



Press Release

Shaping the Future: PAFI Annual Forum discusses “Jobs and Governance Strategies for 2030”

New Delhi (Delhi) 19 September 2024: At the 11th Annual Forum of the Public Affairs Forum of India (PAFI), Mr. S. Krishnan, Secretary, Ministry of Electronics and Information Technology, Government of India, K Srinivas, Secretary, Ministry of Housing & Urban Affairs, Government of India, Mr. Atul Kumar Tiwari, Secretary, Ministry of Skill Development and Entrepreneurship, Government of India discussed prioritizing job creation through innovative approaches to manufacturing, skills training, and infrastructure development.

Mr. Krishnan said that in India today, any government policy aimed at boosting manufacturing or services must prioritize job creation to be effective, as employment enhances welfare. Many companies across various sectors must be established on factory floors to foster a robust ecosystem that generates employment. Innovation is crucial in this context, especially through the application of AI tailored to India's unique landscape. As a youthful nation with a strong foundation in STEM, India has the potential to create globally competitive products. Thus, while upskilling initiatives are essential, a comprehensive approach considering workforce adaptability is equally important for sustained economic growth. Government agencies' approach towards economic development is crucial for fostering growth and job creation.

Mr Srinivas said that jobs and employment play a crucial role in income and income-earning opportunities; there is a rise in serial entrepreneurship and service provision. To address inefficiencies in the marketplace, it is essential to build an efficient marketplace by identifying existing gaps. In the past decade, approximately 50-60% of built-up areas have developed beyond city limits, stretching existing capacities. The real challenge lies in harnessing skills to meet these demands, especially in 80-90 convergence spots where economic activity is concentrated. There is a pressing need for new utility infrastructure that responds to market demands, and collaboration in this area is essential for sustainable growth.

Mr. Tiwari highlighted the necessity of focusing on human capital through an integrated approach to education and skills training, as emphasized in the National Education Policy (NEP). He stressed that the NEP prioritizes aligning education with employability, which calls for collaboration between the government and private sectors. While physical infrastructure is important, the focus must be on skill training to prepare individuals for immediate job opportunities. The rapid advancement of technology, particularly in AI, demands ongoing upskilling and reskilling, prompting a shift towards developing horizontal skills. The introduction of skill loans in the budget is a positive step; however, identifying the specific skills needed for the workforce remains a challenge. Organizations should be clear about their skill requirements and integrate skilling into their companies' policies, including the implementation of apprenticeships. To enhance workforce development, we are dedicated to establishing several new



Industrial Training Institutes (ITIs) with flexible guidelines to encourage industry participation, aiming to create high-quality skilling programs that address the most urgent needs of the job market.

The welcome note was given by Deepshikha Dharmaraj, President, PAFI, Chief Executive Officer - Burson Group, the event was moderated by Shivnath Thukral, Treasurer, PAFI, Vice President, Public Policy, India - Meta, and the vote of thanks was given by Chetan Krishnaswamy, Vice President, PAFI, Vice President, Public Policy - Amazon India.

PAFI (Public Affairs Forum of India)

Founded in 2008, the Public Affairs Forum of India (PAFI) is India's premier organization focused on public affairs, policy advocacy, and corporate affairs in India. PAFI represents a diverse array of Indian and foreign companies, promoting ethical dialogue and professional growth. Its objectives include aligning business, society, and government, fostering trust, and developing collaborative policies. PAFI organizes impactful events, including its annual forum, which unites industry leaders and policymakers for meaningful discussions. With a strong commitment to transparency and inclusion, PAFI aims to build a well-informed public affairs community to address contemporary challenges in India.

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