



Public Affairs Forum of India

ANNUAL REPORT 2024-25





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Foreword by President

Dear Members,

It is with immense pride that I present the **PAFI Annual Report 2024–25**. This has been a transformative year for PAFI, defined by new initiatives, exponential growth, and deeper engagement with members and stakeholders in the burgeoning public policy landscape.

The 11th edition of our flagship event, the **Annual Forum** in 2024, was the most ambitious and impactful yet. Centred around '**India@2030: Doubling the Economy to \$7 Trillion**', the Forum brought together over **70 distinguished speakers**, including ministers and officials representing the centre and state governments, legislators, CEOs, shapers of opinion, thought-leaders, members of global and multilateral organisations, media, think tanks, academia, and social and young entrepreneurs. With more than **500 delegates** in attendance, it was a landmark gathering for India's public policy and public affairs community, promoting insight-driven conversations and forward-looking perspectives.

PAFI Councils, created based on feedback from members for deeper sectoral discussions, have now firmly established themselves as vital platforms for sectoral and interest-based dialogue. In response to the ever-evolving policy discourse, we introduced three new councils this year: the **Artificial Intelligence Council**, the **Ease of Doing Business Council**, and the **Gig Economy Council**. The councils have witnessed enthusiastic participation from our members, shaping impactful discussions and collaborative action on issues central to India's growth story.

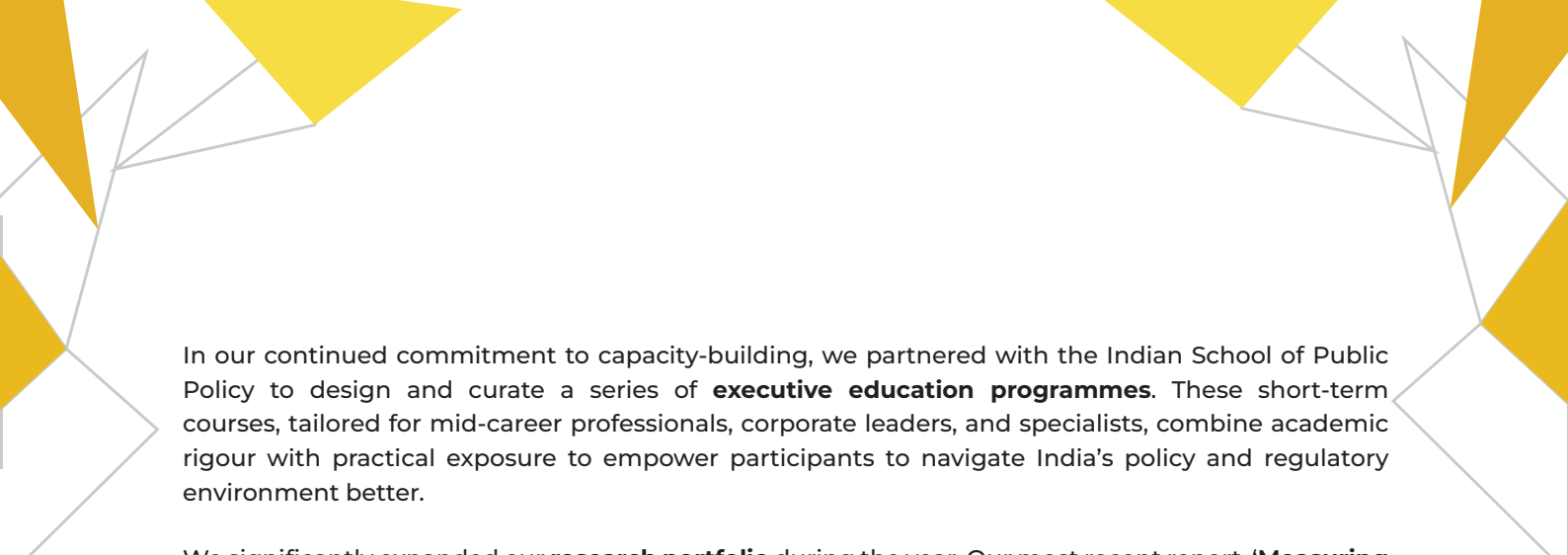
To further deepen PAFI's role as a bridge between industry, government, and civil society, the **PAFI Advisory Council** was constituted, comprising former senior government officials, business leaders, and media veterans. The wealth of experience and insight of council members is helping us provide more strategic insight, geopolitical acumen, and institutional networks to PAFI members.

This year saw several exciting new undertakings designed to give our members experiences that offered immersive learning opportunities and exposure to the vibrant aspects of the Indian policy-making milieu. These included PAFI on the Campaign Trail in Eastern Uttar Pradesh during the 2024 Lok Sabha elections, followed in 2025 by a PAFI delegation attending the launch of a development alliance in the same region; a guided tour of the Parliament Complex; and, under invitation from the Dalmia Bharat Group, guests from the media, select PAFI members, and members of its Managing Committee and Advisory Council experienced the magical Jai Hind Light and Sound Show at the Red Fort. As a follow-up, PAFI has decided to support the Sabhyata Foundation in promoting heritage sites across the National Capital Region.



**DEEPSHIKHA
DHARMARAJ**

President, PAFI;
Chief Executive Officer,
Burson Group India



In our continued commitment to capacity-building, we partnered with the Indian School of Public Policy to design and curate a series of **executive education programmes**. These short-term courses, tailored for mid-career professionals, corporate leaders, and specialists, combine academic rigour with practical exposure to empower participants to navigate India's policy and regulatory environment better.

We significantly expanded our **research portfolio** during the year. Our most recent report, '**Measuring Policy Response and Action: A Guide for Practitioners**', introduces a first-of-its-kind model to assess the efficacy of public affairs functions and the value they bring to organisations. Our knowledge paper, '**Gig Work, Big Impact**', in association with Uber, analyses the contribution of digital platforms in generating sustainable livelihoods. '**Public Affairs in India: An Evolving Landscape**' is the second edition of a comprehensive study of shifts shaping the public policy profession in India today. I urge you to look through the publications on our website and encourage you to share them with colleagues in your organisation.

