



6th NATIONAL FORUM 2019
September 19 - 20, 2019 | New Delhi

**DEVELOPING PARTNERSHIPS
ENGAGING STAKEHOLDERS**



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FORUM 2019

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ENGAGING STAKEHOLDERS



SESSIONS

- Building an Open Society: The Role of Business & Government
- Growth in The Time of Global Turmoil
- Friend or Foe: Regulating Technology
- Building Partnership with Legislators & Political Parties
- Building Trust

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Introduction



The Public Affairs Forum of India (PAFI) is the only organised Forum in the country with representation from Heads of the Public Affairs/Corporate Affairs functions of leading companies and industry associations.

PAFI is dedicated to raise and maintain standards of practice in Public Affairs and to enable the Industry to attain recognition and credibility.

The theme for PAFI's 6th National Forum 2019 was **"Developing Partnerships, Engaging Stakeholders"**. The Forum set the agenda for PAFI's engagement with Government(s) and the strategies corporates need to adopt for an effective public policy and public affairs programme. The Forum brought together various stakeholders to deliberate and understand various perspectives and views.

Mr Hardeep Singh Puri, Minister of State (Independent Charge), Ministry of Housing & Urban Affairs, Ministry of Civil Aviation and Minister of State in the Ministry of Commerce & Industry was the Chief Guest and inaugurated the National Forum 2019. **Dr Rajiv Kumar**, Vice Chairman, NITI Aayog was the Chief Guest at the closing session on 20th September, 2019.

PAFI's 6th National Forum, held on Friday, 20th September 2019, was designed to have discussions, debates and dialogues. The chief guest at the inaugural networking dinner on Thursday, 19th September 2019 was **Mr Amitabh Kant**, CEO, NITI Aayog. The topics of discussion at the 6th Forum centered around Building Trust; Building an Open Society: Role of Business & Government; Growth in the Time of Global Turmoil; Friend or Foe: Regulating Technology; Building Partnership with Legislators & Political Parties.

Since its inception in 2008, PAFI (www.pafi.in) has been actively promoting public affairs as a profession and providing regular interactions and opportunities to exchange views and share experiences. It is the belief of PAFI that public affairs plays a significant role in organizations as well as the development of India's economy.

PAFI serves as a professional resource for the Public Affairs & Public Policy professionals and provides members with a platform and opportunity to exchange information, share knowledge and experiences in engaging with external stakeholders like the government, media, industry associations, multilateral agencies and think tanks. It enables them to advance and develop the field of Public Affairs, Public Policy & Advocacy and provides tools and resources that enable members to achieve their business and professional goals in an ethical manner.

Inaugural Session

Developing Partnerships, Engaging Stakeholders

DIALOGUE

The present day Government has shown a clear intent to build an inclusive growth agenda. It has also engaged with countries to grow India's arc of influence across regions and countries. What should be the engagement model for business to contribute to the Government's commitment to take India towards a US\$5 trillion economy? How can industry partner the Government to create an eco-system that gives a boost to several critical sectors? How can industry and Government work together to create a conducive investment regime?

Several countries around the globe are in turmoil. India is going through a difficult phase of economic growth. Trust among countries is eroding and new challenges to governance are emerging across continents. Corporates are bearing the brunt of this period of turbulence and are looking to engage stakeholders and develop partnerships to make business more viable.

As governments and corporates look to weather emerging challenges, it may be important for both to continue working closely with the public affairs professionals to strengthen engagements that help find remedies to build growth in an interlinked but diverse world market.

This session aimed to set the tone for the day-long deliberations of the Forum. The inaugural session was moderated by eminent senior journalist Mr. Shekhar Gupta, Chairman & Editor in Chief of The Print. Chief Guest, Mr. Hardeep Singh Puri, Minister of State (Independent Charge), Ministry of Housing and Urban Affairs & Ministry of Civil Aviation and Minister of State in the Ministry of Commerce & Industry, was unequivocal about the need to cultivate partnership between Government and Industry and create an environment of mutual understanding and accommodation. Mr. Puri gave detailed insights into the various Government initiatives, especially in the areas housing & urban affairs and the aviation ministry. He went on to talk about how the practice of public policy has evolved with the changing expectation of the public from their political representatives and Government. The need to create viable infrastructure with effective and efficient management was highlighted. As a stakeholder in India's trade relationship and policy formulation, Mr. Puri was hopeful that outstanding issues on the trade front especially with the US will be resolved and India shall see further growth in exports.

Hardeep Singh Puri

Minister of State (Independent Charge), Ministry of Housing and Urban Affairs & Ministry of Civil Aviation and Minister of State in the Ministry of Commerce & Industry

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“Good governance is a crucial element of society's development and success. The results of the 2019 elections bears clear testimony that good governance is good politics.”

”



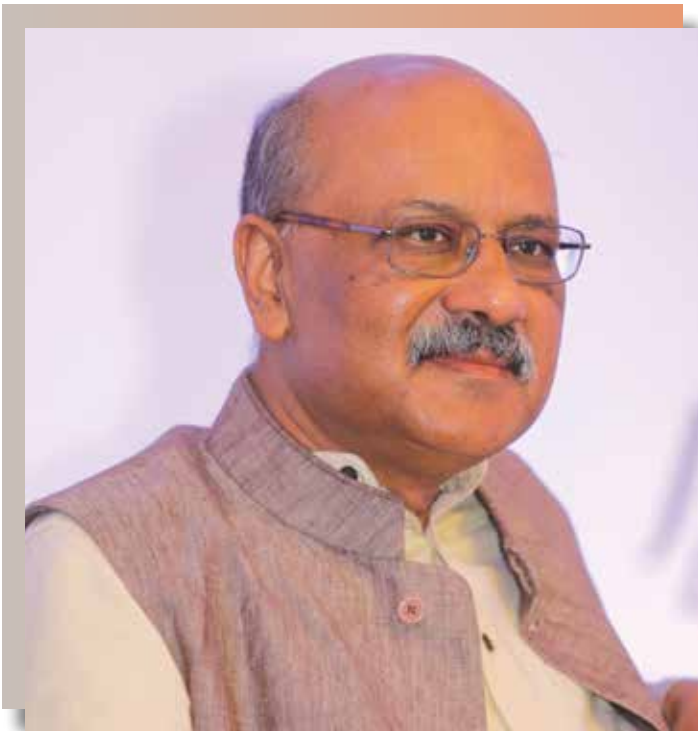
Mr. Puri at the outset complimented PAFI for creating the platform for deliberation and dialogue.

Citing the example of 22 crore beneficiaries of various Government programmes, such as providing housing, clean toilets and cooking gas, he said, “Government has set a target of 10 million homes in urban areas by 2022 to fulfil the Prime Minister's dream of every Indian having a pucca home. Of these, 8.8 million have been sanctioned.”

Talking about the redevelopment plan for the Central Vista in New Delhi, Mr. Puri said “the Government is looking for ideas and the buildings should reflect ethos of today, such as the need to have energy efficient buildings especially in urban areas, where buildings account for almost 40% of the carbon toxicity.”

