

# Annual Report 2021-22



Redefining perceptions of how businesses should engage with diverse stakeholders.

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### Foreword

#### BY PAFI PRESIDENT

#### Dear PAFI Members and Patrons,

It gives me immense pleasure to present to you the PAFI Annual Report for 2021-22. My tenure began amidst the disruptive second wave of the global pandemic and is ending with the ebbing of the third wave. In the process, what was planned as a year for expansion turned out to be another year of consolidation.

However, with the help of the office bearers and the managing committee, and with astute guidance from Ajay Khanna, co-Founder of PAFI, we managed to grow some green shoots during another "online" year.

#### Let me share key highlights of the year:

#### **Annual Forum**

"Reviving the Economy: Reimagine. Reboot. Reform" – the theme of PAFI's 8th National Forum aptly captured the renewed sense of optimism as well as the imperative to reimagine, reboot and reform. Message from the Hon'ble Prime Minister was surely the highlight of this National Forum – a first for PAFI. In his message, the Prime Minister underlined the importance of being 'process-driven' and 'people-centric'. With Telangana as the state partner, the Forum focused on the requisite steps required across the stakeholder universe to ensure economic growth that would help in correcting the social imbalances amplified by the pandemic.

With Ajay Khanna (Forum Chair) Ishteyaque Amjad (Immediate Past President) and Virat Bhatia (Vice President) leading from the front, more than 70 leaders and experts shared their views and perspectives through 16 curated sessions spread over two days of the **Forum**, held virtually for the second year in a row.

Topics covered included but were not limited to Reviving the Economy - Game Plan 2030; CEO's Perspective; Transforming Policy Process; Geo-Politics and Economy; Reviving the Creative Economy; Make in India - Make for the World; Healthcare; EdTech; and, Pleasure of Doing Business.

#### **PAFI Dialogues**

We continued to leverage technology and hosted 15 Dialogue Sessions with experts on topical issues such as geo-politics, international trade and economic relations, cyber security, data governance, and health. Our guests included Foreign Secretary Shri Harsh Vardhan Shringla, World Bank Country Director Dr. Junaid Ahmad, Meity Secretary Shri Ajay Prakash Sawhney and National Cyber Security Coordinator Lt. Gen. (Dr.) Rajesh Pant (retd.).

#### Young PAFI

With leadership of PAFI Vice-President Virat Bhatia and

Treasurer Vinita Sethi, there is an impetus for capacity building amongst both budding and young professionals. We signed MoU with The Takshashila Institute and offered a unique opportunity for experiential learning to students of public policy and international affairs at O P Jindal University who prepared session reports with industry mentors. Discussions are underway with several other institutes. This is in addition to our earlier MoU with ISPP.

#### **PAFI Awards**

Under the leadership of Deepshikha Dharamaraj our managing committee member, we have prepared a blueprint for PAFI Awards and the process would unfold in due course.

#### **Refreshed Online Presence**

PAFI's website was refreshed and sports a streamlined look. Our social media presence and engagement has also enhanced significantly.

#### Team PAFI

Work at PAFI has always been a team effort. In view of the expansion of PAFI's activities, seven new members were inducted within the Management Committee of PAFI while four of the founding members of PAFI withdrew from the MC. However, all the co-founders continue to guide the MC through the Steering Committee. In addition, we had operations support of a CEO this year, again for the first time.

#### Annual Lecture

It is befitting that we are wrapping up the year with PAFI'S Second Annual Lecture by Shri Rajeev Chandrasekhar, Minister of State for Electronics & IT and Skill Development & Entrepreneurship.

I would like to thank all the PAFI members, the Steering Committee, Office Bearers, the Managing Committee, the PAFI Secretariat for their active support and engagement in all the good things that was done this year to take PAFI forward. In addition, I would like to place on record my sincere gratitude and appreciation for the sponsors, the supporters, well-wishers and all the stakeholders who enable us do what we do at PAFI.

Finally, as I demit the office, I am grateful to PAFI for a year of great personal learning and making new friends. I suspect, PAFI will expect me to work even harder as a past president! I am sure that the incoming President Virat Bhatia and other office bearers would take PAFI to even greater heights.