Over the course of the year, **18 PAFI Dialogues** were convened on diverse topics, including **geopolitics, global trade, the Indian economy**, and sectoral trends such as **Artificial Intelligence and the Gig Economy**. These conversations facilitated critical engagement among policymakers, thought leaders, and practitioners, reinforcing PAFI's role as a convener of ideas and dialogue.

We welcomed **17 new members** to PAFI this year, bringing renewed energy and talent to our expanding network. To keep pace with our growth and ambition, we also expanded the PAFI Secretariat, which has now transitioned to a new office in **Okhla Phase III in New Delhi**. We express our gratitude to the Internet and Mobile Association of India for housing the PAFI Secretariat on their premises.

None of these milestones would have been possible without the collective commitment of the **PAFI community**. I take this opportunity to extend my heartfelt appreciation to our **Founding Members**, the **Steering and Managing Committees**, the **Secretariat**, and above all, our expanding roster of members for their steadfast support throughout the year. Your insights, contributions, feedback and enthusiasm have been instrumental in strengthening PAFI's position as the leading voice of public affairs in India. As we look ahead, I am confident that, together, we will continue to shape and elevate the public affairs profession in ways that serve industry, society, and governance alike.

Message from Director General

Dear Members,

We have had a really exciting 2024-25 at PAFI. Several new initiatives were launched for deliberating on important and emerging issues that impact members and undertook new activities that offered immersive learning opportunities for members.

All of this was made possible by the PAFI secretariat – Lakshmi Kanchaan, Dr. Deep Pal, Devneeta Pahuja, Jeeva, Digvijay Singh and Chitra Chandran- who ensured that PAFI brings value to members. Sudhakar Safaya is responsible for PAFI's social media communication strategy. I thank them all for their commitment and hard work.

We continued to build on the five pillars of focus that were spelt out in my message last year- build, leverage, engage, organise and multiply.

Build: As an organisation, we deepened our linkages with multiple stakeholders and identified new platforms for networking and learning.

Leverage: We leveraged the strengths of the membership network to deepen our reach and create new avenues for interaction.

Engage: We doubled our efforts to engage with all relevant stakeholders to discuss issues of interest to our members.

Organise: We identified areas that bring value to members. This helped broaden our outreach to members.

Multiply: We added new members, identified new supporters and continue to help make the organisation relevant to all policy professionals.

In the coming year, I look forward to working closely with all founding members, past presidents, the president for 2025-26, Chetan Krishnaswamy, the leadership team, the management committee and the entire membership to continue building PAFI. I want to thank our outgoing President, Deepshikha Dharmaraj, for her support and advice to the secretariat. I look forward to the continued support and guidance from Ajay Khanna to keep PAFI moving in the right direction.

Adding new members, finding new platforms for engagement and identifying new areas of work are important deliverables for the secretariat. I would urge all members to continuously engage with the team to give new ideas for making PAFI more meaningful for members.

I look forward to engaging and collaborating with you all to build a more robust organisation and value your continued support to PAFI.



T.S. VISHWANATH

Founding Member,
Past-President &
Director General, PAFI;
Founder & Executive
Chairman, VeK

Dialogues

PAFI Dialogues are interactive sessions aimed at **fostering meaningful connections with key stakeholders**, including government officials, media, and industry leaders, through our exclusive roundtables, workshops, and annual lectures with curated insights and research products. These dialogues serve as a platform for exchanging knowledge, sharing experiences, and advancing public advocacy and policy development in India.

Over the course of the year, 18 PAFI Dialogues were convened on diverse topics, including **Geopolitics, Global trade, the Indian economy, and sectoral trends such as Artificial Intelligence and the Gig Economy.**

Strategising India's Economic Rise Globally

An interactive session with **Dammu Ravi**, Secretary, Economic Relations, Ministry of External Affairs, Government of India.

26 April 2024



FICCI's Public Policies Plan for 2024-25

An engaging session with **Shailesh K Pathak**, Secretary General, Federation of Indian Chambers of Commerce and Industry (FICCI).

02 May 2024



Public Session at the Annual General Meeting 2024

PAFI had several insightful sessions at the Annual General Meeting 2024 featuring distinguished speakers hailing from diverse industries alongside esteemed ambassadors and editors.

Session 1 - Agenda 2024 – Priorities for the New Government

Managing India's Growth Amidst Global Headwinds A Public Session at AGM 2024

Panellists - Pranab Dhal Samanta, Executive Editor, Economic Times

Rezaul H Laskar, Foreign Affairs Editor, Hindustan Times

T. S. Vishwanath, Founding Member, Past-President & Director General, PAFI,
Founder & Executive Chairman, VeK

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

10 May 2024



Public Session at the Annual General Meeting 2024

Session 2 - Managing India's Growth Amidst Global Headwinds

Panellists - Arun Kumar Singh, Former Ambassador to USA, France and Israel

Ajay Bisaria, Former High Commissioner to Canada and Pakistan

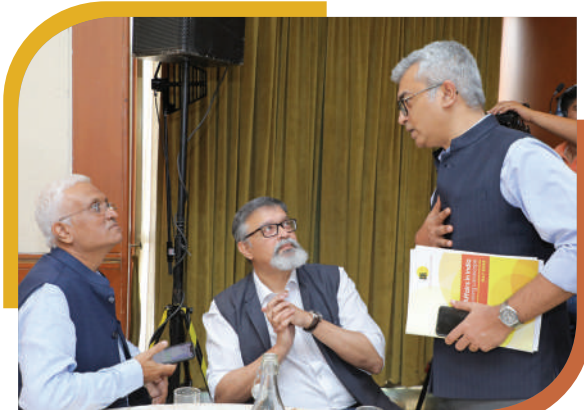
Moderator - Anil Padmanabhan, Senior Journalist



Public Session at the Annual General Meeting 2024

Session 3 - Public Affairs in India – An Evolving Landscape Presentation of Report

The Public Affairs Forum of India released a report '**Public Affairs in India: An Evolving Landscape**', offering a comprehensive analysis of the current state of public affairs in the country. The report was developed in collaboration with the Indian School of Public Policy (ISPP). The report highlights critical challenges faced by public affairs professionals, including regulatory uncertainty and the need for enhanced stakeholder engagement.