“Programmes such as Ayushman Bharat and Swachh Bharat are prime examples where good governance is benefiting society as a whole.”

“Issues such as women empowerment, safer and efficient road and air transport and affordable housing need ongoing focus to make a meaningful impact,” he added.



Shekhar Gupta

Chairman & Editor-in-Chief, The Print

“

“I have to acknowledge that one of the big changes one sees in the present day Indian politics is that there is definitely a new kind of participative democracy in play. Some ideas will work and some may not. However, encouraging ongoing dialogue and engaging with stakeholders will truly help forge better partnerships.”

”

Raman Sidhu

President & Founding Member, PAFI
Chairman, EBG Federation

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“We could not have asked for a better inaugural session than having the Minister Hardeep Singh Puri addressing us and taking on several issues directly. I strongly feel that industry can partner with Government to help create an ecosystem for a conducive, investment friendly regime.”

”



Ajay Khanna

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



“PAFI, in its 11 years of service in the field of Public Affairs, is proud to have created this platform for discussion between diverse stakeholders and the industry. As a part of PAFI’s mission, we will continue to facilitate active and meaningful dialogue.”



Ishteyaque Amjad

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



In thanking Minister Hardeep Singh Puri and Shekhar Gupta for their very engaging discussion, Ishteyaque Amjad said “This candid discussion has set the tone for the day and provided us with energy for the sessions to come.”



GLIMPSES INAUGURAL SESSION





Closing Session

Building Trust

DIALOGUE

Trust is fundamental to relationships, collaboration and progress.

In an interconnected world, Business and Government leaders and Public Affairs professionals play a critical role in protecting and developing long-term and trusting relationships with all stakeholders. In order to shape the future of Business, Government & Society, Trust is of strategic importance and managing it requires an in depth understanding of how it needs to be created, identified and nurtured within and outside the corporates. To build trust, we need leadership from all stakeholders, be it Civil Society, Government, Corporates or Media. What is that each of these stakeholders need to do to build trust and be prepared to walk the talk? What are the key elements that help build trust, and is it possible to rebuild trust once it is broken?

UN Secretary General, Antonio Guterres in December 2018 said, "international cooperation is under fire. This is the ultimate paradox in today's world...I believe behind this paradox there is a huge deficit of trust...our world is suffering from the bad case of trust deficit disorder. It is a deficit at many levels; trust between people and political institutions, trust among countries, trust in international organizations, namely the United Nations itself"

The lack of trust among countries at multilateral and regional forums on trade has also been a very important contributor to the diminishing growth prospects for international trade.

In a world dominated by uncertainties there is always comfort in numbers. Building partnerships and engaging with stakeholders help build large teams that can help find solutions to complex problems. Given the current ambiguities across the world, it would be important for the various stakeholders to engage and work towards building an atmosphere of trust that will help achieve the goal of inclusive growth.

The two days of insightful deliberations and networking culminated with the closing session on Building Trust, which truly is the bedrock of any engagement or partnership. The Chief Guest for this session was the Vice Chairman of NITI Aayog, Dr Rajiv Kumar. Further adding value to the session were industry leaders and advocates. Prominent business journalist and Managing Editor of CNBC TV18, Shereen Bhan moderated the discussion. A lot of the discussion was around the economic prospects of India, growth and how the Government had created more than for economic revival by announcing corporate tax incentives on that very day. All the members of the panel lauded the efforts of the Government. They were hopeful that India would soon be back on track of growth. Industry representative and advocate were optimistic and saw the slowdown as an opportunity to pull ahead of the world in terms of economic growth. Dr. Kumar, who pointed out that the private sector had always delivered in challenging circumstance, shared the same conviction. He further assured the industry that on the issue of trust the Government was committed to build confidence and there would be no adverse or hasty decision making that may affect the industry. From the industry side it was pointed out that the Government had an obligation to build an environment free of fear where entrepreneurs will not be penalized for making unintentional business mistakes.



Dr Rajiv Kumar

Vice Chairman, NITI Aayog

“

“Government is committed to nurturing private sector and achieving an annual growth of 8% is doable. I laud Government’s decision to cut the corporate tax rate and hope that investors will take advantage of these measures.”

“Building trust and the ecosystem is a two-sided game and industry needs to do its part. Some degree of self regulation, introspection and identifying members within their ranks who are not playing by the rules, would be good idea at this point in time for the industry.”

”

Sunil Munjal

Chairman, Hero Enterprises & Past President, CII

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“Industry has a responsibility to lead by example and has to demonstrate the best form of governance. We are in a unique position to build on where we are today. It is evident that most of the building blocks are already in place, having a comparatively high saving rate and the ability to invest and grow.”

”



Chandrajit Banerjee

Director General, CII

“

“Building Trust between the Government, industry and civil society is the corner stone of an inclusive growth model. Government needs to engage with companies and industry associations to build meaningful linkages that help revive important sectors thereby moving the economy in the right direction.”

”



Shereen Bhan

Managing Editor, CNBC TV18

“

“If we want to achieve the objectives that we have set out for ourselves as a nation whether it is \$5 Trillion economy objective or alleviating poverty, we need to work together. I hope that this dialogue will spur many more such conversations, which will further ensure execution and attainment of our economic objectives.”

”



Raman Sidhu

President & Founding Member, PAFI
Chairman, EBG Federation

“

“I invite the panelists to participate in a dialogue to build a conducive environment and trust which happens to be the bedrock of any engagement and partnership. PAFI would look forward to working with Government towards creating such platforms that brings together all stakeholders for serious dialogue and debate.”

”

Ajay Khanna

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

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“Corporates can be reliable partners for stakeholders, including Government, in ensuring that the discussions on critical subjects is supported by public affairs professionals who have a deep understanding on issues that cut across sectors.”

”



Ishteyaque Amjad

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

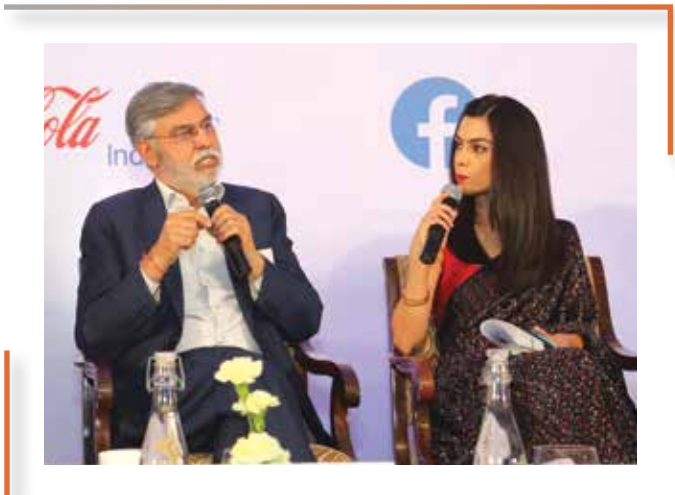
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“The real measurement of trust, open conversation and open society is the cost of candour and that each one of us have to decide and the Government has the largest role to play in that.”

