairs Forum of India

1925 - 2030 Hours

Session 4

The India Advantage

The Covid-19 pandemic has underlined the need for India to move away from being over reliant on global supply chains for essential products like PPE kits, ventilators, API's, etc. that could have been easily manufactured in India. The Prime Minister has called for building a "Self-Reliant India" or ATMANIRBHAR BHARAT and to become more vocal for local. The Government's intent is to reduce India's over dependence on imports, especially from a single source & is a step in the right direction. However, at the same time it will be important for India to remain engaged with the global supply chains to sustain a high growth economy. How can the current emphasis on self-reliance be tailored to ensure India's continued presence in global markets? How can transnationals that have invested in India benefit in the emerging policy eco-system without any fear of getting bogged down by rules and regulations that may lead to tariff or non-tariff measures? How can India take a leadership role in the world by ensuring that self-reliance is not dictated by narrow domestic considerations but by a vision to make industry in India globally competitive? How do US companies perceive this initiative of self-reliance? How does progress in strategic relationship between India & US translate to enhancement of trade and trust in business?

Welcome

Harish Krishnan

Past President and Co-Founder,
PAFI and
Managing Director – Public Affairs & Strategic
Engagements
Cisco India and SAARC

Moderator

Shivnath Thukral

Public Policy Director
WhatsApp, India

Fireside Chat with

Amitabh Kant

CEO
NITI Aayog

&

John Chambers

Co-Founder & CEO JC2 Ventures

Closing Remarks

Ravi Aurora

Senior Vice President/Executive Director,
Global Policy Affairs & Community Relations
MasterCard



Public Affairs Forum of India

Friday, October 23, 2020

1000 hours

Forum Opens

1030 -1130 hours

Plenary Session 5

Session with States- Invested in India

In a federal democracy like India, states play a crucial role in building growth. While many state governments have focussed on attracting investments, there seems to be a growing need to also focus on companies that have invested in the state to sustain economic growth and build employment opportunities. How can industry and states work together to create partnerships for growth? What would be the vital areas for states in the next few years to overcome the challenges posed by the pandemic?

Welcome

Raman Sidhu

Past President and Founding Member,
PAFI &
Chief Executive Officer,
EBG Federation

Moderator

Dilip Chenoy

Secretary General
FICCI

Panel

K T Rama Rao

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

Saurabhbhai Patel

Energy Minister
Government of Gujarat

Sidharth Nath Singh

Cabinet Minister - Micro, Small and Medium
Enterprises, Investment & Export, NRI,
Sericulture, Textile & Handloom,
Khadi & Gramodyog
Government of Uttar Pradesh

Subhash Desai

Minister of Industries, Mining and Marathi
Language
Government of Maharashtra

Closing Remarks

Aman Jain

Head, Government Affairs and Public Policy
Google India



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1135 -1225 hours

Session 6

India's role in a changing geo-political world order

The pandemic has had a deep impact on the geo-political situation across the globe. How can India benefit from these geo-political shifts? Is India playing a leading role in this changing power equations cross the globe? Is India grabbing the opportunity that the pandemic has provided by creating a crisis across the globe?

Welcome

Rahul Sharma

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

Moderator

Sanjoy Roy

Managing Director
Teamwork Films

Interaction with

Dr Shashi Tharoor

Member of Parliament - Congress
Chairman
Parliamentary Standing Committee on
Information Technology

Closing Remarks

Neelima Dwivedi

Group Head & Director, Government Affairs
and Public Policy
Microsoft India



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1230 - 1340 hours

Session 7 **Building a Pandemic Resistant World**

COVID-19 has exposed the unpreparedness of nations and societies in preparing for challenges posed by a global pandemic. How can industry work with stakeholders - government, health agencies and multilateral institutions- in building a pandemic resistant world? Are countries willing to work together in building a pandemic resistant world? What changes are required in ensuring that countries can get together to manage health crisis?

Welcome

Subho Ray

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

Moderator

R Sukumar

Editor-In-Chief
Hindustan Times

Panel

Sangita Reddy

Managing Director
Apollo Hospital and
President, FICCI

Dr Randeep Guleria

Director
AIIMS

Dr Naresh Trehan

Chairman & Managing Director
Medanta

Dr Shubhashis Gangopadhyay

Research Director, IDF and
Dean, Indian School of Public Policy

Closing Remarks

Anubhuti Bhrany

Head, Government Affairs – India,
Bangladesh & Sri Lanka
HP Inc



Public Affairs Forum of India

1345 – 1445 hours

Session 8

Global Economy- Where are we headed?

