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Foreword

Dear Members,

It is with great pleasure that I introduce the PAFI Annual Report 2023-24. Going through the highlights of the preceding year I am proud of what our team has achieved in taking forward the mission of PAFI.

It was a pivotal moment as we hosted the 10th Annual Forum in October 2023 that brought leaders and experts from industry, government, think tanks and media together to engage for action-oriented outcomes on the theme-INDIA'S VISION @2030: 3rd LARGEST ECONOMY-Issues, Ideas, Implementation. Prolific discussion on areas that impact us all led to a confluence of ideas on tackling the impact of geopolitics on business, strategies for the promotion of investments-domestic and FDI, consultations on partnering for state-driven growth, and next steps for addressing challenges of climate action, diversity, as well as sector-specific strategies towards fortifying India's path to robust growth.

Forum Highlights on the PAFI website share these details and will be a valuable policy navigator for all stakeholders. We also released a PAFI Coffee Table Book capturing our journey to commemorate ten years of the Annual Forum.

Anticipating the deep interest of our members, we launched the PAFI Councils to facilitate greater engagement on sectoral and issue-based lines with both internal and external stakeholders. The councils include- Agriculture, FMCG, and Food Processing Council, Digital Technology Council, Healthcare Council, and SAFE Public Policy—Strengthening Access, Fairness and Equity in Public Policy. As chair of the SAFE initiative, I am encouraged by the appetite for efforts to integrate more standards for diversity and inclusion into our organisations.

As always, our interactive PAFI dialogues with senior representatives of government continue to be well-received and are contributing towards strengthening public policy conversations.

A special word for The Young PAFI initiative that has taken off and is committed to nurturing young talent in public affairs. In collaboration with our knowledge partner ISPP, PAFI has released a survey-based report on "Public Affairs in India—An Evolving Landscape", which explores the state of public affairs



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

as a profession in India, along with opportunities in the field as well as areas that need support. As public policy practice evolves in response to changes in the global and domestic environment, PAFI aims to revisit the subject regularly to offer its members deep insights.

Last but not least, PAFI has a new home. In January 2024, the PAFI Secretariat moved to a new office shared with the Internet and Mobile Association of India in Okhla Phase III, New Delhi.

Looking ahead, I believe PAFI will continue to be a leader in driving stakeholder engagement in public policy, building more capacity, conducting policy-focused research, and strengthening evidence-based recommendations to relevant stakeholders. Our expansion to more sectors, collaborations and broadening of research themes will cement our role as a leading public policy institution, drawing on our members' experiences to make the policy ecosystem more resilient and innovative.

Thank you to all PAFI Founding members and Past Presidents for your continued guidance to the PAFI mission. Special thanks to our expanding network of members for enriching participation in our efforts. Of course, none of this would have been possible without the dedication and hard work of the PAFI Secretariat.

Reaffirming my full support and commitment to PAFI's incoming President and the team, I urge all our members and supporters to pledge our collective commitment to the PAFI mission to advance our network, convening, research, and consultations on policy impact in 2024-25.

Post Meeting Meet-up



Message from

Director General

Dear members and patrons,

The last year has been exciting. We have added new work streams, including sector-specific councils, and have expanded the Secretariat to strengthen the deliverables for members.

To enhance the PAFI brand and effectiveness, the focus of the policy dialogues has been to invite speakers who address issues of importance to the membership. In the process, we have also added new members!

To grow PAFI, we, as members of India's only organized association of public affairs professionals, may want to focus on five pillars.

- Build Leverage Outreach
- Organize Multiply (BLOOM)

Build: As an organization, we need to continue to build new networks across the country and globally.

Leverage: PAFI has an exceptionally wellnetworked membership, and all members need to help the organization strengthen itself by leveraging its strengths and networks.

Outreach: PAFI will have to continue reaching out to all stakeholders to remain relevant. We must stay focused and ensure that all stakeholders find value in engaging with PAFI. Organize: To build the outreach, we need



T. S. Vishwanath

Director General, Past President &
Founding Member, PAFI
Principal Adviser, ASL – Legal

to expand the platforms of engagement for members, which will help attract a larger number of companies to PAFI.

Multiply: A more robust and deeply networked organization will help PAFI increase membership and also help forge partnerships with like-minded organizations.