PAFI on the Campaign Trail – An exposure to the 2024 Lok Sabha elections for PAFI members

As part of its commitment to capacity building, PAFI organised a Campaign Trail from May 18-20, 2024, offering members an immersive experience of the 2024 Lok Sabha Elections. A team of PAFI members visited Gorakhpur, Deoria and Kushinagar in Eastern Uttar Pradesh to gain insights into the region's political dynamics by interacting with candidates, MPs and voters and attending election rallies. The team was delighted to meet **Ravi Kishan**, MP, Gorakhpur and **Shashank Mani**, Candidate for Member of Parliament from Deoria, to discuss regional development priorities and social impact. The visit also included engagements with local communities, traders and political workers. In collaboration with Dharma Life, members met women entrepreneurs who shared their journeys toward financial independence. The team also visited Jagriti Entrepreneurship Centre in Deoria to understand grassroots innovation and enterprise development in Purvanchal.



Principles of Policy Making: Post – election Agenda in India and the United States

An enriching discussion with **Mike Hankey**, U.S. Consul General, Mumbai on the principles of policy making, shaping the agenda in both India and the USA.

24 May 2024



India – USA commercial relations: Looking beyond the elections

Jonathan M. Heimer, Minister Counsellor for Commercial Affairs, U.S. Embassy in New Delhi, India shared insights on the future trajectory of India-USA relations in a shifting global landscape.

29 May 2024



India After 2024 Elections

PAFI held a roundtable on “**India After the 2024 Elections: Trends and Implications for the New Coalition Government**” exploring the future of economic reforms, domestic and international challenges, and the impact of coalition politics on the development agenda.

Featured guests included **Ajay Bisaria**, Former High, Commissioner of India to Canada and Pakistan, **A K Bhattacharya**, Editorial Director, Business Standard, **Nishant Ugal**, Middle East & South Asia Editor, Upstream, **Dr. Rajeev Ranjan**, Former Chief Secretary, Tamil Nadu and Former Secretary, Government of India, **Rezaul Hasan Laskar**, Foreign Editor, Hindustan Times, **Shailesh K. Pathak**, Former Secretary General, FICCI, **TK Arun**, Columnist & Former Editor, The Economic Times, and **Tony Nunan**, Chief of Staff and Head – Corporate Relations, Shell plc.

17 July 2024



Union Budget 2024-25 – Different Perspectives

PAFI Dialogue session on “**Union Budget 2024-25 – Different Perspectives**” brought together an esteemed panel of speakers in an open and dynamic exchange of ideas exploring the budget’s implications for various sectors, including employment, agriculture, and social welfare. The Panellists were **Sanjaya Baru**, Former Editor, Financial Express & Business Standard, **Ajay Tyagi**, Former Chairman, Securities and Exchange Board of India (SEBI), **Shubhashis Gangopadhyay**, Managing Trustee & Research Director – India Development Foundation (IDF), and **Laveesh Bhandari**, President & Senior, Fellow, Centre for Social and Economic Progress.

07 August 2024



Indian Economy Outlook

PAFI had the privilege to host **Dr. V Anantha Nageswaran**, Chief Economic Advisor, Ministry of Finance, Government of India, as he delivered an insightful session on the '**Indian Economic Outlook**'. The interactive session provided a fresh perspective on the challenges and opportunities shaping India's economic landscape.

07 August 2024



Increasing FDI in India: The Role of Ease of Doing Business

PAFI hosted an engaging session titled **"Increasing FDI in India: The Role of Ease of Doing Business"** with **Nivruti Rai**, Managing Director and CEO, Invest India. The discussion emphasised the collaboration between the State, Market, and Civil Society to boost Foreign Direct Investments (FDIs) in India for sustainable long-term growth through various trade strategies and tariff policies.

22 August 2024



U.S. Election Results: Implications for Economic Relations and Investments

PAFI hosted an insightful session on “**U.S. Election Results: Implications for Economic Relations and Investments.**” The discussion focussed on the potential impact of the recent U.S. election outcomes on bilateral economic relations and investment opportunities between India and the United States. The featured panellists included **Arun Singh**, Former Ambassador of India to the United States, France & Israel, **Rajeev Kher**, Former Commerce Secretary, Government of India, and **Suhasini Haider**, Diplomatic Affairs Editor, The Hindu. The session was moderated by **Virat Bhatia**, Past President, PAFI.

08 November 2024



Session 1 – Union Budget 2025: Different Perspectives

A panel session with diverse perspectives on **Union Budget 2025** offered nuanced insights into India's evolving economic landscape. Panellists included **Dr. Rajat Kathuria**, Dean, School of Social Sciences and Humanities, Shiv Nadar University, **Anil Padmanabhan**, Senior Journalist, and **T K Arun**, Columnist and Former Editor, The Economic Times.

05 February 2025



Session 2 – Union Budget 2025: Different Perspectives

Interactive session with **Dr. V. Anantha Nageswaran**, Chief Economic Advisor, Government of India

An Interactive session with **Dr. V. Anantha Nageswaran**, Chief Economic Advisor, Government of India on **Union Budget 2025** wherein he highlighted key ways to strengthen India's economy and also addressed questions around MSMEs, AI, Higher Education, Geopolitics and Agriculture.

05 February 2025



Future of Work

The PAFI Dialogue on the '**Future of Work**' brought together industry leaders, policymakers, and worker representatives to discuss how to create an empowered and future-ready workforce. **Sanjay Chadha**, Chairperson, PAFI Gig Economy Council, Head of Public Policy and Government Relations, Uber India and South Asia, set the context for the day.