”

GLIMPSSES BUILDING TRUST





Inaugural Dinner

DIALOGUE

NITI Aayog, since its inception, has been engaging several stakeholders in its bid to build an inclusive growth agenda for India. NITI has been responding to global and domestic situations to find solutions that can benefit a federal structure in the country. Developments across the globe and in India, in the last few years, point to the fact that we are in a very dynamic world where the millennial voters and customers are questioning the existing model of governance and business. In India, the voters have recently reposed their faith and trust in a BJP-led NDA Government. However challenges to building an inclusive growth regime remains. How can industry engage with the Government & NITI Aayog to build a strong agenda for growth? What are the new initiatives of the NITI Aayog to build a US\$ 5 trillion economy?

The Inaugural Dinner, set the wheels in motion for PAFI's 6th National Forum was preceded by a highly effervescent interaction with the CEO of NITI Aayog, Mr. Amitabh Kant. Modeled as a fireside chat, it was an interactive session with a lot of informal exchange on issues pertaining to India's larger economy, its future prospects and raging debate on a possible slow-down.

The Director of Public Policy for Facebook India & South Asia, Shivnath Thukral, hosted the conversation. Mr. Kant drove home the point about how India's economic fundamentals were intact despite persisting apprehension of a slowdown. He was able to infuse confidence amongst the industry through his optimism and sheer belief about an imminent bounce-back of Indian economy. During the conversation he also stressed on the aspects of reforms and how it is being fast-tracked along with the various initiatives of NITI Aayog, to impart a more inclusive and equitable growth to the whole country.



Amitabh Kant

CEO, NITI Aayog

“

“I am a believer in India's story for a long term. My belief is that we need to look beyond 5 trillion-10 trillion to much longer period. I also think India needs a lot of structural reforms and every crisis is an opportunity to push for reforms. In the Oil and Gas sector some serious reforms in terms of enhanced production were carried out just before the elections. The Committee for Mining and Coal sector will also announce some reforms. On the labour side, the Government has taken measures to put about 50 labour laws into just 4 codes. One of the codes has been passed by the Parliament and 3 others will get passed in the next session.”

”

During the discussion, Mr Kant emphasised that India has shown tremendous amount of fiscal discipline and that the revenue account deficit is well under control. Inflation has been at low levels. Fundamentals of the Indian economy are intact and both the Government and the RBI have taken series of measures recently. He added that Government is committed to take India back to a high growth rate trajectory.

Shivnath Thukral

Director – Public Policy (India & South Asia),
Facebook

“

Complimenting Mr. Kant on his commitment towards “transparency and making a fundamental shift in the way regulations are going to be drafted and policies are going to be made,” he highlighted the importance of engagement with stakeholders in public policy process and lauded the efforts being made to “create an inclusive ecosystem.”

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“

Raman Sidhu

President & Founding Member, PAFI
Chairman, EBG Federation

“PAFI has truly traversed a very long journey. A journey, which makes my co-founders and myself extremely proud. PAFI provides opportunities for our members to engage with stakeholders to help build an inclusive environment. I’m encouraged to say that the journey PAFI has trailblazed, continues unabated.”

Ajay Khanna

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

“PAFI’s 6th National Forum saw participation from a record number of bureaucrats, diplomats, industry leaders and media.”

“Mr Kant and NITI Aayog have been supportive of PAFI since its inception and have encouraged our initiatives.”

”



Prema Sagar

Founding President & Co-Founder, PAFI
Chief Executive Officer and Founder, Genesis BCW

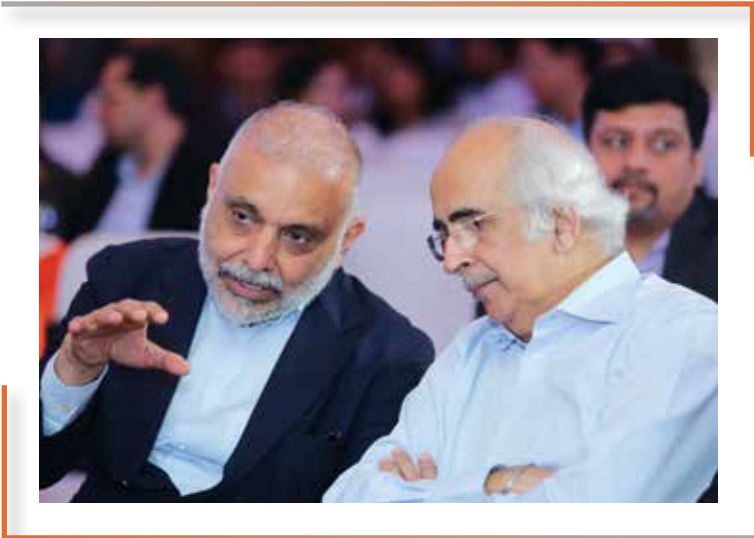
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“The need of the hour is collaboration between the Government and Industry.”

“PAFI has emerged as the platform for constructive and ethical dialogue on policy issues.”

”

GLIMPSES INAUGURAL DINNER





Session

Building an Open Society: The Role of Business & Government

DIALOGUE

Being transparent, ethical and fair is a prerequisite for any Government or business to build its reputation and encourage society to have faith in them. What role can Business and Government play in building an open society? Do open societies benefit business and Government? What kind of platforms help build open and transparent engagement for business and Government during crisis periods? Will new technologies help move towards an open society or one that is scared and vulnerable.

Given the current challenges in boosting economic growth, it will be important for the Government and Industry to work closely and bring policies that will help bring back confidence to investors. The Government needs to engage with the public affairs teams in the companies and industry associations to build meaningful linkages that help revive important sectors thereby moving the economy in the right direction.

Public Affairs professionals can help in bringing to the governments notice issues ranging from cost of capital to regulations that would hurt a sector. Public affairs teams could work closely with all stakeholders and help create a clear way forward to build confidence in the economy.

The session had an line-up of imminent panelists ranging from senior members in Government to members of Civil Society, global Public Affairs practitioners and representative from the Industry. There was a general consensus on how all stakeholders need come together to further augment the movement towards transparency and access.

The panelists from Government re-emphasised their committed to transparency, and stated that civil society also needs to play a pivotal role, in addition to Government, to harness societal transformation.

Sanjaya Baru

Distinguished Fellow Institute for Defence Studies & Analysis, Former Secretary General - FICCI

“

The question is does the open society perform functions that it ought to in order for business and Government to function effectively? There are problems that because of the extent of openness, governments tend to become secretive as they are afraid of excessive criticism and exposure. However, true empowerment is the ability to communicate freely and openly.” He opined that “the psychological shift in the working style of the Government is evident in the way they are engaging with all stakeholders, over the past few years.”

”





Dr. Madhukar Gupta

Additional Secretary,
Department of Public Enterprises,
Ministry of Heavy Industries & Public Enterprise,
Government of India

“

“Openness, transparency and inclusive policy making always benefit in a good governance model. We are building upon this idea of open engagement amongst all stakeholders in public administration to design better policies. We need to change ourselves and institutionalise openness”.