I look forward to working closely with all the founding members, past presidents, the President for 2024-25, Deepshikha Dharmaraj, the leadership team, and the management committee and the entire membership to continue building PAFI. I especially want to thank our outgoing President, Vinita Sethi, for her support and advice. Ajay Khanna has been a coach for many years, and his support has helped me grow the organization after I took over as the DG in November 2022.

Our PAFI team, Lakshmi Kanchaan, Executive Director, Deep Pal, Director and Mehak Vasudev Chadha, Deputy Director, have been at the forefront of engaging with the membership and ensuring that PAFI delivers value. I look forward to engaging and collaborating with all members to build a more robust and valuable PAFI.

IPAFI Dialogues

PM's Vision for India's Tech Decade - A Deep Dive





Rajeev Chandrasekhar, Minister of State for Electronics & IT and Skill Development & Entrepreneurship, Government of India

Investment opportunities in Tamil Nadu Interaction with Minister for Industries



T.R.B. Raaja, Minister for Industries, Investment Promotion & Commerce, Government of Tamil Nadu

India's Amrit Kaal – Implications on the Private Sector



Suman Bery, Vice Chairperson, NITI Aayog

India @ 2030, Priorities of CII & Initiatives



Chandrajit Banerjee, Director General of the Confederation of Indian Industry (CII)

The State Elections and Way to 2024



Varghese R. George, Resident Editor, Delhi, The Hindu Aditi Ananthanarayanan, Political commentator and former broadcast journalist

Interaction



S. Krishnan, Secretary, Ministry of Electronics and Information Technology, Government of India

Ease of doing Business, Cost of Doing Business and Logistics



Rajesh Kumar Singh, Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), Government of India

Strengthening Trust between Business and Stakeholders



Rohit Kumar Singh, Secretary, Department of Consumer Affairs, Government of India

Women led development - Opportunities for the Industry



Indevar Pandey, Secretary, Ministry of Women & Child Development, Government of India

Evolving Trust in institutions and the nature of today's multi-stakeholder business environment



Matthew Harrington, Global President, COO, Edelman

Strategizing India's Economic Rise Globally



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

FICCI's Public Policies Plan for 2024-25



Shailash K. Pathak, Secretary General, FICCI (Federation of Indian Chambers of Commerce and Industry)



PAFI Councils

PAFI Councils were set up to address the needs of members to engage with each other along sectoral and issue-based lines. Active drafting of critical legislation across sectors and shifts in consumption and expenditure patterns have necessitated a more hands-on approach to public policy. Simultaneously, changes in the world order and realignments in the global supply chain underscore the need for deeper engagement with internal and external stakeholders.

Agriculture, FMCG and Food Processing Council

The council facilitates closed-door discussions and exchange of ideas related to the FMCG, agriculture and food processing industries and provides a platform for engagement among the PAFI membership and external stakeholders.



Chair – Devashish Dasgupta, Managing Committee member, PAFI and Head – Government & Corporate Affairs, Hindustan Unilever Limited

The first meeting of the Agriculture, FMCG, and Food Processing Council was held in New Delhi on 7 December 2023. The members shared ideas to enhance the role of PAFI and its members in approaching issues concerning agriculture, FMCG, food processing and associated sectors.

A presentation was made by Saifur Rahman Faridi, Partner, Shardul Amarchand Mangaldas & Co. on "The emerging landscape in the Agriculture, FMCG and Food Processing sectors." It highlighted issues such as guidelines surrounding "Green Washing;" the Jan Vishwas Bill passed in the Parliament, and issues that the industry can highlight for being taken up in the next edition of the Jan Vishwas Bill; mandatory declarations in packaging, and the role of industry working with the government in combating fake goods.

Digital Tech Council

The council spearheads comprehensive discussions concerning critical issues within the digital economy domain. It aims to emerge as a trusted, credible, and dependable interlocutor between the government and industry.



Chair - Virat Bhatia, Immediate Past-President, PAFI

The first meeting of the PAFI Digital Tech Council was held in New Delhi on 20 July 2023 under the Chatham House Rule. The agenda and focus of the council were discussed amongst members.

The discussion was followed by a presentation by Vivan Sharan, Partner, Koan Advisory, titled 'India Digital Governance Outlook 2023-24'.

The presentation and discussion were followed by a second presentation. Ambassador Arun Kumar Singh, former Indian ambassador to the United States, spoke on India-U.S. technology cooperation and the Initiative on Critical and Emerging Technologies (iCET) between the two countries.