The globe has been bearing the onslaught of the pandemic for well over six months now. Protectionism seems to be on the rise across countries. What does 2021 have in store for the global economy? What will be the New Normal for economies across the world?

Welcome

T S Vishwanath

Past President & Founding Member,
PAFI and
Principal Adviser, APJ-SLG Law Offices

Moderator

Shekhar Gupta

Editor-In-Chief & Chairman
The Print

Interaction with

Martin Wolf

Associate Editor &
Chief Economics Commentator
Financial Times

Closing Remarks

Medha Girotra

Managing Committee Member, PAFI
& Director - Communications,
South Asia, MasterCard India
Services Private Limited



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1450 – 1535 hours

Session 9

Session on Punjab

Punjab has worked closely with industry over the years to build trust. How can industry partner Punjab in building an economically strong state? What sectors would be the best for industry to invest in Punjab? What platforms can Punjab create to help companies that are already invested in the state?

Welcome

Ishteyaque Amjad

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

Moderator

Raj Chengappa

Group Editorial Director
India Today Group

Interaction with

Manpreet Singh Badal

Minister of Finance & Planning
Government of Punjab

Closing Remarks

Viraj Chouhan

Chief Government Affairs &
Communications Officer
PepsiCo India



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1540 – 1625 hours

Session 10

Building a Strong Industry – Government Partnership in Challenging Times

Overcoming a pandemic requires partnerships. What have governments across the world done to build and nurture industry-government partnerships that can help tide over challenging times? Which are the important sectors where such partnerships need to be built and sustained? What needs to change for building partnerships of trust between industry and government after the pandemic is tackled?

Welcome

Ajay Khanna

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

Moderator

Pranjal Sharma

Economic Analyst, Advisor and Author

Fireside Chat with

Brende Borge

President
World Economic Forum

&

Chandrajit Banerjee

Director General
CII

Closing Remarks

Shagufta Kamran

Public Policy India
Twitter



Public Affairs Forum of India

1630 - 1730 hours

Session 11

Building Trust, Strengthening Federalism

Trust is at the core of any country that is steeped in federalism. The central and state governments have to work together to ensure sustainable and inclusive growth across the country. Legislations enacted by Parliament have to ensure that the interests of all regions are taken into account. How strong is the federal structure in India? Does the legislative process ensure that the interests of all regions are equally represented? How can disruptions in Parliament be minimised?

Welcome

Tanmoy Chakrabarty

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

Moderator

Vikram Chandra

Founder
Editorji Technologies

Panel

Dinesh Trivedi

Member of Parliament
Rajya Sabha
TMC

Priyanka Vickram Chaturvedi

Member of Parliament, Rajya Sabha and
Deputy Leader
Shiv Sena

Swapan Dasgupta

Member of Parliament
Rajya Sabha
BJP

Kalikesh Narayan Singh Deo

Former Member of Parliament
BJD

Closing Remarks

Vasudevan Rajagopalan

Head Customs Compliance - India
DHL Express (India) Pvt. Ltd.



Public Affairs Forum of India

1735 – 1835 hours

Session 12

Reputation, Risk & Crisis Management

In challenging times corporates are faced with the task of mitigating risk and crisis while managing their reputation. What lessons did the corporate world learn during the pandemic on coping with risk and crisis? Will companies chart a different route to reputation management in the coming years?

Welcome

Prema Sagar

Founding President & Co-Founder, PAFI & Chairperson and Founder, BCW India Group

Moderator

Shweta Rajpal Kohli

Head of Public Policy
Sequoia Capital India & South East Asia

Panel

Shobana Kamineni

Executive Vice Chairperson
Apollo Hospitals and
Past President, CII

Brad Staples

Chief Executive Officer
APCO worldwide, UK

Mark Read

Chief Executive Officer
WPP, London

Mark Weil

Chief Executive Officer
TMF-Group, London

Closing Remarks

Rajeev Batra

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



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1845 – 1930 hours

Session 13

Concluding Session & Way Forward

The world order seems to have changed for good and India now stands at a point in its history when it has to make very hard choices as the neighbourhood challenges have only aggravated. While the global upheaval provides India an opportunity to become a leading power, it also has to decide who it can trust. Building trust is not a short term process, so what choices should India — battling economic slowdown and a volatile neighbourhood — make to find its due place in the world?

What kind of power will India be?

Opening

Ajay Khanna

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

Welcome

Virat Bhatia

Managing Director – Strategy & Policy
Apple

Moderator

Samir Saran

President
ORF

Fireside Chat with

Chief Guest

Dr S Jaishankar

Minister of External Affairs
Government of India

Closing Remarks

Ishteyaque Amjad

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



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