Smriti Irani, Former Cabinet Minister & Chairperson of the Alliance for Global Good delivered a keynote address emphasising the critical importance of inclusive workforce policies. This session was moderated by **Anil Padmanabhan**, Senior Journalist, and was summed up by **Ajay Khanna**, Co-Founder, PAFI, and there was a special address by **Sumita Dawra**, Secretary of the Ministry of Labour & Employment, Government of India, wherein she provided key policy insights around India's evolving workforce.

The day culminated with a panel discussion on the **Future of Work: Balancing Flexibility, Fairness, Growth**. The panel featured **Ravindra Peiris**, Senior Specialist, International Labour Organisation, **Miriam Chaum**, Senior Director and Head of Central Policy, Uber, **Rameesh Kailasam**, CEO, India Tech, **Dr. Dhanya M B**, Fellow, V.V. Giri National Labour Institute, **Shaik Salauddin**, Founder President, Telangana Gig and Platform Workers Union & National General Secretary of Indian Federation of App-Based Transport Workers and **Aishwarya Raman**, Executive Director, Ola Mobility Institute Foundation.

20 March 2025



Report Release – Measuring Policy Response and Action: A Guide for Practitioners

The Public Affairs Forum of India (PAFI) has launched a new report, **Measuring Policy Response and Action: A Guide for Practitioners**, which introduces the innovative **PAFI Model to Assess Policy Response (P-MAPR)** - this structured framework is meticulously designed to empower businesses in evaluating policy changes, assessing internal preparedness, and enhancing their advocacy strategies.

The panel featured **Ajay Bisaria**, Corporate Advisor and Former Diplomat, **Ajay Khanna**, Co-founder, PAFI, **Luis Miranda**, Chairman of the Board and Co-Founder, Indian School of Public Policy, **Miriam Chaum**, Senior Director and Head of Central Policy, Uber, **Monica Agrawal**, Managing Director – Financial Services, Asia Pacific and India Lead – Board Services, Korn Ferry, **Major Ranjeet Goswami (Retd.)**, Managing Committee Member, PAFI and Global Head of Corporate Affairs, Tata Consultancy Services., **Shivnath Thukral**, Treasurer, PAFI and Vice President, Public Policy, India Meta, **T.S. Vishwanath**, Founding Member, Past-President & Director General, PAFI, and Founder & Executive Chairman, VeK. The session was moderated by **Dr. Deep Pal**, Director, PAFI.

21 March 2025



Public Private Partnerships Towards India's AI Journey

An engaging Fireside Chat with **Abhishek Singh**, Additional Secretary, Ministry of Electronics and Information Technology, Government of India, on the role of Public Private Partnerships towards India's AI journey.

28 March 2025



Special Events

As part of its ongoing strategic initiatives, the Public Affairs Forum of India (PAFI) actively curates high impact engagements to facilitate meaningful dialogue between policymakers, industry leaders and civil society. These initiatives are designed to deepen understanding, foster collaboration and enable members to contribute more effectively to India's development agenda.

Visit to Parliament House

On March 6, 2025, the Public Affairs Forum of India (PAFI) delegation had the privilege of visiting the **New Parliament House**—a truly memorable and enlightening experience. The visit was graciously hosted and organized by **Dr. Seema Kaul Singh**, Director of the Institute of Constitutional and Parliamentary Services along with the support of **Shashank Mani**, Member of Parliament, Lok Sabha from the Deoria constituency (BJP).

This enriching tour offered valuable insights into India's democratic framework and the workings of its parliamentary processes. It also reinforced PAFI's ongoing commitment to fostering informed dialogue and constructive engagement between public policy stakeholders.



PAFI's Initiative on Promoting India's Heritage

Visit to the Red Fort

It was an evening of pure magic as Dalmia Bharat Group hosted an exclusive gathering on March 8, 2025 for select members of the Media, along with the Public Affairs Forum of India (PAFI) Managing Committee and Advisory Council. The highlight of the evening was the spectacular **Sound and Light show – 'Jai Hind', conceptualized by Dalmia Bharat Group**, the proud Monument Mitra of the Red Fort, in collaboration with their implementation partner, **Sabhyata Foundation**. Recognized by National Geographic as one of the world's top sound and light shows, Jai Hind captivated audiences with its grandeur and storytelling. The experience was further enriched by a curated tour of the Red Fort Centre, a state-of-the-art museum that brings India's rich heritage to life, followed by a warm and elegant dinner reception.

The initiative, championed by **Puneet Dalmia**, Dalmia Bharat CEO and MD, stands as a remarkable example of corporate commitment to preserving India's cultural legacy with vision and pride. PAFI extends its heartfelt gratitude to Puneet Dalmia for his unwavering dedication to preserving and promoting India's rich heritage.



PAFI delegation to Deoria – Entrepreneurial Spirit in Tier-3 Cities

A PAFI delegation participated in the launch of the **Deoria Development Alliance**, a pioneering district-level initiative focused on holistic economic transformation and led by **Shashank Mani**, Member of Parliament, Deoria. **Piyush Doshi**, Operating Partner, The Convergence Foundation and Foundation For Economic Development, presented the Amrit Prayas vision, which focuses on key growth sectors like agriculture, social and economic infrastructure, and electronics and space industry. The two-day conference featured various inspiring discussions on grassroots development, entrepreneurship, and the sustainable growth of districts like Deoria.

The delegation met local entrepreneurs through Jagriti Enterprise Centre – Purvanchal, and observed first-hand how collaborative efforts between local stakeholders and external supporters are catalysing economic development in this city.

The PAFI delegation included **Aditya Singla**, Principal, Astrum, **Ajay Khanna**, Co-Founder, PAFI, **Anil Padmanabhan**, Senior Journalist, **Gopikrishnan Nair**, Dy Director, Center for Social and Behavioural Change, Ashoka University, **Manish Sharma**, Chief Executive Officer, VeK, **Pallavi Dhall**, Assoc. Director, Center for Social and Behavioural Change, **Rakesh Dubey**, Director, Global Government Affairs, Carlyle, **Renu Khanna**, Senior Advisor – Partnerships, Dharmalife, **Jeeva Kharb**, Senior Associate, PAFI, **Digvijay Singh**, Senior Associate, PAFI.



