4th National Conference
The 2017 India Public Affairs Forum
Public Affairs: Effective Advocacy & Public Policy Strategies

Principal sponsor: Cisco & TATA Group

September 14 - 15, 2017

The Public Affairs Forum of India (PAFI) (www.pafi.in) is the only organised platform for public affairs professionals in the country. PAFI has representation from large and medium-sized transnational Indian and foreign companies and firms. PAFI’s objective is to redefine perceptions of how business entities should engage with stakeholders, from Government and Media to Civil Society and Academics.

With the theme of “Public Affairs: Effective Advocacy & Public Policy Strategies”, PAFI’s 4th National Conference will focus on how engaging with external stakeholders is key to have an effective advocacy and what are the various strategies corporates need to adopt for an effective public policy & public affairs programme.

As always, PAFI will engage stakeholders across key disciplines at this forum to understand the different perspectives and views in a globally networked world where policies and decisions in one region of the world have a bearing on another.

The Conference will also look at new forms of advocacy that have changed the way the world works, like the ever-evolving digital medium, while at the same time deliberating on the traditional tools and methods. It will provide an opportunity to participants to hear and interact with key Government Officials, CEOs, Representatives of Media, Think Tanks, Parliamentarians and Legislators.

Some of the important questions that the Forum will look to answer include: how to have content driven ethical public affairs & advocacy plan? Does bureaucracy/media trust public affairs professionals to provide a balanced view on issues? What is the key role CEO’s envisage for public affairs professionals in their companies? What do political parties/ members of parliament expect from public affairs professionals in shaping public policy?
Engaging with Politicians & Members of Parliament is critical for understanding of ground realities for companies. What are the top of the mind issues currently from a political perspective? How does BJP look at its last three years of NDA Government? What are its priorities for next two years and beyond, both on domestic & international front? What would be the expectations from public affairs professionals and their roles in advocacy & shaping public policy?

**Chief Guest:** Vinay Sahasrabuddhe, Member of Parliament & National Vice President, BJP
1045-1145 hours

**Session II: Effective Advocacy with Bureaucracy**

Effective advocacy is not possible without informed discussions with the Bureaucracy. Where would Bureaucracy rank industry in its list of stakeholders for consultations on policy formulation? What role can public affairs professionals play to make industry a more prominent voice during the process of policy making? Does bureaucracy trust public affairs professionals to provide a balanced view on issues of interest to industry?

**Chairman:** Kiran Karnik, Former President, NASSCOM

**Panelists:**
- Ramesh Abhishek, Secretary, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry
- Alok Chaturvedi, Director General Foreign Trade
- Atanu Chakraborty, Director General, Directorate General of Hydrocarbons
- Ashok Lavasa, Finance Secretary, Ministry of Finance
- Aruna Sundararajan, Secretary, Department of Telecommunications, Ministry of Communication

1200-1300 hours

**Session III: CEO’s engagement with Advocacy & Public Affairs**

Advocacy is an important part of any business. Do CEO’s feel the need to play an important role in the area of public affairs? How important is the public affairs function in companies? What is key role CEO’s envisage for public affairs professionals in their companies? Do CEO’s see themselves as key influencers on behalf of his/her organization? Should CEO’s actively lead stakeholder outreach or become involved during a crisis?

**Chairman:** Srivatsan Rajan, Chairman, Bain & Company

**Panelists:**
- Dinesh Agarwal, Founder, IndiaMART
- Sanjeev Bhikachandani, Founder, Info Edge
- Sanjay Modi, Managing Director, Monster.com
- Piyush Tewari, CEO, SaveLIFE Foundation

1300-1345 hours

**Networking Lunch**

1345-1445 hours

**Session IV: Advocacy & Media: Is lobbying a bad word?**

Is lobbying a bad word? What is the perception of a public affairs professional in the media? Does the media appreciate the difference in roles of public affairs and public relations? How can public affairs professionals gain greater trust from the media while discussing policies that impact their sector? Do you think a public affairs professional is a key for better understanding policies that impact industry?

**Chairman:** Shivnath Thukral, Managing Director, Carnegie India
Panelists:
- T K Arun, Opinion Editor, Economic Times
- Naazneen Karmali, India Editor, Forbes
- Sukumar Ranganathan, Editor, Mint
- Nikhil Pahwa, Editor & Publisher, MediaNama

1450-1550 hours

Session V- Public Affairs engagement with Legislators
Members of Parliament are vital to the process of formulating legislation. How can public affairs professionals work closely with the legislature in the process of providing informed inputs while legislations are discussed and debated in Parliament or state legislators? How can public affairs professionals become important stakeholders for legislative members to gain information for debates and discussions on issues that impact industry?

Chairman: Raj Chengappa, Group Editorial Director, India Today

Panelists:
- Deepender Singh Hooda, Congress
- Pinaki Misra, BJD
- Kunwar Bhartendra Singh, BJP
- Prem Das Rai, Sikkim Democratic Front

1600-1700 hours

Session VI- Closing session- How to have effective Advocacy plan with Government
The public affairs role remains a key function in building and maintaining corporate reputation. Given this backdrop, what would government and other stakeholders expect from public affairs? Is there scope for content driven public affairs engagement in India? Does the government view the public affairs professional as an important resource to seek assistance in policy making process? What is the most effective form of advocacy with government? How can industry play a role in the policy formulation process?

Chairman: Raman Roy, CEO, Quatrro & Chairman, NASSCOM

Chief Guest- Amitabh Kant, CEO, Niti Aayog

Speaker: Mukund Govind Rajan, Chief Ethics Officer and Chairman, TATA Global Sustainability Council

1700 hours
Close
Public Affairs Forum of India

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