Wishing you health and happiness,

#### Subho Ray Ph.D President, PAFI

President, Internet and Mobile Association of India (IAMAI)



# PAFI Dialogues

#### 18/06/2021

India's Foreign Policy in the postCovid World - NewVulnerabilities, New Opportunities



Harsh Vardhan Shringla Foreign Secretary, Ministry of External Affairs, Government of India

#### 25/06/2021

Role of Digital in Post-Covid
Transformation of India



Ajay Sawhney IAS, Secretary Ministry of Electronics & Information Technology, Government of India

#### 02/07/2021

Cyber Security in the New Normal



Lt. General (Dr) Rajesh Pant (Retd.)
National Cyber Security Coordinator,
Prime Minister's Office,
Government of India

#### 06/07/2021

**Building Back Better:** Rethinking the "How" of Infrastructure in India



**Junaid Ahmad**Country Director, India,
The World Bank,
New Delhi

#### 12/08/2021

Dialogue with Co-editors of A New Cold War



Sanjaya Baru Political Commentator, Author, Former Newspaper Editor & Policy Analyst



Rahul Sharma
Former Newspaper
Editor, Advisor
to Corporates on
Public Affairs, Policy
Issues, Business
& Communication
Strategy



Moderated by

**Nitin Pai** Director, The Takshashila Institution

#### 03/09/2021

Investing in Rajasthan



Arvind Mayaram
Economic Advisor, Government
of Rajasthan, Vice Chairperson,
Rajasthan Economic
Transformation Advisory Council
and Former Finance Secretary,
Government of India

#### 17/09/2021

India's Economic & Commercial Relations



Dammu Ravi Secretary (Economic Relations), Ministry of External Affairs, Government of India

#### 24/11/2021

COP 26 & Implications for Industry in India



Manjeev Singh Puri Distinguished Fellow, TERI and former Ambassador/Lead negotiator for India at UNFCCC

#### 13/12/2021

Pleasure of Doing Business with States - Rajasthan



Arvind Mayaram
Economic Advisor, Government
of Rajasthan, Vice Chairperson,
Rajasthan Economic
Transformation Advisory Council
and Former Finance Secretary,
Government of India

#### 21/01/2022

State of Economy & Budget Expectations



Dr Shubhashis Gangopadhyay Research Director, IDF and Dean, Indian School of Public Policy



In conversation with

Anil Padmanabhan

Journalist who tweets

@capitalcalculus

#### 27/01/2022

Data Protection Framework



**Dr Amar Patnaik** Member of Parliament - Rajya Sabha



Ms Priyanka Chaturvedi Member of Parliament - Rajya Sabha

#### 03/02/2022

**Budget 2022** An Analysis



Dr Rajat Kathuria
Dean, School of
Humanities &
Social Sciences
and Professor of
Economics,
Shiv Nadar University



**Dhiraj Nayyar** Director, Economics & Policy, Vedanta



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

Worldwide, India

Moderated by

#### 16/03/2022

Data Accessibility and Use for Socio-Economic Development



Mr Abhishek Singh
IAS, President & CEO NeGD
with additional charge of MD
& CEO,
Digital India Corporation

#### 25/03/2022

The World in Disorder: Economic Challenge and Opportunities



Ambassador Arun Kumar Singh Former Ambassador of India to the United States



Anil Padmanabhan Journalist who tweets @capitalcalculus

In conversation with

#### 12/04/2022

Initiatives taken by FSSAI to democratise Food Safety and Role that Private Sectors can play



Arun Singhal IAS, Chief Executive Officer, Food Safety and Standards Authority of India (FSSAI)

## 8th National Forur

Reviving the Economy Reimagine. Reboot. Reform. | 21 & 22, 2021

**October** 



#### प्रधान मंत्री Prime Minister

#### MESSAGE

It is heartening to learn about Public Affairs Forum of India (PAFI) organising the 8th edition of its annual National Forum through the virtual mode.

The spirit of this year's theme - "Reviving the economy: Reimagine. Reboot. Reform" is visible in India's resolute efforts as we move ahead to create a New India. The annual Forum itself exemplifies the resilience of mankind against the once in a century pandemic.

In the midst of the challenges posed by COVID, India remained firm to undertake reforms even when major economies of the world became defensive. In the post-COVID world, India is steadfastly striving towards self-reliance, for global good.

Our Government has been committed to ensure that governance becomes process-driven and people-centric. Our emphasis has been on making development holistic and inclusive.