Healthcare Council

The council takes a holistic view of the healthcare and associated sectors, moving beyond specific legislations or the pharma sector and deliberates on questions of wellness, health management, challenges to public health, and the role of technology.



Chair – Ishteyaque Amjad, Past President, PAFI, Managing Director, Policy & Government Affairs, Abbott Healthcare Pvt. Ltd.

The first meeting of the PAFI Healthcare Council was held in New Delhi on 6 October 2023.

Members raised universal healthcare coverage, preventive health measures, Make in India, Atmanirbhar Bharat, and opportunities for companies to manufacture locally as some of the issues that the council could take up in subsequent meetings.

Krishna Sarma, Managing Partner, Corporate Law Group, shared her thoughts on 'The emerging healthcare landscape in India.' She highlighted trends in Healthcare, Healthcare Financing and Insurance Sectors. The ensuing conversation discussed upcoming challenges and opportunities in the health and wellness space for India.

A conversation with C.K. Mishra, Former Secretary, Ministry of Health and Family Welfare, Government of India, on 'The prospects and challenges for the healthcare sector in India and how the private sector can partner with the government', took up the points that had emerged from the first conversation. Mr. Mishra emphasised the private sector's role in markets beyond metro cities. He urged the industry to focus on emerging threats, such as rising non-communicable diseases in India.

SAFE Public Policy—Strengthening Access, Fairness and Equity in Public Policy

The initiative works to build the diversity and inclusion agenda in all member organisations. It aims to help educate, engage, and promote dialogue among stakeholders to ensure equality of access and opportunity.



Chair - Vinita Sethi, President, PAFI, SVP & Chief Public Affairs, Apollo Hospitals Group

In the first meeting of SAFE Public Policy, held in New Delhi on 25 August 2023, the Chairperson, shared ideas shared to enhance the presence of women in decision-making roles, creating secure work environments for all, increasing women's workforce participation, acknowledging the importance of the CARE economy, establishing inclusive models for rural and urban areas, and promoting sustainability.

Apoorva Bapna, Chief Culture Officer, WPP India, shared her thoughts on 'Gender Divide and Beyond—How to Build Diversity in an Organisation's DNA.' She highlighted the significance of diversity in organisational success and outlined strategies to encourage it. The need to celebrate women leaders as role models and the challenges in reintegrating women post-break were discussed in the ensuing conversation.

A very engaging conversation with Dr. Rajiv Kumar, former vice-chairperson of NITI Aayog and Chairman of Pahle India Foundation, on the topic, 'The Urban Approach to Policymaking', followed. Dr. Kumar underscored the need for policymakers to understand the differences between urban and rural India and emphasised the role that industry associations can play to bridge the divide.

Young PAFI

Young PAFI is an initiative to grow and nurture young talent in public affairs. It operates through specific activities under three key pillars: Awareness, education, and career pathing. It aims to identify the needs of young corporate and public affairs professionals across sectors and bridge the gaps to upgrade the skills and knowledge they need to excel in their careers and thrive as public affairs professionals.

The initiative envisions growing and nurturing a community of informed young public affairs leaders capable of navigating complexities and building responsible and impactful policy engagement. The programme aims to support aspiring individuals of PAFI member companies with the knowledge and the skills they need to excel in their careers and thrive as Public Affairs professionals.

The long-term growth of PAFI as a platform for public affairs professionals has much to do with how relevant and compelling its offerings are for young professionals. The young will grow to take on leadership positions in their organisations. Young PAFI aims to increase the touch points within the member companies through targeted engagement opportunities for professionals up to mid-level.



Online session by TS Vishwanath



Online session by Chetan Krishnaswamy



Online session by Medha Girotra

Capacity Building and Collaborations





















Since Its inception, PAFI has been committed to growing and nurturing talent in public affairs by helping them upgrade their skills and knowledge to excel as public policy professionals. Additionally, the organisation connects with like-minded organisations to work towards accelerating pathways for women in leadership, especially in the corporate sector.

In this context, the PAFI leadership, led by the President, participate in stakeholder consultations centred on women in India Inc. in association with organisations such as Udaiti Foundation, Dasra and Catalytic Corps. PAFI leadership and members regularly interact with junior and mid-level professionals in member companies. Sessions are organised in institutions such as the Indian School of Public Policy, Ashoka University, and Kautilya School of Public Policy to impart insights needed to navigate the intricate nexus of public policy, stakeholder engagement, and strategic communications.