”

Sanjay Bandopadhyay

Additional Secretary, Ministry of Shipping,
Government of India

“

“Today, we have far better access to data and this helps us to monitor problems and take corrective actions. Technology and data accessibility are most important tools which are building linkages and helping industry improve productivity to achieve optimum level of efficiency.”

”





Matt Stafford

President-Asia Pacific BCW, Hong Kong

“

“There is a lot of evidence that proves there is a collaboration between the Government and the private sector which has balance of trust, transparency, authenticity and communication.”

”

T S Vishwanath

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

“

“Given the current ambiguities across the world, it would be important for the various stakeholders to engage and work towards building an atmosphere of trust that will help achieve the goal of inclusive growth. Corporates can be reliable partners for the Government and other stakeholders in the discussions on critical subjects and policy making process. Healthy governance requires greater partnerships and engagements with stakeholders across the spectrum.”

”



Ishteyaque Amjad

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

“

“We are getting closer to the hallmarks of an open society which has trust, equity and shared values across all decision makers and stakeholders.”

”



Javed Syed

Associate Executive Editor,
The Economic Times

“

Moderated the session and sought answers to several questions about the reputation of Indian business, conduciveness of the regulatory environment and the current perception of the business.

”



Sanjay Singh

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

“

“The power of brand is very compelling. A respected brand is one which brings about a change in human behaviour, social behaviour and subsequently in national behaviour.”

”



Session

Growth in the Time of Global Turmoil

DIALOGUE

Anti-globalization and populism have, in the recent years, emerged as a significant trend across the world. Economic slowdown is already hurting or is expected to hit a large number of countries across continents. Mega trade deals are off the table and trade wars are in vogue. Countries that support trade liberalisation are at war with countries that seek to dominate global trade. How should corporates react to the changing times and overcome the crisis of an economic slowdown? How can the Government engage with industry to tackle the current economic situation? How can industry and Government work together to make trade agreements work for them?

The International Monetary Fund (IMF) in its growth forecast for July 2019 clearly stated that global growth remains “subdued”. IMF was of the view that, global supply chains were threatened by the prospect of US sanctions even as Brexit-related uncertainty continued to impact Europe, and rising geopolitical tensions roiled energy prices. Against this backdrop, the IMF report said, global growth forecast is at 3.2 per cent in 2019, picking up to 3.5 per cent in 2020 (0.1 percentage point lower than in the April projections for both years).

On investment and demand for consumer durables, the IMF said that the sentiment was subdued across advanced and emerging market economies as firms and households continue to hold back on long-range spending. Accordingly, global trade, which is intensive in machinery and consumer durables, remains sluggish. The projected growth pickup in 2020 is precarious; presuming stabilization in currently stressed emerging market and developing economies and progress toward resolving trade policy differences, the IMF opined.

Industry experts and advocates, along with Government officials deliberated on the prospect and future course of India’s economy in a tumultuous environment. Despite the difficult times, Industry advocates were certain that the bounce back was inevitable given the historical trends and data. From the Government panellists, attention was drawn towards the rural animal husbandry sector and how it can make vital contribution to the Prime Minister’s goal of \$5 Trillion economy.

Atul Chaturvedi

Secretary – Department of Animal Husbandry & Dairying,
Ministry of Fisheries, Animal Husbandry & Dairying,
Government of India

“

“In the next five years, Government wants India to be the dairy provider of the world. Government has prioritised investments in cold chain management, breed improvement, vaccination and disease control.”

”



Dilip Chenoy

Secretary General, FICCI

“

In praising the Government for setting a vision of reaching \$5 trillion economy, he said, “This ambition is of importance! We believe this can happen but it’s critical to work collectively to make it a success.”

”



N Sivasamban

Vice President Global Corporate Affairs,
Tata Sons

“

In making observations on the slowdown in US and China, he said “India will continue to be a large and attractive market for business and this provides businesses with a plethora of opportunities for investment.”

”



Medha Girotra

Member – Managing Committee, PAFI

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“Industry has to collaborate more effectively with the Government for the national good. Improving private investments and increasing rural consumption are two significant areas to focus on.”

”





Ashutosh Bajpai

COO & Vice President,
DHL Express

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“The express and logistics industry grows on an average 2 to 2.5 times the GDP growth and industry is bullish about investing in India”.

”

Rahul Sharma

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

“

Welcomed corporate tax reduction announcement by the Government. He further said that “this will address the concerns of the industry and help them in many ways.”

”





Session

Friend or Foe: Regulating Technology

DIALOGUE

Technology aids good governance. The Government, today, uses technology to collect and transmit information to all stakeholders. E-commerce is an area where technology helps boost market penetration. Technology is a significant contributor towards improving governance. How can technology companies and Government work together to build strong and mutually beneficial partnerships? What do tech manufacturing companies need to do to support Government in its goal of becoming a net exporter? Does the Government see an increasing use of artificial intelligence and block chain in its functioning?

Narendra Jadhav in a recent book titled “New Age Technology and Industrial Revolution 4.0” quotes studies done by Oxford Martin School that suggests that 69 per cent of the jobs in India and 77 per cent of the jobs in China are at high risk of automation, which is way above the OECD at 57 per cent. Jadhav, however, goes on to state that while automation will destroy some existing jobs, the emerging technological revolution will also create new jobs. He states that this can happen through three channels:

- Improved productivity-led new jobs
- New jobs for the new technology
- New jobs through creative destruction of conventional jobs.

In a technologically connected world it will be important for government and industry to work together to ensure that regulations and policy decisions do not hurt emerging business. An important aspect of this will be the global data flows and their regulation. This is because data flows today are a critical component for emerging businesses that will account for major part of the GDP in the coming years.

The role of technology in enhancing quality of governance and subsequent economic growth is undeniable. However, the adoption of technology and its rapid induction has also led to the rise of a grey area encompassing issues of misuse, security and the pertinent regulations to deal with them. With senior industry veterans from the technology side along with technology policy makers from Government gracing the panel the session presented inspiring proposition for tech enthusiasts and professionals. There was no hesitation in proclaiming technology as a dear friend, which would aid governance and growth. While it was agreed that regulation is needed but it was also pointed out that regulation shall not be a hindrance to innovation and entrepreneurial growth. With the dynamic nature of the evolving technology, policy formulators felt that there needs to be out of the box thinking and felt technology itself will provide the answer on regulating misuse.

Anshu Prakash

Chairman, DCC & Secretary (T),
Ministry of Communications, Government of India



“No economy can have a laissez-fair kind of a situation and leave everything to the market forces. Accountability and responsibility is important so some regulation is both necessary and desirable within the legal and constitutional framework.

There is a high co-relation between better and new technology and economic progress, ease of living and doing business. As Government, we would have to identify areas where technologies should go.”



Dr Gulshan Rai

Former Cyber Security Coordinator,
Government of India

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“Regulatory framework is mandatory, and regulation and policy modulations need to be looked at both from a domestic and global perspective. In order to reap the benefits of industry 4.0, we need to collaborate and cooperate with an open mind and to make regulations citizen oriented and output oriented.”