Through reforms aimed at transforming every sector, be it agriculture, manufacturing, industry or infrastructure, India is marching ahead at a rapid pace. Technology and innovation have played the role of enabler and force multiplier towards ensuring the last-mile reach of our delivery systems.

As the nation celebrates Amrit Mahotsav of its Independence, our vision to build a glorious India is driven by the collective resolve of 130 crore citizens. The role of valued stakeholders such as PAFI assumes even greater importance in such a scenario to capitalise on the opportunities in the resurgent New India.

I am sure that the deliberations at this edition of National Forum will provide vital inputs for policy makers, businesses and civil society to chart out a futuristic roadmap and be a part of our growth story with the mantra of 'Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas'.

Best wishes for highly successful deliberations at the 8th edition of PAFI's National Forum.

(Narendra Modi)

New Delhi आश्विन 22, शक संवत् 1943 14th October, 2021



PAFI's flagship annual event was held virtually for the second time in a row due to the COVID-19 pandemic.

The theme of PAFI's 8<sup>th</sup> National Forum 2021, held virtually, on 21<sup>st</sup> and 22<sup>nd</sup> October 2021, was "Reviving the Economy. Reimagine. Reboot. Reform"

The Forum featured more than 70 leaders from all over the world sharing their insights through 16 curated sessions.

With Telangana as the state partner, PAFI's 8th National Forum 2021 focused on the possible steps required, across the stakeholder universe, to ensure economic growth that would help in correcting the social imbalances amplified by the pandemic.

PAFI's National Forum was a platform for interactive deliberations via discussions, debates and dialogues

amongst various stakeholders and set the direction for broader policy and economic agenda emerging from active participation and interaction across a diverse set of stakeholders. These included Union Ministers, State Ministers, Government officials from the central and state, as well as global & multilateral organisations, CEOs, media, thinktanks and legislators.

#### Highlights

- Inaugural session with Mr. Hardeep Singh Puri, Minister of Housing and Urban Affairs and Minister of Petroleum & Natural Gas, Government of India
- Session with Dr Rajiv Kumar, Vice Chairman, NITI Aayog
- Partner State Telangana special session with Mr. KT Rama Rao, Cabinet Minister for IT E&C, MA&UD and Industries and Commerce Department, Government of Telangana
- Sessions with Mr. Jyotiraditya M Scindia, Minister of Civil Aviation, Government of India and Mr. Rajeev Chandrasekhar, Minister of State for Electronics and IT and Skill Development and Entrepreneurship, Government of India
- 75+ Speakers/Panelists comprising of Ministers,
   Parliamentarians, Economists, CEOs & Journalists, from across the world
- 16 Sessions
- 29 Sponsors
- 17 Supporters
- Global Participation

