



ET THE ECONOMIC TIMES

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

NEWS / BLOGS / BUSINESS / No, public affairs is not lobbying

BUSINESS

No, public affairs is not lobbying

November 7, 2014, 2:28 AM IST / Economic Times in ET Citings, Business, Times View, ET

- FACEBOOK
- TWITTER
- LINKEDIN
- EMAIL



Economic Times
Quick takes, analyses and macro-level views on all contemporary economic, financial and political events.

By Ajay Khanna

Risk management for business is an emerging function for public affairs professionals globally. But the approach to risk management may differ from company to company not to mention from country to country. In the case of India, many states have their own framework and unique environments as experienced by different corporate houses in the country. In this backdrop, how should firms perceive and manage risk? What are the lessons for Indian managers from best practices overseas on how public affairs professionals manage risk worldwide?

ADVE



BLOGS BY ECON

- 1 ESG: a maratho
- Maharashtra Ne

Furthermore, the perception and leadership of the CEO on the role public affairs can contribute significantly to a company's growth path. The public affairs function is slowly becoming a part of the CEO's office to handle reputation management. In the future, should CEOs integrate the role of public affairs as an integral part of company strategy for growth? Engaging with MPs and the legislature is more critical than ever to be better understand ground realities for industry. Legislation changes and delays can make or break businesses.

The progress of economic legislation-making is especially important for multinationals to prepare their strategies for the country. At times, legislators themselves have poor understanding of issues and need to be kept informed of the changes taking place globally. In this changing landscape, there is need to alter some of the existing perceptions about public affairs in the country. Over the years, it has grown from pure government relations to addressing larger stakeholder concerns for companies.

Today, it is not only about fixing problems, but also about finding solutions to issues that have a bearing on economic growth. This can happen only through a constructive dialogue. In the emerging landscape, while the legacy of past habits still endures — notably through personality-driven connections — the new realities are redefining the role of public affairs

2 World As A Sanc

MORI

TOP EDITORIALS

1 Senior citizens ca
2nd dose vax-list

2 ESG: a marathor

3 India needs a Na
Britain to combat

companies and professionals. In an evolving process for both business and government, industry is taking a more structured approach to government relations. The community and society have become important stakeholders for public affairs engagement.

The traditional view of business was that of a trade-off between environment/community and business. Today, different business models are required to make interests of community and business aligned. The emerging thinking is that stakeholder engagement should move away from the 'least harmful' public policy towards understanding how value is created. In this process, companies are increasingly engaging civil society to change their business model and satisfy all the different and varied stakeholders.

This holistic approach calls for a complete reversal of the perception among stakeholders of public affairs as pure 'lobbying'. Public affairs is a much higher level of engagement that contributes significantly to corporate and national value. Many of these questions were raised in a daylong conference organised by the Public Affairs Forum of India (PAFI). The conclusion was that public affairs is not just managing or lobbying with the government any more.

The role of public affairs now covers wider shareholders to include corporate communication (both internal and external), NGOs, think tanks, risk management, policies and politics, reputation and stakeholder

Management. In a new era of politics and policymaking, there is also a growing debate on whether the public affairs profession should be regulated or not. The answer is clearly no. As in many other countries, the best practice should be self-regulation. Public affairs in India needs to fundamentally add new dimensions to reinvent itself: that of, debate, dialogue, discussion and decisionmaking.

The writer is President, Strategy & Public Affairs, Jubilant Bhartia Group

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

START A CONVERSATION

ADD COMMENT

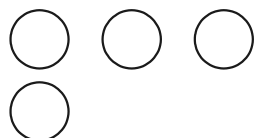
DISCLAIMER

Views expressed above are the author's own.

END OF ARTICLE

- About us
- Create Your Own Ad
- Terms of Use and Grievance Redressal Policy
- Privacy policy
- Advertise with us
- RSS
- Newsletter
- Feedback
- ePaper
- Sitemap
- Archives

FOLLOW US ON



OTHER TIMES GROUP NEWS SITES

- The Economic

POPULAR CATEGORIES

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

TOP TRENDS

- IPL Auction 2021 players
- Tamil Nadu Election date 2021
- Cowin registration
- West Bengal Election date 2021
- Mansi Sehgal
- Coronavirus India update live
- Covid 19 vaccine registration
- Narendra Modi
- India vs England 4th test
- Spectrum Auction
- India GDP
- Rahul Gandhi

Times	Ei Samay	Covid 19 vaccine	News
Hindi	I am Gujarat	India	Step by Step
Economic Times	Times Now	Farmers protest in India	Pizza Recipe
Navbharat Times	Times Now	Monthly	Horoscope today
Maharashtra Times	Hindi	HoroscopeMarch	
	TimesPoints		
	Indiatimes		
Vijaya Karnataka	Brand	iDiva	Filmfare
Telugu Samayam	Capital	MensXP.com	Online Songs
Tamil Samayam	Education Times	Femina	TV
Malayalam Samayam	Times Food	ETimes	Lifestyle
	Miss Kyra	Grazia	Longwalks App
		Zoom	Newspaper
		Travel	Subscription
		Destinations	Food News
		Bombay Times	Times Prime
		Cricbuzz.com	Whats Hot

LIVING AND ENTERTAINMENT

HOT ON THE WEB

Gloden	Jane Fonda
Globes 2021	Chadwick
Winners	Boseman
Bigg Boss	Tamannaah
Kannada 8	Bhatia
contestants	Jared Leto
Gloden	Cynthia
Globe TV	Erivos
Winners	
Golden	Amitabh
Globe Award	Bachchan
Winners	

TRENDING TOPICS

Golden	Coronavirus
Globes	Symptoms
Highlights	Chloe Zhao
Golden	The Crown
Globes	

GLOBES

Winners Daniel
Kaluuya

Golden Flipkart Quiz

Globes red Amazon App
carpet Quiz

Emma Corrin Samsung

Jason Galaxy F62

Sudeikis Launch

Elle Fanning 5G iPhone

Golden Portable

Globe Desk Fans

Memes Amazon Sale

Minari Stress Relief

Flipkart Big Tea

Saving Days

Sale

SERVICES

Ads 2 Book Times Mobile

Bank Exam Remit 2 India

App TC Next

CouponDunia Astro Speak

Dineout Gadgets Now

Magicbricks Careers

Techgig Colombia

Times Jobs

Bollywood

News

Copyright © 2021 Bennett, Coleman & Co. Ltd. All rights reserved. For reprint rights: Times Syndication Service