



PAFI
8TH NATIONAL FORUM 2021
REVIVING THE ECONOMY
REIMAGINE. REBOOT. REFORM
21st & 22nd October, 2021



Partner State:
Telangana

Presented by

flex



WWW.PAFI.IN
lakshmi.kanchaam@pafi.in

Session 11 - Reimagining Health and Economy

Friday, October 22, 2021

1150 – 1250 Hrs

Welcome



Deepshikha Dharmaraj

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

With over 28 years of rich and diverse experience in public relations and communications, Deepshikha Dharmaraj is one of the most respected leaders in the industry in India. As the Chief Executive Officer of Genesis BCW, she oversees the organization and implements its growth strategy. She is also a member of the BCW India Board, which manages the growth strategy of BCW India Group.

Deepshikha provides strategic counsel to the firm's marquee clients and guides and works closely with client leaders to formulate integrated communications strategies for clients across sectors. A firm believer in conceptualizing measurable and impactful campaigns, she champions creativity and measurement across the organization and the industry.