In keeping with its commitment to capacity building, PAFI has come out with the report "Public Affairs in India: An Evolving Landscape" in May 2024, which explores the state of public affairs as a profession in India. The report offers insights gathered and meticulously analysed by knowledge partner ISPP through surveys and deep-dive interviews conducted with Public Affairs professionals working across organisations and sectors in India. The study takes off where the November 2022 report "Public Affairs Career in India – A Turning Point", left off. As the profession evolves in response to domestic and global changes, this is part of PAFI's endeavour to understand the pulse of the profession and its future to inform its members.



10th Annual Forum

India's Vision @2030: 3rd Largest Economy Issues, Ideas, Implementation 26 & 27 Oct 2023



Scan to know more

With theme of INDIA'S VISION @ 2030: 3rd LARGEST ECONOMY – Issues. Ideas. Implementation., the Forum had more than 65+ panellist in 11 sessions, over one and half days of engaging discussions on a variety of subjects

Highlights

Sessions with:

Hardeep Singh Puri, Minister of Petroleum and Natural Gas and Minister of Housing and Urban Affairs, Government of India

Smriti Zubin Irani, Minister of Women and Child Development and Minister of Minority Affairs, Government of India

Amitabh Kant, Sherpa G-20, Government of India

- 65+ Speakers / Panellist comprising of Ministers, Secretaries, Parliamentarians, Economists, CEOs and Journalists
- 11 Sessions
- 30 Sponsors
- 23 Supporters



PAFI's Annual Forum is a platform for interactive deliberations via discussions, debates, and dialogues. More importantly, it sets the direction for conversations on long-term, broader policy and economic agenda, emerging from active participation and interaction by a diverse set of stakeholders. These include ministers and officials representing central and state governments, global and multilateral organizations, CEOs, media, think tanks, academia, and legislators.



Release of Coffee Table Book

Ajay Khanna, Forum Chairman and Co-founder, PAFI, opened the 10th Forum. To celebrate the Annual Forum's growth and its role in engagement between business, government and other stakeholders, a Coffee Table Book capturing the journey of PAFI's Annual Forum was released. The first copy of the book was presented by Vinita Sethi, President, PAFI, to Prema Sagar, Founding President and Co-Founder, PAFI and Chairperson, BCW India Group.



Scan to know more



Felicitation of Amitabh Kant

A memento was presented to Amitabh Kant, Sherpa G-20, Government of India, by Prema Sagar, Founding President and Co-Founder, PAFI and Chairperson, BCW India Group. On behalf of PAFI's Founding Members and Managing Committee, Ajay Khanna, Forum Chairman and Co-Founder, PAFI and Virat Bhatia, Forum Co-Chairman and Immediate-Past President, PAFI, expressed their appreciation for his continued support and guidance to PAFI from its inception.





India's place in the world



Session 2

Securing India's Road to Growth



Leading the Global Pursuit for Energy Security



Session 4

Prosperity through Diversity and Inclusion



Empowering the Gig Economy



Session 6

Balancing Sustainability with High Growth



The Road from G20



Session 8

Web 3: The India opportunity



Deep Tech, AI, and the Emerging Policy Landscape



Session 10

Building Resilience at a Time of Geopolitical Challenges



An Atmanirbhar Bharat to Lead Global Growth



Gala Dinner













Impact - Media

Social Media

During the month of October, the content (posts, creatives, and videos) only from PAFI social media handles reached out to over 30,000 users across social media platforms.

All of this was completely organic.

Average engagement rate on LinkedIn was around 9.4% and X 7.8%, against the industry average of 2-3%.

Across all social media platforms, over 15 days, PAFI social media handles added over 250 followers.

Record 83 posts live-tweeted from the sessions of the 10th Annual Forum.

The X posts sentiment was overwhelmingly neutral to positive.

Setting New Records!

2,523 Followers









X

Content via PAFI X handle only
Our X earned 27.4K impressions over this 31 day period

34 New Followers

Top Follower followed by 225K people



Navika Kumar 🌼

@navikakumar FOLLOWS YOU

Group Editor, @TimesNetwork | Editor-in-Chief, @TNNavbharat | @timesnow | Views expressed here are personal. Retweets ≠ Endorsements



Public Affairs Forum of India @PAFIIndia

PAFI's 10th Annual Forum came to a close following three engaging sessions on Day 2. Here's a glimpse of the exceptional panelists and speakers from diverse industries and Government who made Day 2 a huge success!