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Richard Hopkins

Senior Vice President – Operations, Flex



“Technology is a function of two things - innovation and a market. For technology to succeed there has to be a need and the market would generate that need. At a very basic level I do not believe that innovation can be regulated.

Due to the inevitable nature of technology it is not possible for regulators to anticipate where technology is going. We will see situations where technology is headed in undesirable directions and in some cases, causing harm. Priority then for regulators is to act swiftly to avoid that harm.

Addressing regulatory concerns with respect to IP is an opportunity for Indian regulators. Intellectual Property (IP) is very critical to any company looking to do research and development or invest anywhere in the world. IP Rights are critical and bring confidence and safeguards the interests of the company investing in R&D and innovation.”



Anna Roy

Advisor, NITI Aayog



“The regulations need to be nimble and we need to work pro-actively to have frameworks and systems in place which do not take long to respond to a situation. The role of Government in regulating such a fast-evolving sector should be limited to that of an enabler of innovation, providing platforms for a level playing field and catalysing public-private partnerships.”



Vivek Vasishtha

Executive Director & Country Leader Government & Regulatory Affairs, IBM India Private Limited



“Technology is all about inclusion and is a dear friend! Path breaking Government schemes like GSTIN, Swachh Bharat, Insurance and Ayushman Bharat has technology serving as the backbone of these projects. If we don't get the regulations right, I don't believe we will get the desired results”.



Subho Ray

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



“Meaningful policy is the need of the hour in order for citizens and the nation at large to benefit from technology.”



Harish Krishnan

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

“

“Innovation and regulation are sometimes viewed as an oxymoron. Regulation can stifle innovation, but the critical question is to know what to regulate, when to regulate and how much to regulate. Telecom Sector is one of the most regulated sectors in the country hence we are facing this predicament of over-regulation and not allowing technology to come to full bloom”

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Tanmoy Chakraborty

Group Government Officer,
Tata Sons

“

Technology is mostly a friend and regulation can certainly tackle the fall out. Government has a distinct role to play but in a non-intrusive manner. Technology would be an economic growth driver in the coming years and Governments and corporates need to build sustainable partnerships and platforms for ongoing dialogue.”

”

Session

Building Partnership with Legislators & Political Parties

DIALOGUE

Winning elections is not easy. But what is more difficult is to deliver on campaign promises. Building sustainable partnerships and deeper engagement can help Legislators & Political Parties to deliver on their promises made to constituencies. What role do MPs, Legislators, Political Parties, think business can play in developing and nurturing their constituencies? What platforms are needed for deepening this engagement?

Norm Champ of the Harvard Law School in a blog post of 2015 on “Building Effective Relationship With Regulators” argued that for industry “engaging often and well with your regulators is the best path to complying with your regulatory burdens while running a profitable business.” He advocated the use of a “Compliance Calculus” that any firm in a regulated business must undertake in deciding what resources to devote to its compliance effort.

An inseparable vertical of public policy is the engagement of stakeholders with legislators the primary policy makers and the respective political parties. A lot has been talked about engagement at the level of Government, but in order to have a more comprehensive and holistic ecosystem for partnership it is imperative that industry and other stakeholders interact and converse with Members of Parliament and political parties. The session had participants from the principal political parties along with representation from regional and state level parties given the complex dynamics of India’s political landscape. Moderated by well-known media personality, Mr. Vikram Chandra the panel was convinced that the partnership between political leadership and industry had to be enhanced for it was the industry, which will eventually drive growth, and development, which no longer happens to be an exclusive preserve of the political leadership. There was no denying the commitment towards service from industry as well as the political leadership perspective, but what is required is more concerted and collaborative effort between the two. Deliberations also focused on the changing nature of political campaign and governance and how can political parties capture the changing perspectives within the ecosystem more effectively.



Rahul Sharma

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

“

“The practitioners of public affairs and politicians make for important stakeholders, so it is important that they engage and partner.”

He invited the panel to share insights on how to build partnerships amongst stakeholders, legislators and political parties.

”



Vikram Chandra

Founder, Editorji Technologies

“

“Relationships between politicians and business can be mutually rewarding in developing constituencies.”

”



Pavan K Verma

(Then) National General Secretary &
National Spokesperson Janata Dal (United)

“

“No Government or party can claim a monopoly of knowing what’s good for the people of the country. A democracy runs on the basis of a thesis, antithesis and from there possibly a syhthesis. Hence the partnership is important.”

”





Dr. Syed Zafar Islam

National Spokesperson,
Political & Economic Affairs, BJP

“

“The connect between legislator and political party is very important as this helps establish a good governance model in the country. As politicians we need to submit our report card to independent evaluators every year to evaluate our performance. Based on this evaluation, the party decides who gets the ticket.”

”



Sandeep Dikshit

Former Member of Parliament, Congress

“

“Legislators have absolutely no role in running the Government or making a policy. Where we do become important is in our constituencies. We should develop more platforms where Members of Parliament and Members of Legislative Assemblies can deliberate on issues related to their constituencies and build sustainable partnerships which are structured, responsible and responsive. This would benefit both the constituents and the Politicians.

”



K C Ravi

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

“

“As PAFI, we strive to drive a Swatchh Public Affairs Abhiyan.”

”

Notable Takeaways at the 6th National Forum

1

Building Trust between the Government, Industry and Civil society is the corner stone of an inclusive growth model.

Private sector expertise should be harnessed to help formulate policy driven initiatives by the Government

2

3

Good governnace and accountability can be enhanced by fostering deeper relationships between Legislators, Political Parties and Stakeholders.

Transparent policy making process and consultations across the stakeholder universe crucial for effective public policy.

4

5

Industry to lead by example - practice best form of Ethics and Corporate Governance

Technology is the agent for propelling India's growth story and needs to be nurtured and developed

6

7

Collaborative approach between Government and Industry for sustainable national growth

Evidence-based policy formulation for creation of an inclusive ecosystem

8

9

Innovation in regulation and policy modulations both from domestic and global perspective

Profitable business rely on continuous and effective engagement with the Regulators

10

Media



Issued on 5th & 20th September, 2019

CHIEF GUEST
Inaugural Session



HARDEEP SINGH PURI
Minister of State (Independent Charge) for Ministry of Housing & Urban Affairs; Minister of State (Independent Charge) for Ministry of Civil Aviation; & Minister of State for Ministry of Commerce and Industry

6th NATIONAL FORUM 2019

September 19 - 20, 2019 | New Delhi



CHIEF GUEST
Closing Session



Dr. RAJIV KUMAR
Vice Chairman
NTI Aayog

DEVELOPING PARTNERSHIPS, ENGAGING STAKEHOLDERS

SESSIONS

- Building an Open Society: The Role of Business & Government
- Growth in The Time of Global Turmoil
- Friend or Foe: Regulating Technology
- Building Partnership with Legislators & Political Parties
- Building Trust

SPEAKERS

Amitabh Kant
CEO
NTI Aayog

Madhukar Gupta
Additional Secretary
Department of Public Enterprises,
Ministry of Heavy Industries & Public
Enterprise, Government of India