### Session Highlights

8<sup>th</sup> National Forum 2021

#### Session 1

Reviving the Economy - Game Plan 2030

**Click to View Session** 



Hardeep Singh Puri



Shekhar Gupta



Ajay Khanna



Subho Ray



Virat Bhatia

Session 2

Reviving the
Economy - CEO's Perspective

**Click to View Session** 



Suresh Narayanan



Rajan Anandan



Daisy Chittilapilly



B. Amrish Rau



Rohit Saran



Anubhuti Kaul Bhrany



Raman Sidhu

### Session 3 Transforming Policy Process



Dr Rajiv Kumar



Shereen Bhan



Vinita Sethi



Harish Krishnan

### Session 4 Geo - Politics and Economy

**Click to View Session** 



Shivshankar Menon



Jeff Moon



William (Lee) Howell



Richard Verma



Nitin Pai



Tanmoy Chakrabarty



Ophira Bhatia

### Session 5 Reviving The Creative Economy

**Click to View Session** 



Pavan K Varma



Adrian Ellis



Anjana Somany



Rashmi Dhanwani



Bhaskar Sharma



Sanjoy Roy



Rajeev Batra

### Session 6 Rebooting the Economy - A Global Perspective



Ruchir Sharma



Rahul Sharma



Ram Rakkappan



TS Vishwanath

#### Session 7

Indo-US: Building Back Better, Together

**Click to View Session** 



Ambassador Taranjit Singh Sandhu



Navika Kumar



Ishteyaque Amjad



Vinita Sethi

#### Session 8

Make in India, Make for the World

Click to View Session



Rajeev Chandrasekhar



Virat Bhatia



Chetan Krishnaswamy



Shagufta Kamran

### Session 9 Partner State - Telangana



KT Rama Rao



Jayesh Ranjan



Dilip Chenoy



Pranjal Sharma



Manish Patel



Anand Vijay Jha

### Session 10 India - EdTech Capital of the World

**Click to View Session** 



Amitabh Kant



Byju Raveendran



Shweta Rajpal Kohli



Medha Girotra



Ajay Khanna

#### Session 11

Reimaging Health and Economy

**Click to View Session** 



Dr Ram Sevak Sharma



Dr Randeep Guleria



Shobana Kamineni



Dr Manjiri Bakre



Deepshikha Dharmaraj



Anil Padmanabhan



Neelima Dwivedi

**Session 12**State of the Indian States



Chandra Mohan Patowary



**Dushyant Chautala** 



Rajvardhan Singh Dattigaon



Vikram Chandra



Subho Ray



Dr K C Ravi

#### Session 13

Reviving the Economy
- Secretaries Perspective

**Click to View Session** 



Apurva Chandra



**Arvind Singh** 



Dammu Ravi



Rajesh Aggarwal



R Sukumar



Shivnath Thukral

#### Session 14

Azadi Ka Amrit Mahotsav

**Click to View Session** 



**Govind Mohan** 



Virat Bhatia

#### Session 15

Indian Economy: Cruising New Heights

**Click to View Session** 



Jyotiraditya M Scindia



Shereen Bhan



Ajay Khanna



Subho Ray



Virat Bhatia

#### Session 16

Pleasure of Doing Business



Ajay Prakash Sawhney



**Pramod Bhasin** 



Manish Sabharwal



Srinivas Katikithala



Javed Sayed



Harish Krishnan



Deepak Maheshwari



#### IMPACT

- During the month of October, the content (posts, creatives and live videos) only from PAFI social media handles reached out to 4.5 million users across social media platforms.
- The total users reached out to inclusive of PAFI content shared by other social media handles (likes, quotes, retweets, mentions) stands at more than 50 million!
- Average engagement rate on LinkedIn was around 8% and Twitter 2%, the industry average of (1-3 %)
- Average video views across platforms were 8K+
- Across all social media platforms, over 15 days, PAFI social media handles added over 753
   followers.
- With 75+ posts, the pre-forum content of the 8<sup>th</sup> National Forum on PAFI social media channels had reached out to more than 1 million users what was seen in the earlier editions including forum days.
- Record 100 posts live-tweeted from 13 sessions of the National Forum, more than double the live tweets in earlier editions.
- The tweets sentiment was overwhelmingly neutral to positive.



#### **Setting New Records!**











1,870 Followers



Search (Sep 28 – Oct 31) Content via PAFI Twitter handle only











#### Top Tweet earned 11.4K impressions

With the **#pandemic** catalyzing the adoption of digital learning exponentially, Indian **#EdTech** companies are taking local innovations global. Join us at the PAFI's 8th National Forum to discuss more about the ed-tech sector. Register: bit.ly/3kvTOAd

#### #PAFIIndia #India

pic.twitter.com/wwdvHdD60A



#### Top mention earned 3,067 engagements



#### Minister for IT, Industries, MA & UD, Telangana

@MinisterKTR · Oct 22

IT and Industries Minister @KTRTRS today virtually participated as Chief Guest in the @PAFIIndia's 8th National Forum 2021. @ficci\_india Secretary General Dilip Chenoy and Prl. Secretary @jayesh\_ranjan were also present at the session. #PAFIIndia #NationalForum pic.twitter.com/tURdOOHxYe







#### Top media Tweet earned 9,660 impressions

PAFI's much-awaited 8th National Forum will have over 50 speakers from India, Europe, the US and more, and will include Union Ministers, State Ministers, Senior Bureaucrats & Partner State – Telangana.

Register Now: pafi.in/registration-n...

#### #PAFIIndia #NationalForum

pic.twitter.com/fE1uFxdy5n





Public Affairs Forum of India

612 followers 1mo • Edited • **⑤** 

Have you registered yet for the PAFI's 8th National Forum 2021? Over 50 panelists and speakers from the Government, Industry, Media, Think Tanks and Legislators.