28-29 April 2025



Interaction with German Delegation – Investment Landscape in India

On March 24, 2025 a team from PAFI comprising **Ajay Khanna**, Co-Founder, PAFI, **Subho Ray** Past President, PAFI and President, Internet and Mobile Association of India (IAMAI), **Shweta Rajpal Kohli**, President & CEO, Startup Policy Forum, and **Dr. Deep Pal**, Director, PAFI, engaged in dynamic and wide-ranging discussions with a high-powered German delegation of tech entrepreneurs led by **FUTURE CANDY GmbH** to explore exciting investment opportunities in India.

The conversation spanned the thriving Indian economy, ground-breaking innovations in digital technology, and the immense potential of India's booming startup ecosystem.

24 March 2025



PAFI Engages with Sabhyata Foundation on Heritage Promotion

Following up on the excellent visit to the Red Fort, PAFI delegation met **Puneet Dalmia**, Dalmia Bharat CEO and MD, and **Avantika Dalmia**, Co-chair, Advisory Board, Sabhyata Foundation and a team from Sabhyata Foundation, to discuss synergies for corporate India in championing the heritage of India as reflected through historical sites. During the discussion, it was agreed that PAFI would work with the Sabhyata Foundation to promote heritage sites across the national capital region.

02 April 2025



Visit to the National Archives of India

On April 21, 2025 Members of PAFI had the unique privilege of visiting the **National Archives of India**. It offered rare glimpses into the iconic documents, from the original marksheet of Mahatma Gandhi, the Constitution of India signed by Pandit Jawahar Lal Nehru, Dr. Rajendra Prasad, and Dr. B.R. Ambedkar, to personal relics like Bhagat Singh's diary and the FIR filed after Gandhiji's assassination.

The delegation also had the valuable opportunity to engage with **Arun Singhal**, IAS, Director General of Archives, in a deeply insightful exchange.

21 April 2025



Reports



Scan to read
the report

As part of its commitment to thought leadership, PAFI regularly publishes insightful reports to support its members and contribute to the advancement of the public affairs profession in India. These reports aim to deepen understanding of emerging trends, share actionable policy insights, and foster informed dialogue between stakeholders across sectors.

Public Affairs in India – An Evolving Landscape - Presentation of Report – May 10, 2025

The report offers a comprehensive analysis of the current state of public affairs in the country. The report developed in collaboration with the Indian School of Public Policy (ISPP) underscores the evolving landscape of Public Affairs in our country from its historical underpinnings to the contemporary challenges and future trajectories. It also delves into the critical challenges faced by public affairs professionals, including regulatory uncertainty and the need for enhanced stakeholder engagement.



Gig Work Big Impact - The Role of Digital Platforms in Generating Sustainable Livelihoods in the Gig Economy – September 18, 2024



Scan to read the report

The knowledge paper highlights the gig economy's growth in India and its significant role in fostering inclusive economic opportunities. The paper shows how digital platforms have reshaped traditional labour models, providing millions of workers with flexible, accessible livelihoods across sectors. It aims to deepen the understanding of the gig economy's socio-economic impact, especially in non-agricultural sectors, and offer insights into key regulatory and policy measures that can further support the growth of this sector.

This initiative was led by **Sanjay Chadha**, Chairperson, PAFI Gig Economy Council, Managing Committee Member, PAFI; Head of Public Policy and Government Relations, Uber India and South Asia, and developed in partnership with PAFI.



Measuring Policy Response and Action – A Guide for Practitioners – March 21, 2025



Scan to read the report

The Public Affairs Forum of India (PAFI) has launched a new report, *Measuring Policy Response and Action: A Guide for Practitioners*, which introduces the innovative PAFI Model to Assess Policy Response (P-MAPR) - this structured framework is meticulously designed to empower businesses in evaluating policy changes, assessing internal preparedness, and enhancing their advocacy strategies.

This initiative was led by **Ranjeet Goswami**, Managing Committee Member, PAFI; Global Head, Corporate Affairs, TATA Consultancy Services Ltd. (TCS), in association with Koan as their Knowledge Partner and developed in partnership with PAFI.



Shivnath Thukral

Deep Pal

Luis Miranda

Councils

PAFI has identified the establishment of sector-specific councils and issue-based initiatives as a key solution to foster trust-based information exchange, facilitate perspective sharing, and cultivate consensus building on vital policy matters. These councils serve as platforms for thought leadership and engagement for policy matters. The councils aim to promote a more professional and structured approach to policy formulation, ensuring that the collective expertise of PAFI members is harnessed effectively. We introduced three new councils this year: the **Artificial Intelligence Council**, the **Ease of Doing Business Council**, and the **Gig Economy Council**.

AI Council

The Council brings together industry leaders, policymakers, and academia to navigate AI's opportunities and challenges, focusing on regulatory clarity, ethical AI, workforce transformation, and India's global AI leadership.

Chairperson - Sandeep Aurora

Group Director and Head of Public Policy and Government Affairs,
Microsoft India and South Asia



Digital Tech Council

The Council will spearhead 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.

Chairperson - Virat Bhatia

Past President, PAFI



Ease of Doing Business Council (EoDB)

The PAFI EoDB Council aims to act as an agent of innovation and transformation through in-depth research, innovation and collaboration. Objective of the council will be to identify critical gaps in business regulations, compliance processes and market dynamics, enabling strategic solutions for businesses.

Chairperson - Harish Krishnan

Past President and Co-Founder, PAFI and Managing Director and
Chief Policy Officer, Cisco India and Asean

Co-chair - Avinash Ramchandran

Executive Director, KPMG



FMCG, Agriculture, and Food Processing Council

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

Chairperson - Ophira Bhatia

Vice President, Corporate and Government Affairs, India and CGA Lead, Asia, Middle East and Africa, Mondelez International



Gig Economy Council

The PAFI Gig Economy Council aims to spearhead comprehensive discussions concerning critical issues within the gig economy domain. This platform brings together key stakeholders from industry, think tanks and experts to deliberate on enabling social security for gig workers in a meaningful, balanced, and equitable manner.