@PAFIIndia

#advocacy #publicpolicy #publicaffairs #policymatters pic.twitter.com/jsR0ptLlyE New followers

34

Likes

176



82

7.8%

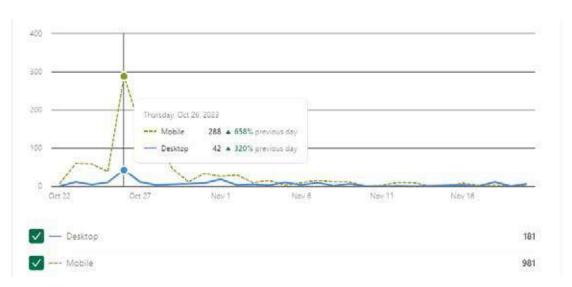
Oct 31 0.6% engagement rate

10.0K

20.0K

LinkedIn

Maximum page views on the days of event



Highest follower gain on the days of event



Instagram







Advertisements



Media Coverage

Don't allow gender to be used as shield for corruption: Smriti Irani on Mahua row

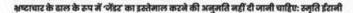


New Delhi, Oct 26 (PTI) Union minister Senso Irani on Thursday said gender should not be allowed to be used as a shield for corruption as that would be a great disservice to the women who have fought for equality.

The women and child development minister made the remarks while responding to a question in a panel discussion organised by the Public Atlants. Forum of loads, fraul was asked if TNC MP Mahua Moitra, facility allegations of taking bribes for raising questions in Parliament, in being targeted for her lifestyle become when as a women.

"The matter is before the ethics committe corruption and the way of life," Irani said. nitter so it would be unbecoming of me to comment on it but I would say that a distinction has to be made between

Electric log in to get detailed, story.



INCICIO

ब्युमर्थि नहीं दी जाने पहिए करोति गह उन महिलानों के लिए पहुत बहु अवसान होना शिक्षित सम्मात के लिए लहाई नहीं है जहिल एवं बाल fixed with a relieve solved value also give gap smittles one from our R one around notice the grang through all plant in your "THE FIRST CONSIDERATION IN THE NEW PARLIAMENT BUILDING WAS THE WOMEN RESERVATION BULL": SMIT. SWRITTI IRANI S G V 0 + 26 Consider 2023, New Ballic is a smallir gamening at the 10th addition of the Public Affairs furnament India DRATE, the Minister of Minister & Child Development, Ministers of Ministery Affairs, Commenteed of Ballic, New Search Development Considers in which continues the Art proposals or used man. The promote anaphassanch the least for moments actually participate on the workforce. UNI United News of India we consist with a field the freelines contensinly to 'stop age' to take the cone of a repair appointment for our word in pour beardroom to bring wheel change, and have the figurestatures of a year word in pour beardroom to bring wheel change, and have properties of the sale, although "Messed and to be instabilish in a diverse repay of topins of an early "the sale, although "Messed and the bring and the properties of any to much belt pulsey one do, may heart-process and leadered by send to well the ball." of USA 1800.

vation till makes 2,6 million women adept at fighting

India poised to become USD 5 trillion economy; challenge is having 8-9% growth for next 3 decades: G20 Sherpa Amitabh Kant

Painting but that precently the size of China's economy is the times of trade, hard sect. "To both up with China, we will have to grow at so per cont."





will be to grow at 6-9 per cent for the next three decades, include Gao Sherpe Arritable



Media Coverage

India poised to become USD 5 trillion economy: Kant

India is possed to become a USD 5 trillion economy and the challenge for the country will be to grow at 8-9 percent for the next three decades, fixlia's G20 Sherpa Amitabh Kant said on Thursday



Differences in 26 Oct 2023, Billions

New Delhi: India is poised to become a USD 5 trillion economy and the challenge for the country will be to grow at 8-9 percent for the next three decades, India's G20Sherpa Amitabh Kant said on Thursday.

Addressing an event organised by Public Affairs Forum of India (PAFI) here, Kant said India's economy can't grow at higher rates without the support of the private sector.