Join the discussion on 21st & 22nd October

Registration are open: https://bit.ly/3kvTOAd

indianexpress dotcom

#PAFIIndia #NationalForum #economy #indianeconomy #publicpolicy #publicaffairs #governmentrelations #Event #policymaking #policymatters #publicpolicy #advocacymatters #india #pandemic #revival #crisis #leadership #industry #experts #digital





### Print Media



#### IMPACT

#### Into-tech

Govt expects Indian electronics manufacturing to reach \$300 bn

by 2024-25: MoS IT

PTI New Delhi, October 22 | Make In India | Updated On: Oct 23, 2021





electronics policy had set a target to create a \$400 billion electronics manufacturing ecosystem by 2025

round \$300 billion tabe 122.5 lable cross by 2024-25. Minister of State for Electronics and IT Basery Cland coekhur

Speaking at an event by the Public Affairs Forum of India (PAFI), the minister said the government is looking beyond devices and sization, with expansion plans looking at equipment and



The Centre is looking forward to Indian airlines purchasing and leasing many more wide-bodied aircraft once the Indian aviation sector recuperates from the COVID-induced crisis. Civil Aviation Minister Jyotiraditya Scindia said on Friday. Only two Indian carriers -- Air India and Vistara -- currently have wide-bodied aircraft, which have bigger fuel tanks that allows them to

operate long-haul flights such as on India-US routes.

Scindia, while speaking at a conference of Public Affairs Forum of India, said Air India's successful sale to the Tata group is a testament of the belief of Prime Minister Narendra Modi and this government that "the private sector has an integral to play in making sure that service value proposition is there

"I think in many ways, this (privatisation) changes the long standing perception of the government in business," he added.

#### Fuel consumption crosses pre-Covid levels, points towards rapid recovery



I'm placing on record today that we are well on the way to becoming a \$5 trillion economy

HARDEEP SINGH PURL

### 'Economy Poised to Grow at Least 10.5% in FY22'

#### **Our Bureau**

New Delhi: The Indian economy is poised to grow at least 10.5% in the ongoing fiscal 2022 despite several supply-side constraints, boosted by strong recovery in the July-September period and a jump in exports, NITI Aayog vi-ce chairman Rajiv Kumar said.

"The economy will achieve 19,5% growth if not more in FY22," he said. "The unevenness in economic recovery is no longer due to consumer deficiency but supply constraints chips, ships and global TRIPS," Kumar said while addressing the 8th National Forum of the Public Affa-irs Forum of India (Paff).

According to Kumar, there has been a strong uptake in purchasing managers' index (PMI) for manufacturing and service last month and this will strengthen even more going forward.

Talking about the chip shortage, which is hurting production of automobiles and electronic products among others. Kumar said it is indeed a risk factor but despite these he adwinds, India is on a road to double

digit growth this fiscal year.
"While global trade has grown sub-



#### **SUPPLY CONSTRAINTS**



The unevenness in recovery is no 1 longer due to

consumer deficiency but supply constraints - chips. ships and global TRIPS

**RAJIVKUMAR** 

stantially, India's share in merchan-dise trade has not grown. We need to focus on doubling our share in global trade for which we need huge market access," he said.

Commenting on Tesla's long-pending demand for lowering of custom duty on imported electric cars, Ku-mar said: "Don't give us shipped products as it will not create jobs in In-dia. Come and manufacture here and you will get all tax benefits

FOR FULL REPORT, GO TO



#### Deep appreciation in US over India crossing 100 cr COVID-19 vaccinations: Envoy

ANI | Updated: Oct 22, 2021 04:52 IST

Washington [US], October 22 (ANI): Indian envoy to the US, Taranjit Singh Sandhu, has said that there is "very strong and deep appreciation" in the United States as India

achieved the one billion COVID-19 vaccinations milestone

Speaking at Public Affairs Forum of India's 8th National Forum 2021 on Thursday, Sandhu said: "It is a very proud moment for us and I can tell you that there is very strong and deep appreciation in the US that we have crossed the one billion landmark and all

