



Public Affairs Forum of India

PRESS RELEASE

“For the ease of business, it is vital that rights of the consumers are protected.”: Shri Rohit Kumar Singh

“Private and government sector needs to come together to balance sustainability and high growth”: Shri Srinivas R Katikithala

“Language is a big challenge as English is used by a limited populace; hence the need for using regional language”: Shri Apurva Chandra

New Delhi (Delhi) 26 October, 2023: At the 10th Annual Forum of the Public Affairs Forum of India (PAFI), held in New Delhi, the panellists, Shri Rohit Kumar Singh, Secretary Ministry of Consumer Affairs, Food and Public Distribution, Shri Apurva Chandra Secretary, Ministry of Information & Broadcasting Government of India and Shri Srinivas R Katikithala Secretary, Ministry of Minority Affairs Government of India, expressed their thoughts about **Balancing Sustainability with High Growth.**

Shri Rohit Kumar Singh, Secretary Ministry of Consumer Affairs, Food and Public Distribution, emphasised the need for dissemination of information and stressed that information symmetry is needed. While Shri Apurva Chandra, Secretary, Ministry of Information & Broadcasting Government of India, emphasised that even after the ubiquitous use of mobile phones, it is difficult to make people aware of their rights. He went on to highlight the challenges of language, as a limited populace uses English. Hence, the use of regional language is needed.

Shri Apurva added that Viksit Bharat Sankalp Yatra entails the idea that nobody should be left behind. The idea of Bhaagidaari, which enables everyone to rise, along with regional development programmes like Udaan, was also highlighted.

Further, the idea of geographical equity was put forth by Shri Srinivas R Katikithala, Secretary, Ministry of Minority Affairs Government of India. He also mentioned that the private and government sector needs to come together to balance sustainability and high growth.

Shri Rohit Kumar Singh, Secretary, Ministry of Consumer Affairs, Food and Public Distribution, said that for the ease of business, it is vital that the rights of the consumers are protected. He also mentioned engaging with NGOs and other stakeholders to know about consumers' rights.



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Shri Apurva Chandra highlighted the importance of indigenising defence equipment and said security is paramount. India is becoming an exporting country and has signed various joint ventures for manufacturing equipment.

Shri Srinivas R Katikithala suggested thinking like a public policy professional and that public policy ethics should be developed. Secondly, communicate effectively and understand the sensitivity and sensibility of the government. Third, to be honest, transparent and communicative. Public policy and diplomacy are at the core of governance. Shri Apurva Chandra said to understand the industry as a whole rather than the individual. Shri Rohit Kumar Singh emphasised building trust and developing empathy and a holistic approach.

The welcome note was given by Devashish Dasgupta, Managing Committee Member, PAFI and the event was moderated by Ishteyaque Amjad, forum Co-Chairman and Past President, PAFI. The Vote of Thanks was given by Rohan Mishra, Director - Government Relations and Public Affairs.

PAFI (Public Affairs Forum of India)

PAFI is dedicated to raising and maintaining standards in Public Affairs to enable the profession to attain recognition and credibility by bringing in a paradigm shift in how businesses engage with stakeholders - Government, Media, Civil Society and Academia. It also endeavours to deepen and broaden the talent pool to create young leaders from diverse backgrounds while planning to expand its footprint across India. Since its inception in 2008, PAFI has actively promoted and upheld transparency, probity, inclusion, and diversity across the broader remit of the Public Affairs profession, spanning Policy Advocacy, Government Relations, Corporate Communications and Corporate Social Responsibility. It acts as a cross-sector networking platform for public affairs professionals. It provides opportunities to benefit from interactions with one another as well as with key policymakers and influencers through evidence-based research, closed-door dialogues, interactive panel discussions, seminars, an Annual Lecture and the Annual Forum, its annual flagship event.

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