Chairperson - Sanjay Chadha

Head of Public Policy and Government Relations, Uber India and South Asia



Healthcare Council

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

Chairperson - Ishteyaque Amjad

Managing Director, Policy and Government Affairs, Abbott Healthcare Pvt. Ltd.



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

The initiative aims to set standards and lead by example by working on building the diversity and inclusion agenda into all its members. It aims to help educate, engage, and promote dialogue among stakeholders to ensure equality of access and opportunity.

Chairperson - Vinita Sethi

SVP & Chief Public Affairs, Apollo Hospitals Group



Young PAFI

The initiative aims to grow and nurture young talent in public affairs by helping them upgrade the skills and knowledge they need to excel as public policy professionals.

Chairperson - Medha Girotra

Vice President, Communications, Asia Pacific, Mastercard



Council Meetings

AI Council

March 28, 2025

The first meeting of the PAFI AI Council was held on March 28, 2025, kicking off strategic discussions on India's AI roadmap. The session opened with a presentation on **"India's AI Trajectory: Mapping the Present, Building the Future"**, by **Rohit Kumar**, Co-founder, The Quantum Hub.

Members shared key priorities, including building regulatory clarity, fostering industry collaboration, and accelerating AI adoption across sectors.

Highlight of the meeting was a Fireside Chat with **Abhishek Singh**, Additional Secretary, MeitY, offering valuable insights on policy, innovation, and the future of AI in India.



Ease of Doing Business Council (EoDB)

March 12, 2025

The inaugural EoDB Council meeting on March 12, 2025, held under the PAFI Dialogue Rule, marked a key step in advancing industry-led efforts to improve India's business landscape.



The council focused on shifting from “Ease” to the “Pleasure of Doing Business,” with strategies to streamline regulations, foster innovation, and strengthen stakeholder collaboration. Members emphasised procedural simplification and public-private dialogue, outlining a clear roadmap for future action.



Gig Economy Council

December 12, 2024

The inaugural meeting of the Gig Council was held on December 12, 2024, in New Delhi under the PAFI Dialogue Rule. Members explored ways to enhance PAFI's role in addressing The Gig Economy challenges. **Bornali Bhandari**, Professor at NCAER, delivered a keynote address, offering key insights into the evolving gig landscape.



The council reviewed a strategic work plan focused on stakeholder mapping, policy engagement, and partnership building. A unified agenda was agreed upon to showcase member contributions and guide future initiatives.

Healthcare Council

December 12, 2024

The Healthcare Council met in New Delhi on December 12, 2024, under the PAFI Dialogue Rule to review progress and set the agenda for the coming year.

Minakshi Sarma Dabas, Partner at Corporate Law Group, presented insights on the Nutraceutical Sector, discussing growth prospects, regulatory hurdles, and the need for global alignment.

T. S. Vishwanath, Founding Member, Past-President & Director General, PAFI, spoke on trade challenges with the U.S. under a potential Trump administration, emphasising collaboration opportunities in pharma and healthcare technology.



Members emphasised the need for policy reforms, government engagement, and strategic advocacy. The council agreed to strengthen stakeholder engagement and draft a comprehensive white paper to address key issues in the healthcare sector.

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

December 17, 2024

The second SAFE Council meeting, led by Chairperson **Vinita Sethi**, was held on December 17, 2024, in New Delhi, held under the PAFI Dialogue Rule. Discussions focused on identifying gaps in women's inclusion, with emphasis on the urban-rural divide.

A panel of experts shared insights on retaining women in the workforce, highlighting workplace culture, intersectionality, and unpaid care work.

The council proposed gender audits, mentorship programmes, and inclusive policy frameworks, reinforcing the private sector's role in advancing women's empowerment.



Young PAFI

Policy Sparks—Igniting Conversations for Emerging Leaders” is a series of intimate and closed-door sessions with senior policy professionals from the PAFI leadership aimed at the learning and development of professionals with 5-7 years of experience. These sessions are interactive and designed to facilitate dialogue and learning across various aspects of their growth as policy professionals.

April 19, 2024

Keeping Pace with the Tech Evolution: How to Engage with Regulators and Policymakers in a Fast-Evolving Space

Chetan Krishnaswamy

Vice President, India Public Policy, Amazon India



May 16, 2024

The Connection Between Politics and Policy - Making

Rahul Sharma

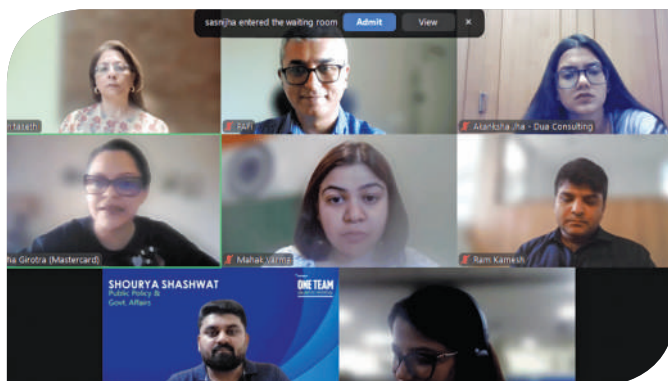
Past President and Founding Member, PAFI and Managing Director, APCO Worldwide, India

July 25, 2024

The interplay between ESG/ CSR and Public Policy

Vinita Sethi

Immediate Past President, PAFI and SVP & Chief Public Affairs, Apollo Hospitals



Advisory Council

To strengthen its strategic direction and deepen its impact, PAFI constituted an Advisory Council comprising former senior government officials, and distinguished leaders from industry and media. The formation of this Council reflects PAFI's commitment to building trust between business, society, and government, and to shaping the future of public affairs, policy, and advocacy in India.