India attained the milestone of administering 100 crore COVID-19 vaccines on Thursday

morning. Several world leaders congratulated India on this achievement

#### नेशनल फोरम 2021: एम्स निदेशक गुलेरिया बोले, कोरोना ने बताया कि प्रौद्योगिकी कैसे गेम-चेंजर साबित हो सकती

भारत के आठवें नेशनल फोरम 2021 के पब्लिक अफेयर्स फोरम में शकवार को डॉ. गुलेरिया ने कहा कि कोरोना महामारी ने प्रौद्योगिकी की जरूरत समझा दी और बता दिया कि कैसे इसका उचित उपयोग ऐसे देश में गैम-चेंजर साबित हो सकता है जहां स्वास्थ्य विभाग में संसाधनों और मानव संसाधनों की बड़ी समस्या है।



#### India can be world's edutech capital: NITI Aayog CEO

New Delhi, Oct 23:

Niti Aayog CEO Amitabh Kant on Friday said India can become the edutech capital of the world, with the private sector playing a key role and the public sector acting as a facilitator.

Speaking at a virtual conference of Public Affairs Forum of India, Kant also said India needs to significantly improve its learning outcomes, and technology can help the country leapfrog in a big way.

I am confident that India can become the edtech capital of the world with the private sector playing a key role and the public sector acting as a facilitator, he said.

Kant said affordable internet connectivity and technology-based infrastructure are the only ways to enhance the education sector in the

Relying only on physical infrastructure will not be sufficient,



he noted. As per Kant, the Indian edtech ecosystem has great growth potential.

But more importantly, the country will progress, students will learn, and learning outcomes will improve, he said, adding that comprehensive edtech architecture will help with better access to education, especially to disadvantaged groups.

Also speaking at the event, Byju's founder-CEO Byju Raveendran said via edtech, besides scope for students to learn, India can also become a global talent pool for teachers.

#### T'gana nurtures industry, says KTR



#### NITI Aayog VC assures Tesla it would get tax benefits

NITI Aayog Vice Chairman Rajiv Kumar on Thursday urged US-based Tesla to manufacture its iconic electric vehicles in India, while assuring the company that it will get the tax benefits it wants from the government. Speaking at a virtual conference of the Public Affairs Forum of India (PAFI), Kumar further said Tesla should not just ship its products into India as this will not create jobs in the country. "Come and manufacture in India, you (Tesla) will get all the tax benefits you want," he said while replying to a question about the company's demand related to tax concessions. "The argument that we will create a market by exporting into India finished products... is an old argument and we have moved on from that," Kumar added.

### Electronic Media

#### IMPACT

24th October, 2021
PAFI National Forum
2021: Have state
economies recovered
from the pandemic?





22<sup>nd</sup> October, 2021

Union Aviation Minister
Jyotiraditya Scindia On
The Recovery Path For
Aviation Sector | CNBC
TV18



#### 21st October, 2021

India will become a \$5 trillion economy by 2024-2025: Union Minister Hardeep Singh Puri



#### **21**st **October**, **2021**

Niti Aayog VC Rajiv Kumar Speaks On Nation's Growth & Economic Recovery | Exclusive | CNBC-TV18

NBCTV18 #Raji-Kumar #NRAayogVC

Niti Aayog VC Rajiv Kumar Speaks On Nation's Growth & Economic Recovery | Exclusive | CNBC-TV18

### PAFI Overview





#### Who We Are

Public Affairs Forum of India (PAFI) is registered under Societies Registration Act XXI of 1860 and is the only organised forum in the country with representatives from large & medium-sized transnational Indian & foreign

companies in the field of Public Affairs.



PAFI is at the forefront of driving ethical and respectful dialogue and interaction amongst stakeholders and serves as a professional resource for public affairs practitioners.

- The objective of PAFI and its members is to provide knowledge and context to aid an informed decision-making on policy.
- PAFI members are committed to practice the highest standards of honesty, accuracy, integrity and truth and shall not knowingly disseminate false or misleading information to the government and the civil society.
- PAFI is at the forefront of driving ethical and transparent dialogue amongst stakeholders and serves as a professional resource for Public Affairs practitioners.
- The affairs of PAFI are run by the Managing Committee led by President. Steering Committee, comprising of Founding Members and past presidents, guide the Managing Committee.



#### What We Do

PAFI aims at aligning business, society and government on long term priorities; fostering trust across all stake holders; collaboratively developing smart and relevant policies, proposals and processes that foster innovation and rely on evidence-based research and promote capacity building to navigate change within the context and complexity of India.