Hardeep Singh Puri envisions India's economy reaching \$4 trillion by year-end and \$10 trillion by 2030

Puri highlighted that India has the world's most extensive metro network, surpassing the United States



Union Minister of Housing & Urban Affairs and Petroleum & Natural Gas, Handeep Singh Puri, stated that inclis is polsed to reach a \$4 trition economy by the end of the year and is projected to attain a \$10 trition economy by 2030. He also emphasised the significance of the growing India-US relationship, highlighting the importance of collaboration in areas such as green energy and others to promote mutual growth.

Addressing the 10th Annual Forum of the Public Affairs Forum of India (PAFI), Puri said, "India will be a \$4 trillion economy by the end of the year and \$10 trillion by 2000. The growth of india-US ties is important Areas like green energy and others will be significant for collaboration to foster mutual growth."

Logistics costs need to come down to make supply chains efficient: WayCool's Karthik Jayaraman

By Garima Bora, ET Online - Last Updated: Oct 26, 2023, 12:20:33 PM IST

ik Jayaraman, co-founder of WayCool Foods, says there is a need for a demand-led y chain, technology assistance and lower logistics costs to make supply chains



Supply chains around the world have seen a tremendous transformation in the last couple of years. However, certain factors are still keeping supply chains inefficient. Karthik Jayaraman, co-founder of WayCool Foods, says there is a need for a demand-led supply chain, technology assistance and lower logistics costs to make supply chains more efficient.

"I think we are in a transition phase when it comes to large supply chains. While old industries are now going into the automotive phase, there are other components still operating at fairly high levels of inefficiency. We measure that supply chain and trade with efficiency and responsiveness. Due to a lot of inefficiencies in the supply chain, such as in price volatility, the system can break - something we experienced with tomatoes this time," he said, speaking at Public Affairs Forum of India's PAFI's 10th Annual Forum 2023 in New Delhi on Thursday.

Delhi to Host Global Partnership on Al Summit in Dec: Official

Our Bureau

Bengaluru: The national capital will host the Global Part-nership on Artificial Intelli-gence (GPAI) summit in be-cember this year, which will see participation from all member countries, a senior official at the Ministry of Electronics and Information Technology (Melty) said on Friday.

Abhishek Singh, managing director and chief executive of Digital India Corporation and



National nance Division of MeitY, revealed about the summit at a Public Affairs Forum of India

event on Friday. "It will take some time for Al to be able to develop the cogniti-ve skills like humans. However, by that time, humans will be able to use AI tools to create so-mething new that AI can't crea-te. So, the debate that AI will take over as humans does not ha-vemerit," he said. Singh added that we need to

have a delicate balance bet-ween innovations and regu-lations. "India's AI strategy is focused on driving inno-vations in AI, and also ensu-ring responsible and ethical development in AL," he said.

Media Coverage

New Delhi to host global AI summit in December this year: Digital India Corporation CEO

ETtech - Last Updated Oct 27, 2023, 06:59:41 PM IST

Synopsis

The announcement of the summit comes on the hees of Indian nonprofit tech think tank ISPIRT being chosen by the UN Secretary-General to represent India at the newly launched UN AI Advisory Body.



The national capital will host the Global Partnership on Artificial
Intelligence (GPAI) summit in December this year, which will see
participation from all member countries, a senior official at the Ministry of
Electronics and Information Technology (Meity) said on Friday.

India poised to become USD 5 trillion economy; challenge is having 8-9 pc growth for next 3 decades: Kant

Annitable Name has said that inidia will become a \$5 million economy but the challenge for the country will be to grow at 8-9 per cent for the next three decades. Kant added that India's economy will have so grow at 90 per cent to catch up with China.

PRINTED TO THE PERSON OF THE P

India is prised to become a USD 5 trillion occooms and the challenge for the country will be to grow at 5-9 per cent for the next three decades, India's G2O Sherpa Amitabb Kant said on Thurwley.

Addressing an event organised by Pahlic Affairs Forum of India (PAFI) in New Delhi, Kare said India's economy can't grow at higher rates without the support of the private sector.

"This is India's moment. India is poised to become a USD 5 trillion economy," he said, adding that the government has pushed the limit on infrastructure.

India & US have great potential to cooperate on green hydrogen: Puri

By Cervina Bona, ET Online - Last Updated: Oct 26, 2023, 03:16:33 PM IST

Symopsis

Pun said that in US-2 years, India's metro system will be the second-largest in the world larger than the United States' metro system.



