



8TH NATIONAL FORUM 2021

REVIVING THE ECONOMY
REIMAGINE. REBOOT. REFORM
21ST & 22ND October, 2021



Partner State:
Telangana

Presented by

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Session 10 - India - EdTech Capital of the World

Friday, October 22, 2021

1100 – 1145 Hrs

Welcome



Medha Girotra

Managing Committee Member, PAFI and
Director – Communications, South Asia
Mastercard

Medha is a communications and advocacy specialist with over two decades of experience across public policy, public diplomacy, integrated marketing communications and corporate reputation management. She has a deep understanding of policy making, KOL engagement and media led advocacy, and uses her knowledge effectively to build and execute strategic positioning, reputation management and advocacy strategies. In her role at Mastercard, Medha is responsible for the company's external engagements, communications, and CSR.

Previously with Edelman and Genesis-BCW, she has worked with a wide range of clients, including some leading names in FMCG, IT/ ITES, energy and infrastructure, consumer electronics, financial services, banking & insurance, space and satellite communications, chemicals, automotive, healthcare and the development sector.

For them, she has managed regulatory affairs, policy advocacy, stakeholder outreach and legislative monitoring & research, facilitating government partnerships and issues & crisis management.

She studied Economics at Lady Sri Ram College, has a Master's in Business Administration from the International Management Institute, New Delhi. Medha holds a certificate in Public Policy from the Takshashila Foundation.