Dr. Gulshan Rai
Former Cyber Security Coordinator
Government of India

Chandrajit Banerjee
Director General
CII

Matt Stafford
President-Asia Pacific
BCW, Hong Kong

Rajeev Batra
Past President & Founding Member, PAFI &
Former Group Head Corporate Affairs,
Hindustan Unilever Ltd

Shekhar Gupta
Chairman & Editor-in-Chief
The Print

Tanmoy Chakraborty
Group Government Officer
Tata Sons Limited

Pavan K Varma
National General Secretary &
National Spokesperson
Janata Dal (United)

Praveen Pardeshi
Municipal Commissioner
Brihanmumbai Municipal Corporation

Anna Roy
Advisor
NTI Aayog

Dilip Chetty
Secretary General
FICCI

Medha Girotra
Member, Managing Committee,
PAFI

Raman Sidhu
President & Founding Member,
PAFI Chairman
EBG Federation

Shereen Bhan
Managing Editor
CNBC TV18

T S Vishwanath
Past President & Founding Member, PAFI
Principal Adviser, APJ-SLG Law Offices

Dr. Syed Zafar Islam
National Spokesperson
Political & Economic Affairs
Bharatiya Janata Party

Anshu Prakash
Chairman DCC & Secretary (T)
Ministry of Communications
Government of India

Ajay Khanna
Forum Chairman & Co-Founder, PAFI &
Chief Strategic & Public Affairs,
Jubilant Bhartiya Group

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

N Sivasamban
Vice President – Global Corporate Affairs
Tata Sons Pvt Ltd

Richard Hopkins
Senior Vice President – Operations
Flex

Shivnath Thukral
Director – Public Policy (India & South Asia)
Facebook

Vikram Chandra
Founder
Editorji Technologies

Sandeep Dikshit
Former Member of Parliament
Indian National Congress

Atul Chaturvedi
Secretary – Department of Animal
Husbandry & Dairying, Ministry of
Fisheries, Animal Husbandry & Dairying
Government of India

Anil Padmanabhan
Managing Editor
Mint

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

Prema Sagar
Founding President & Co-Founder, PAFI
Chief Executive Officer and Founder
Genesis BCW

Sanjaya Baru
Distinguished Fellow
Institute for Defence Studies & Analysis,
Former Secretary General – FICCI

Subho Ray
Secretary, PAFI & President
Internet and Mobile Association of India (IAMAI)

Vivek Vasishtha
Executive Director & Country Leader
Government & Regulatory Affairs
IBM India Private Limited

Atanu Chakraborty
Secretary
Department of Economic Affairs
Ministry of Finance, Government of India

Sanjay Bandopadhyay
Additional Secretary
Ministry of Shipping
Government of India

Ashutosh Bajpai
COO & Vice President
DHL Express

Javed Sayed
Associate Executive Editor
The Economic Times

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

Sanjay Singh
Managing Committee Member, PAFI
Former Principal Resident Executive
Tata Sons

Sunil Munjal
Chairman, Hero Enterprises &
Past President, CII

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6th NATIONAL FORUM 2019

DEVELOPING PARTNERSHIPS

September 19-20, 2019 | New Delhi



Hardeep Singh Puri
Minister of State (Independent Charge) for Ministry of Housing & Urban Affairs | Minister of State (Independent Charge) for Ministry of Civil Aviation | Minister of State for Ministry of Commerce and Industry



L to R - Ajay Khanna, Shekhar Gupta, Hardeep Singh Puri, Raman Sidhu, Ishteyaaque Amjad



L to R - Ajay Khanna, Shivnath Thukral, Amitabh Kant, Raman Sidhu, Prema Sagar



Amitabh Kant



L to R - T S Vishwanath, Ishteyaaque Amjad, Sanjay Bandopadhyay, Sanjaya Baru, Javed Syed, Dr. Madhukar Gupta, Matt Stafford, Sanjay Singh



Hari S Bhartia in conversation with Andrew Smith



L to R - Rahul Sharma, Dr. Syed Zafar Islam, Pavan K Varma, Vikram Chandra, Sandeep Dikshit, K C Ravi

LEADERS SPEAK

"If you succumb to populist pressures, there will be no infrastructure."

"We are already the third largest domestic civil aviation market today and the rate at which we are growing is phenomenal therefore we have to ensure the viability of our airlines."

HARDEEP SINGH PURI

"India has shown tremendous amount of fiscal discipline. The revenue account deficit is well under control. Inflation has been at very low levels. Fundamentals of Indian economy are totally intact"

AMITABH KANT

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ENGAGING STAKEHOLDERS



www.pafi.in



L to R - Ajay Khanna, Ramen Sidhu, Sunil Munjal, Shereen Bhan, Dr. Rajiv Kumar, Chandrajit Banerjee, Ishayaqqa Amjad



Dr. Rajiv Kumar
Vice Chairman
NTI Aayog



Sunil Kant Munjal



L to R - Medha Girotra, Ashutosh Bajpai, Dilip Chenoy, Rahul Sharma, Atul Chaturvedi, N Sivasamban



In discussion with Hardeep Singh Puri



L to R - Subho Ray, Richard Hopkins, Anna Roy, Anshu Prakash, Harish Krishnan, Gulshan Rai, Vivek Vasishtha, Tanmoy Chakraborty

LEADERS SPEAK

"I hope that the Governments measures will spur export oriented investment in the country because that is what the need of the hour is."
DR. RAJIV KUMAR

"One of the things that is always necessary for any turnaround is for the mood to change. When the environment is down, then people don't focus on growth, they do not focus on investments etc. So, one of the things that happened is that the mood seems to have changed."
SUNIL KANT MUNJAL



Section of audience

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Forum in the News - Print Media



THE NEW INDIAN EXPRESS
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 Home » Cities » Delhi
Union Minister Hardeep Singh Puri criticises Arvind Kejriwal's actions, calls them election sops
 Arvind Kejriwal had recently announced free metro and bus rides for women in Delhi, apart from free electricity up to 200 units.
 Published: 21st September 2019 07:48 AM | Last Updated: 21st September 2019 07:48 AM

Live हिन्दुस्तान .com
 दिल्ली: केन्द्र ने उत्तम काली से 26 करोड़ से इन्फ्रास्ट्रक्चर वसुली मुक्त
 दीप पुरी बोले, 'चीजों को मुफ्त देकर अगर चुनाव जीते
 कीर्तिवाल हर चीज मुफ्त कर देते'



Stakeholders' #Gallery
New Delhi: Hardeep Singh Puri at "6th National Forum 2019: Developing Partnerships, Engaging Stakeholders" #Gallery
 POSTED BY: GOPI | SEPTEMBER 20, 2019

By Express News Service
NEW DELHI: Union Minister Hardeep Singh Puri took a dig at Arvind Kejriwal's moves, saying the Delhi CM would have made everything free if providing things free of cost.
 "It is not whether it should be free or not, but it should be how can it be reasonably priced and efficient," Puri said at the 6th National Public Affairs Forum of India.