The Advisory Council provides high-level guidance by offering strategic insights, identifying geopolitical risks, and drawing on their extensive experience and networks. Its members will play a key role in advising PAFI's leadership, enriching its programmes and initiatives, and enhancing its value proposition. Their collective wisdom will help ensure that PAFI continues to be a credible and influential voice in aligning business interests with broader societal and governance goals.

March 21, 2025

The first meeting of the Public Affairs Forum of India(PAFI) Advisory Council was held on March 21, 2025, with insightful discussions on topical themes. Issues discussed included India's growth and investment journey, navigating geopolitical turbulence and championing business priorities in a world between established orders.



**Details of Advisory Council Members on page number 70*



Capacity Building and Collaborations

PAFI Partnerships

PAFI actively seeks partnerships to enhance its impact and drive its agenda of strengthening public policy advocacy in India. By leveraging its partnerships PAFI continues to strengthen its ability to drive impactful policy discussions, influence governance positively and contribute to India's socio-economic growth.

ISPP and PAFI Executive Education Programmes Series

ISPP and PAFI have joined hands to enhance the existing knowledge of the public policy professionals by designing few short-term courses to broaden participants' focus and cover a wide array of contemporary public policy topics, linking them with real-time examples and case studies. As part of the series, we have introduced seven new courses to equip public policy professionals with the latest knowledge and skills. For our future programmes, please visit www.pafi.in

Understanding Government Executive Education Programme

November 15-16, 2024

The inaugural **Understanding Government Executive Education Programme**, co-hosted by ISPP and PAFI, provided an in-depth exploration of public policy and governance. The Programme featured distinguished speakers who delved into the intricacies of policymaking and government engagement. Key discussions included the foundational roles of government, the importance of multi-stakeholder collaboration, and the challenges in policy design and implementation. Participants gained actionable insights into the multifaceted world of public policy, understanding the interplay between policy, governance, and stakeholder engagement.





Policy Communication for Impactful Messaging and Engagement Executive Education Programme

March 22, 2025

As part of the ISPP and PAFI Executive Education Series, a one-day **Executive Education Programme on Policy Communications** was conducted, bringing together professionals from diverse sectors. The programme aimed to equip participants with strategic communication tools essential for effective policymaking.

The programme featured engaging sessions led by industry experts. **Vincy Davis**, Visiting Faculty at ISPP, led a case-based session on framing effective policy messages and stakeholder management. **T.S. Vishwanath**, Founding Member, Past-President & Director General, PAFI; Founder & Executive Chairman, VeK, emphasised the importance of clarity, stakeholder collaboration, and tailored approaches for effective advocacy.

The programme concluded with a Convocation Ceremony, where **Ajay Khanna**, Co-founder, PAF and Professor of Practice, ISPP, highlighted the role of ethical leadership and value-based communication in fostering trust between private organisations and policymakers.



Mini Course on Policy, Corporate and Geopolitics by ISPP

April 10-11, 2025

Ajay Khanna, Co-Founder, Public Affairs Forum of India and Professor of Practice at ISPP curated a special mini course for ISPP Scholars, focusing on the intersection of policy, corporate strategy and geopolitics. Drawing from his rich experience, the course offered students practical insights into how businesses navigate policy landscapes and respond to geopolitical shifts helping them with a nuanced understanding of real-world challenges in this field. The course was further enriched by eminent guest speakers from Government and Industry such as **Ambassador Manjeev Singh Puri**, Former Indian Ambassador to EU & Nepal, **Rahul Sharma**, Country Manager, Speyside Group, **Sanjay Chadha**, Head of Public Policy and Government Relations, Uber India and South Asia, **Piyush Tewari**, Save Life Foundation, **Vinnie Mehta**, Director General, ACMA, **Col. Harmit Singh Sethi**, Executive Director and Group Head, Corporate Affairs and Incubation, Dalmia Bharat Ltd., and **Anil Padmanabhan**, Senior Journalist, who brought in real world perspectives and domain expertise.



11th Annual Forum

India @ 2030: Doubling the Economy to \$7 Trillion—Policies, Partnerships, and Priorities.
18-19 September, 2024



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Highlights

PAFI has successfully positioned its Annual Forum as a leading platform for comprehensive discussions on long-term policy and economic issues over the past decade. This event brings together a diverse range of stakeholders to share their perspectives. In 2024, the **11th Annual Forum was held with Karnataka as the partner state**. The event took place shortly after India's general elections and the formation of a new central government, focusing on the theme "India@2030: Doubling the Economy to \$7 Trillion."

During the two-day event, participants engaged in in-depth discussions across three key areas: Policies, Partnerships, and Priorities. These discussions aimed to outline strategies for sustaining and accelerating India's economic growth. The forum featured a line-up of distinguished speakers, including prominent ministers, secretaries, and representatives from various industries and think tanks. Their insights provided valuable guidance on how to navigate India's growth journey effectively, making the event highly informative and impactful.



Opening Address



Ajay Khanna presenting the Opening Address at the Annual Forum

Session 01

India@2030: Shaping India's Economic Future



(Left to right): Harish Krishnan, Deepshikha Dharmaraj, BVR Subrahmanyam, Ajay Khanna, Chetan Krishnaswamy, T. S. Vishwanath

Session 02

An Inclusive and Sustainable Roadmap to 2030



(Left to right): Luis Miranda, Vaishali Chopra, B.K. Shivakumar, Ishteyaque Amjad, Ajay Tyagi, Pranab Dhal Samanta, Raman Sidhu, Rishi Chawla

Session 03

India and the United States: Making the Most of the Next Four Years



(Left to right): Rahul Sharma, Arun Singh, Suhasini Haidar, Shyam Saran, Manjeev Puri, Medha Girotra

Session 04

Strategies for Inclusive Economic Growth



(Left to right): Ishteyaque Amjad, Dr. Arunish Chawla, Dammu Ravi, Vini Mahajan, Chetan Krishnaswamy, Apurva Chandra, Sanjay Jaju, Rakesh Dubey