Engage with external stakeholders: Governments – Central and State,

Regulators, Media, Industry Associations, NGOs, Multilateral Agencies and





Platform to exchange information, share knowledge and experiences



Advance and develop the field of Public Advocacy, Public Policy,

Communications



Serve as a professional resource



Provide tools and resources enabling members to achieve their business and professional goals in an ethical manner



Capacity Building of Public Affairs practitioners

#### Code of Ethics

Our work as public affairs practitioners contributes to a healthy democratic process, acting as a link between the world of business, civil society and Indian policy-makers. The objective of PAFI and its members is to provide knowledge and context to aid an informed decision-making on policy. By signing this Code of Ethics, the signatories are committed to abide by it and act in an honest, responsible and courteous manner at all times and seek to apply the highest professional standards.

PAFI members are expected to practice the highest standards of honesty, accuracy, integrity and truth and shall not knowingly disseminate false or misleading information to the government and the civil society. Members shall not engage in professional or personal conduct that will bring discredit to their firms, the society or the practice of public affairs.

#### In their dealings with the Government of India, departments and agencies, the public affairs practitioners shall:

- Identify themselves by name and by company on whose behalf the government department and agencies are approached.
- Be transparent in disclosing the interest they represent when dealing with the Government of India and its agencies.
- 3. NOT intentionally misrepresent their status or the nature of their inquiries to officials of the Government of India or create any false impression in relation thereto.

- 4. NOT directly or indirectly misrepresent links with the Government of India.
- At all times honour confidential information they receive from other members of PAFI and government offices and agencies.
- 6. Practice the highest standards of honesty, accuracy, integrity and truth, and shall not knowingly disseminate false or misleading information.
- NOT sell for profit to third parties copies of documents obtained from the Government of India or any public office or agency.
- NOT obtains information from the Government of India by dishonest means and will take care to avoid any professional conflicts of interest.
- 9. Neither directly nor indirectly offer nor give any financial inducement to:
  - a. Any government official
  - b. Elected members
  - c. Their staff
- Protect the confidences of present, former and prospective government officials and agencies they deal with.
- 11. NOT intentionally damage the reputation of agencies they work with and shall understand, respect and abide by the ethical codes of the government departments and agencies and fellow PAFI Members with whom they may interact from time to time.
- 12. PAFI Members will only employ government personnel subject to the rules and confidentiality requirements of the Government of India.

I agree that I and all employees of <<Name of Company>> dealing with present, former and prospective government officials and agencies, will adhere to the above Code of Ethics, and be subject to the disciplinary rules of PAFI (as set out in the Memorandum of Public Affairs Forum of India) in case of breach of the Code of Ethics.

### Managing Committee

#### MEMBERS



Subho Ray Ph.D

President, PAFI

President, Internet and
Mobile Association of India (IAMAI)



Virat Bhatia
Vice President, PAFI
Managing Director, Strategy
& Policy. Apple India



Secretary, PAFI
Group Government Affairs Officer
TATA Sons Pvt Ltd



Vinita Sethi
Treasurer, PAFI
SVP & Chief Public Affairs.
Apollo Hospitals Group



Past President & Managing Committee Member, PAFI Group Head Corporate Affairs, Godrej Group



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





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



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



Managing Committee Member, PAFI
Director - Communications,

Director - Communications, South Asia, Mastercard India Services Pvt Ltd



Shivnath Thukral
Managing Committee Member, PAFI
Public Policy Director.
WhatsApp, India



Deepshikha Dharmaraj Managing Committee Member, PAFI Chief Executive Officer. Genesis BCW Member, BCW India Board

### Managing Committee

#### MEMBERS



Chetan Krishnasamy

Managing Committee Member, PAFI

Vice President, India Public Policy,

Amazon India



Neelima Dwivedi

Managing Committee Member, PAFI
Senior Director - Public Policy,
Corporate Communications &
Market Access, MSD
Pharmaceuticals Pvt. Ltd.



Managing Committee Member, PAFI
Group EVP – Special Projects
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Shweta Rajpal Kohli Managing Committee Member, PAFI Chief Public Policy Officer. Sequoia Capital India & South East Asia



Managing Committee Member, PAFI
Group Head - Corporate Affairs
Asian Paints Ltd



Deepak Maheshwari
Chief Executive Officer, PAFI



Lakshmi Kanchaan

Executive Director, PAFI

### Founding

#### MEMBERS



Prema Sagar
Founding President & Co-Founder, PAFI
Chairperson. BCW India Group



Ajay Khanna

Co-Founder, PAFI

Group Global Chief – Strategic & Public

Affairs & Group Global Ombudsperson.