केंद्रीय मंत्री हरदीप पुटी ने AAP सरकार की महिलाओं की मुफ्त मेट्रो यात्रा वकील पट किया हगला ।



केंद्रीय मंत्री हरदीप पुटी (बाएं) और दिल्ली के मुख्यमंत्री अरविंद केजरीवाल (दाएं) की मुफ्त मेट्रो यात्रा वकील पट किया हगला ।

केंद्रीय मंत्री, (अरविंद केजरीवाल) के मुफ्त मेट्रो यात्रा वकील पट किया हगला ।

Bloomberg | Quint | Markets | Business | BQ Blue Exclusive | Mutual Fund

Government Committed To Achieving 8% Growth Doable Aayog

PTI
CPTI, News

Published on September 20 2019, 11:56 PM
Last updated on September 20 2019, 11:56 PM

Amid pessimism over the gross domestic product growth slipping to six-year low in June quarter, NITI Aayog Vice Chairman Rajiv Kumar on Friday said the government is committed to nurturing private sector, and achieving 8 percent growth annually is doable.

The growth in economy had slipped to a low of 5 percent in April-June, 2019-20 quarters.

Kumar also lauded the government's decision to cut corporate tax rate, and exuded confidence that investors will take advantage of these measures.

"The finance minister's announcement that from July 1, 2020, their tax rate will only be 17 percent and with huge incentive," Kumar said on the sidelines of an event.



live **mint**



Rajiv Kumar, vice chairman of NITI Aayog, Ramesh Pathania/Mint (MINT_PRINT)

Govt committed to nurturing private sector, achieving 8% growth doable: NITI

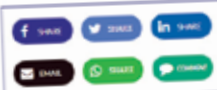
1 min read . Updated: 20 Sep 2019, 07:55 PM IST
PTI

- The growth in economy had slipped to a low of 5% in April-June, 2019-20, the lowest in last 25 quarters
- He hoped the investors will take advantage of these measures and those who have been waiting on the fence will now jump to make investments

Govt committed to nurturing pvt sector, achieving 8 pc growth doable: Niti Aayog vice chairman Rajiv Kumar

Government committed to nurturing private sector, says NITI Aayog's Rajiv Kumar

PTI New Delhi | Updated on September 20, 2019 | Published on September 20, 2019



Amid pessimism over the GDP growth slipping to six-year low in June quarter, NITI Aayog Vice Chairman Rajiv Kumar, on Friday, said that the government is committed to nurturing the private sector and achieving 8 per cent growth annually is doable.

The growth in economy had slipped to a low of 5 per cent in April-June, 2019-20, the lowest in last 25 quarters.

Kumar also lauded the government's decision to cut the corporate tax rate, and exuded confidence that investors will take advantage of the measures announced by Finance Minister Nirmala Sitharaman.

Investment At Discounted Rates



NEW DELHI: Amid pessimism over the GDP growth slipping to six-year low in June quarter, Niti Aayog vice chairman Rajiv Kumar on Friday said the government is committed to nurturing private sector and achieving 8 per cent growth annually is doable.

The growth in economy had slipped to a low of 5 per cent in

Social Media



Hardeep Singh Puri @HardeepSPuri

Participated in the 6th National Forum 2019 on the theme of developing partnerships & engaging stakeholders organised by Public Affairs Forum of India.

10:57 PM - 19 Sep 2019

15 Retweets 54 Likes

atul chaturvedi @atulchaturvedi

@PAFI_India doing great job in helping Industry stakeholders consultation and interaction @khannaajay

ajay khanna @khannaajay
@PAFI_India 6th national forum with galaxy of speakers last week in delhi. @HardeepSPuri @RajivKumar1 @amitabh87 @ShereenZhan @vikramchandra @ShekharGupta @shivthakral @DipChenoy @CB_CEO @atulchaturvedi @javedsayedZF ...

10:19 AM - 26 Sep 2019

3 Retweets 5 Likes

Shekhar Gupta @ShekharGupta

"If you succumb to populist pressures, there will be no infrastructure..."

Housing & Urban Affairs Minister @HardeepSPuri in wide-ranging conversation with me at the 6th National Forum 2019 organised by Public Affairs Forum of India @PAFI_India.

11:55 PM - 20 Sep 2019

8 Retweets 14 Likes

Public Affairs Forum of India @PAFI_India

"To achieve the goals that we as a country have requires collaboration between #government and #industry, creativity and out of the box thinking. I am glad that PAFI has emerged as the platform for constructive and ethical dialogue on #policy issues." @psagarindia #PAFI2019

8:39 AM - 19 Sep 2019

7 Retweets 19 Likes

Rajiv Kumar @RajivKumar1

Spoke at the @PAFI_India's 6th National Forum closing session on-"Building Trust", in New Delhi today. Current govt is keen on reviving corporate investments, reduction in #CorporateTax was essential to give boost to industry & increase prosperity to make India a #5trillioneconomy

5:58 AM - 20 Sep 2019

12 Retweets 50 Likes

Public Affairs Forum of India @PAFI_India

And it's a wrap on PAFI's 6th National Forum! What a great turnout for an insightful & constructive dialogue between the government and industry. We thank all the panelists, sponsors & our audience for their support & contribution to make the forum a continued success. #PAFI2019

9:26 AM - 20 Sep 2019

4 Retweets 17 Likes



PAFI Public Affairs Forum of India
Society for Public Affairs Professionals
4mo · Edited

"PAFI has traversed a remarkable journey over 10 years. Today my committee members & I feel truly proud of PAFI's recognition as an intermediary body between the industry and government," says Raman Sidhu, President & Founding Member, PAFI & Chairman EBG Federation.

Mr. Hardeep Singh Puri will inaugurate PAFI's 6th National Forum 2019 on 20th September. Interactive sessions will be held with more than 40 panellists & speakers from Government, Industry, Media, Think Tanks and Legislators. View details here: <http://pafi.in/events/>

#PublicAffairs #Government #Business #Corporate #Partnerships #Speakers #Policy #India #Event #Forum #Advocacy #ThoughtLeadership #Networking #Industry #ThinkTanks

Raman Sidhu
President & Founding Member, PAFI
Chairman, EBG Federation

1 Comment

PAFI Public Affairs Forum of India
Society for Public Affairs Professionals
4mo · Edited

In the much-awaited 6th National Forum, Rahul Sharma Past President & Founding Member, PAFI Managing Director, ARCO Worldwide, India, is looking forward to meet new people, discussing new ideas, hearing thoughts that will affect policy most importantly building trust between corporates and government.

Mr. Hardeep Singh Puri will inaugurate PAFI's 6th National Forum 2019 on 20th September. Interactive sessions will be held with over 40 panellists & speakers from Government, Industry, Media, Think Tanks and Legislators. View details here: <http://pafi.in/events/>

#PublicAffairs #Policy #Industry #India #ThoughtLeadership #Publicity #Investment #ThinkTanks #Speakers #Forum #Corporate #Partnerships #Advocacy #ThoughtLeadership #Economy #Networking

Rahul Sharma
Past President & Founding Member, PAFI
Managing Director, ARCO Worldwide, India

1 Comment

PAFI Public Affairs Forum of India
Society for Public Affairs Professionals
4mo · Edited

"PAFI serves as a perfect platform for strategic advocacy between government and businesses where we can deliberate, debate & ideate. PAFI in a humble way is contributing to #NationalBuilding and I urge everyone to attend this unique forum." - Ishyaque Anjad, VP, PAFI & Vice President - Public Affairs, Communications & Sustainability, Coca-Cola India and South West Asia #StayTuned!