India and the United States are important for each other, and have the gravitas and immense potential to cooperate on green hydrogen, said Hardeep Singh Puri, Minister of Petroleum and Natural Gas.

Speaking at Public Affairs Forum of India's 10th Annual Forum 2023 in New Delhi on Thursday, he said India

will be doing 20% ethanol blending by 2025. India and the US can work together on the plan to make ethanol from agricultural waste.

"We are facing challenges on the energy front and we are working towards affordability, availability and sustainability. Green hydrogen, which is the fuel of the future, will succeed because India and the US individually will go after that," he said.

Aggregators need to take responsibility of gig workers: Labour Secretary Arti Ahuja



Λ:

ggregators are required to take responsibility of their gig workers and portability of honeful like social security, bealth-insurance of these informal workers should be ensured, and a senior official.

Specialing thering a sension of 10th Auronal Forum of the Public Allifers Finance of India (PAFI), Union Labour Secretary Arti Abaja and, "aggregations root to take responsibilities of their Eig southers." She further said that the National Societing Discretifier in these triverouse that aggregators do those responsibilities Instantitheir Eig societies and preside health constraince, artifestal instantio and social security for the Artifestal Security (Contraction of the Contraction of the Contra

About PAFI

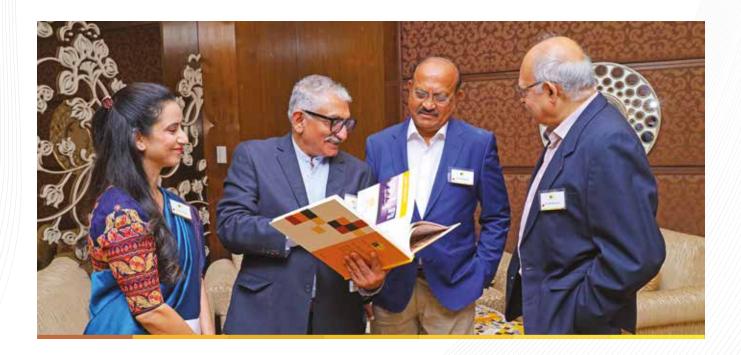
Who We Are

Public Affairs Forum of India (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.

PAFI aims to provide knowledge and context to aid informed decision-making on policy and practice the highest standards of honesty, accuracy, integrity, and truth. PAFI members pledge to not knowingly disseminate false or misleading information to the government and civil society.

The objectives of PAFI and its members include the following.

- Aligning business, society, and government on long-term priorities.
- Fostering trust through ethical and respectful interaction across all the stakeholders.
- Collaboratively developing smart and relevant policies, proposals and processes that foster innovation.
- Rely on evidence-based research and promote capacity building to navigate change within the context and complexity of India.



The affairs of PAFI are run by the Managing Committee led by the President. The Steering Committee, comprising of Founding Members and past presidents, guide the Managing Committee. The PAFI Secretariat coordinates between the office-bearers, the Managing Committee and the Steering Committee and carries out the day-to-day work of the organisation as mandated.

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





What We Do



Engage with external stakeholders, including the central and state governments, regulatory bodies, and the media, on issues such as Ease of Doing Business, cooperative federalism, upcoming legislation, and policy transparency.



Share experiences through sector-specific councils and issue-based initiatives to foster trust-based information exchange and facilitate perspective sharing.



Build and advance the field of public policy by building awareness about the profession, providing a platform to collaborate and exchange best practices to cultivate consensus-building on vital policy matters.



As a professional resource, provide access to the pool of knowledge and expertise available within the membership.



Assist in **capacity building** by equipping members with tools to engage with their stakeholders effectively. Provide members insights and analysis of policy developments and changes across sectors, as well as within the field of public affairs.

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:

- 1. Identify themselves by name and by company on whose behalf the government department and agencies are approached.
- 2. 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 there to.
- 4. NOT directly or indirectly misrepresent links with the Government of India.
- 5. 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.
- 7. NOT sell for profit to third parties copies of documents obtained from the Government of India or any public office or agency.
- 8. 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
- 10. 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.

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Founding President &

Co-Founder, PAFI

Chairperson, BCW India Group



Ajay Khanna

Co-Founder PAFI

Advisor, Independent Director, Ombudsperson,
Professor of Practice,
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 Managing Director,
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Founding Member, PAFI
Former Group Head, Corporate Affairs,
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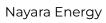
























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