Jubilant Bhartia Group



**Dr. K.C. Ravi**Past President & Co-Founder, PAFI
Chief Sustainability Officer. Syngenta India Limited



Harish Krishnan

Past President & Co-Founder, PAFI

Managing Director, Public Affairs &
Strategic Engagements Cisco India &
SAARC



T. S. Vishwanath

Past President & Founding Member, PAFI

Principal Adviser, APJ-SLG Law Offices



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



Rajeev Batra

Past President & Founding Member, PAFI

Former Group Head. Corporate Affairs,
Hindustan Unilever Limited

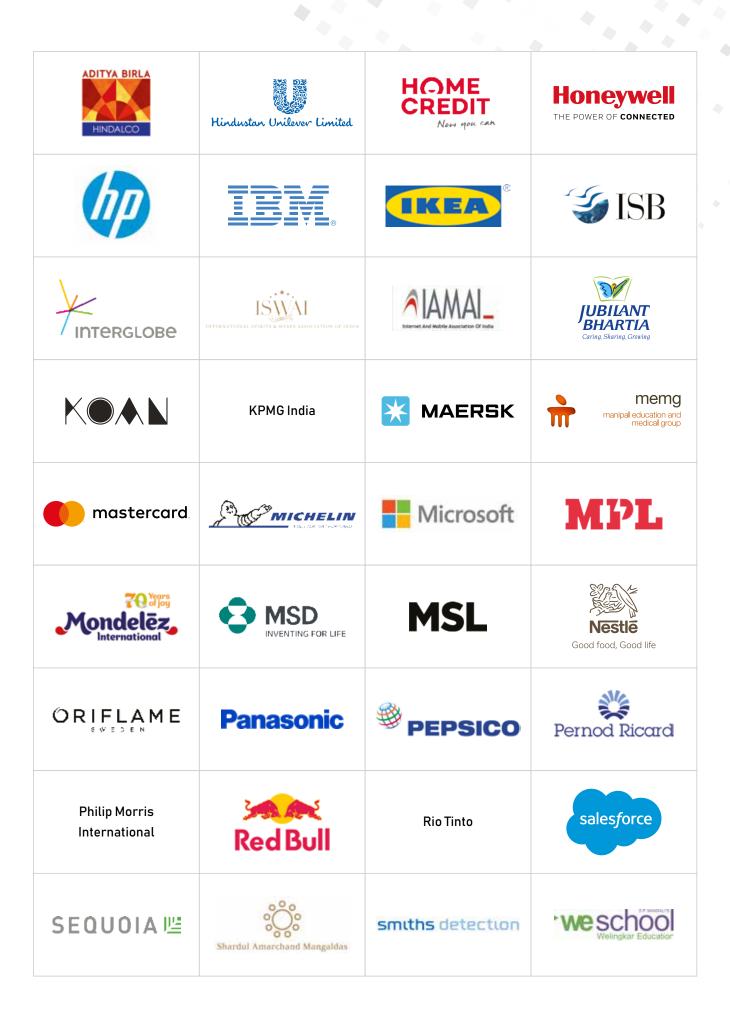


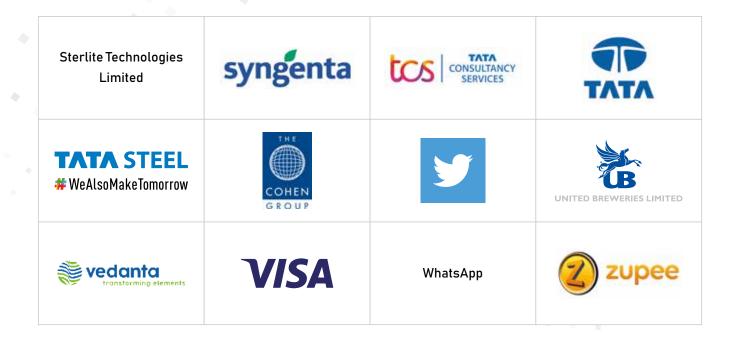
Raman Sidhu

Past President & Founding Member, PAFI
CEO. EBG Federation

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