Mr. Hardeep Singh Puri will inaugurate PAFI's 6th National Forum 2019 on 20th September. Interactive sessions will be held with more than 40 panellists & speakers from Government, Industry, Media, Think Tanks and Legislators. View details here: <http://pafi.in/events/>

#Government #PublicAffairs #India #Business #Policy #Speakers #Forum #Advocacy #Corporate #Partnerships #Networking #Event #Industry #Communication #ThinkTanks

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

1 Comment

PAFI Public Affairs Forum of India
Society for Public Affairs Professionals
4mo · Edited

Here is @Deepak Maheshwari, Member- PAFI, talking about what sets PAFI apart from other such platforms. With a decade of PAFI's existence, he looks forward to its transformation and the role it will play in India's commitment to become a \$5 Trillion Economy.

Mr. Hardeep Singh Puri will inaugurate PAFI's 6th National Forum 2019 on 20th September. Interactive sessions will be held with more than 40 panellists & speakers from Government, Industry, Media, Think Tanks and Legislators. View details here: <http://pafi.in/events/>

#PublicAffairs #Government #Business #Policy #Speakers #Corporate #Partnerships #Event #Forum #Advocacy #Industry #ThoughtLeadership #Networking #ThinkTanks #India

Deepak Maheshwari
PAFI Member

1 Comment

PAFI Public Affairs Forum of India
Society for Public Affairs Professionals
4mo · Edited

Ajay Khanna, Forum Chairman & Co-Founder, PAFI & Chief Strategic & Public Affairs, Jubilant Shree Group, is looking forward to the upcoming 6th National Forum. Listen in to his thoughts on the idea behind the forum.

Mr. Hardeep Singh Puri will inaugurate PAFI's 6th National Forum 2019 on 20th September. Interactive sessions will be held with more than 40 panellists & speakers from Government, Industry, Media, Think Tanks and Legislators. View details here: <http://pafi.in/events/>

#PublicAffairs #Business #Government #Speakers #Policy #Forum #Corporate #Partnerships #Event #Advocacy #India #ThoughtLeadership #Networking #Industry #ThinkTanks

Ajay Khanna
Forum Chairman & Co-Founder, PAFI & Chief Strategic & Public Affairs, Jubilant Shree Group

1 Comment

PAFI Public Affairs Forum of India
Society for Public Affairs Professionals
4mo · Edited

PAFI's 6th National Forum 2019 held in Delhi last week in LiveMix today. The Forum engaged over 40 esteemed panellists from #Government, #Media and #Corporates with insightful discussions, exchange of ideas, solutions and sharing knowledge in the space of #PublicAffairs & #Policy.

Facebook: Jubilant Life Sciences Ltd, Cisco Systems, IBM, The Coca-Cola Company, DFL, Flex Tera Group, Google, Tata Steel, PepsiCo, Panasonic, India Nucleo Cellular Operators Association of India - CON ICCC, NASSCOM, Etebran

Ajay Khanna, Rahul Sharma, Ishyaque Anjad, Priya Sagar, Medha Grota, Deepak Maheshwari

1 Comment

Social Media Impact

DEVELOPING PARTNERSHIPS, ENGAGING STAKEHOLDERS IN PUBLIC AFFAIRS

The 6th edition of PAFI's National Forum held on September 19-20, 2019 in New Delhi hosted 600+ delegates, panelists and journalists over the 2-days with an objective to raise and maintain ethical practice in public affairs.



"Trade Negotiation Is The Art Of The Possible. It Should Be A Win-Win Deal."

Hardeep Singh Puri
MoS (IC) - Ministry of Housing & Urban Affairs
MoS (IC) - Ministry of Civil Aviation
MoS in the Ministry of Commerce & Industry



"The government is committed to nurturing the private sector and achieving 8 per cent growth annually is doable."

Rajiv Kumar,
Vice-Chairman, Niti Aayog



"Fundamentals of Indian economy are totally intact and both the government and the RBI have taken series of measures recently. Government is determined to take India back to a high growth rate trajectory."

Amitabh Kant,
CEO, Niti Aayog

300+ Attendees
at the Inaugural Dinner

40+ Panelist
including top CXO's, Government officials etc.

250+ Delegates
at the 6th National Forum

Media Highlights:
20+ attendees
(5 editors)



Shekhar Gupta
Chairman & Editor-in-Chief,
The Print



Javed Sayed
Associate Executive Editor,
The Economic Times



Anil Padmanabhan
Managing Editor,
Mint



Vikram Chandra
Founder,
Editorji Technologies



Shereen Bhan
Managing Editor,
CNBC TV18

FINANCIAL 5

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Mint
Bloomberg quint
Moneycontrol
CNBC TV18

MAINLINE 4

The Times of India
New Indian Express
Pioneer
The Hans India

REGIONAL 7

Dainik Jagran
Punjab Kesari
Amar Ujala
Dainik Jagran
Hindustan
Lokmat Times
Haribhoomi

ONLINE NEWS PORTAL 7

India TV news
News 18
RepublicWorld
Social News
India.com
Gadgets Innovation
The Print

Total media exposures: 23 | Social Media Reach: 60,000 | Average engagement rate: 6%



September 05 - 26, 2019



Public Affairs Forum of India
@PAFI_India

Tweet **44** Re-Tweet **271**

Demographics for Twitter conversation

MALE **74%** FEMALE **26%**

Delhi 35% of audience
Haryana 17% of audience
Maharashtra 10% of audience

Uttar Pradesh 8% of audience
Gujarat 4% of audience
Karnataka 3% of audience

profile visits **1265**
percentage increase by **312%**

engagement **1785**
average engagement rate: **5.9%**

Top mention **3** out of 546 engagements

Rajiv Kumar @rajivkumar1...
Spoke at the @PAFI_India's 8th National Forum closing session on "Building Trust", in New Delhi today. Current govt is keen on reviving corporate investments, reduction in #CorporateTax was essential to give boost to industry & increase prosperity to make India a \$5 trillion economy
pic.twitter.com/VYVWBMz0fo



Followers: 44.5k
Vice Chairman @ NITI Aayog

Top Follower followed by 10k people



Followers: 10k
Founder - HRGurukul

Impressions **40,000**

Followers **439**

Likes **473**



September 05 - 26, 2019



PAFI Public Affairs Forum of India
Society for Public Affairs Professionals
New Delhi, Delhi, India

Impressions **24,000**

Video Views **5,042**

Engagement **145**



Impressions: 4K
Engagement: 20



Impressions: 3.5K
Engagement: 12

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Developing Partnerships Engaging Stakeholders





Contact Us

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India

www.pafi.in