Session 05

Telecom for Tomorrow – Connecting India by 2030



(Left to right): Harish Krishnan, Sukumar Ranganathan, Jyotiraditya M. Scindia, Ajay Khanna

Session 06

Reimagining India's Workforce through the Gig Economy



(Left to right): Sanjay Chadha, Sumita Dawra, Mike Orgill, Raghav Chandra, Anil Padmanabhan, Sudhir Zutshi

Session 07

Legislating for Growth



(Left to right): Anandita Singh Mankotia, Shashank Mani, Javed Sayed, Manish Tewari, Lavu Sri Krishna Devarayalu, Shagufta Kamran

Session 08

India @2030: Doubling the Economy to \$7 Trillion – Policies, Partnerships and Priorities



(Left to right): Subho Ray, Virat Bhatia, Ashwini Vaishnaw, Shivnath Thukral

Session 09

India@2030: The Smart Route to a Global Export Powerhouse



(Left to right): Virat Bhatia, Piyush Goyal, Maj. Ranjeet Goswami (Retd.)

Session 10

New Tech on the Block: Using Technology to Lead India's Growth



(Left to right): Dr. Deep Pal, Harvey Jang, Rohit Kumar Singh, Nitendra Rajput, Abhishek Singh, Venkatesh Krishnan, Vedika Kapoor

Session 11

India's Geopolitical Approach in a World Facing Uncertainties, Wars and Trade Disputes



(Left to right): T. S. Vishwanath, Rahul Roy-Chaudhury, C. Raja Mohan, Ajay Bisaria, Indrani Bagchi, Sujan R. Chinoy, Vinita Sethi

Session 12

Jobs and Governance Strategies for 2030



(Left to right): Shivnath Thukral, Deepshikha Dharmaraj, Srinivas Katikithala, Atul Kumar Tiwari, S. Krishnan, Chetan Krishnaswamy

Gala Dinner



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The Indian EXPRESS

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11th ANNUAL FORUM-2024

India @ 2030: Doubling the Economy to \$7 Trillion Policies, Partnerships and Priorities

18 - 19 SEPTEMBER

NEW DELHI



2 DAYS



14 SESSIONS



70 SPEAKERS

Partner State: Karnataka




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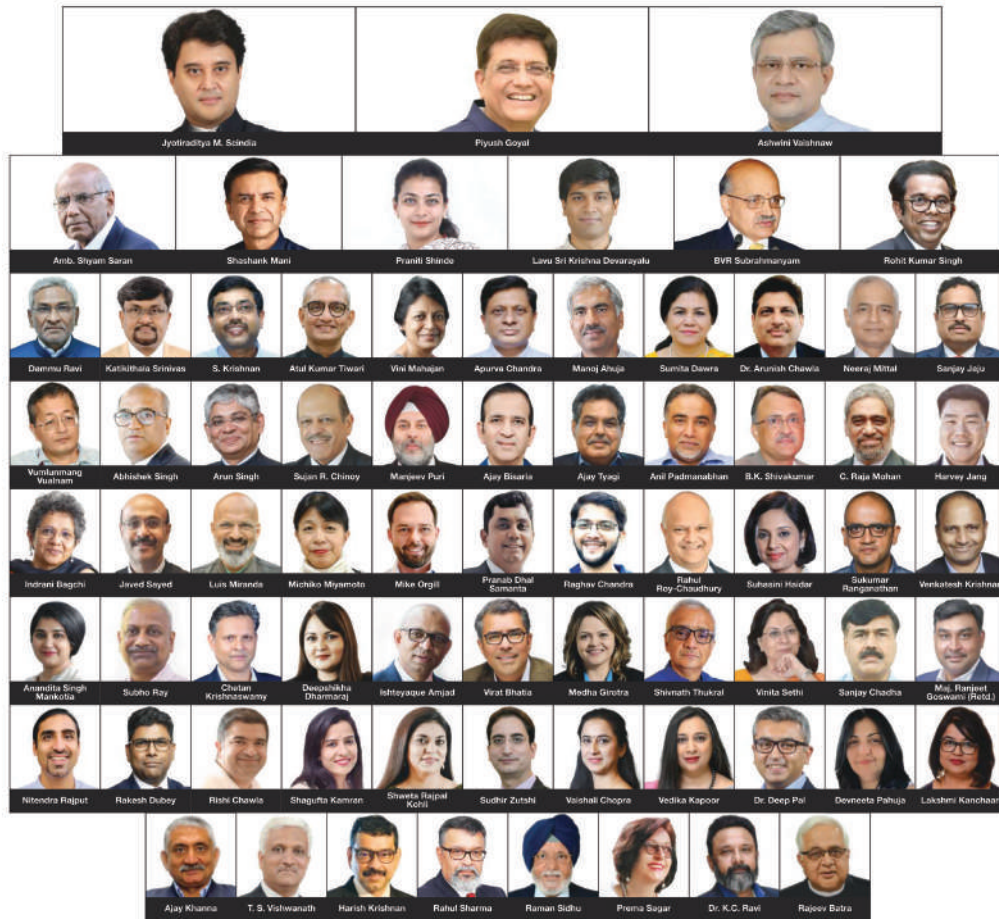
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Telcos may get DoT relief on bank guarantee ▶ P1



Public Affairs Forum of India

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Piyush Goyal
Minister of Commerce and Industry
Government of India



India@2030: The Smart Route to a Global Export Powerhouse

L to R - Virat Shetty, Piyush Goyal, Maj. Ranjeet Goswami (Retd.)



Telecom for Tomorrow – Connecting India by 2030

L to R - Harish Krishnan, Sukumar Ranganathan, Jyotiraditya M. Scindia, Ajay Khanna



Jyotiraditya M. Scindia
Minister of Communications
Minister of Development of North Eastern Region
Government of India



India@2030: Shaping India's Economic Future

L to R - Harish Krishnan, Deepshikha Dharmara, BVR Subrahmanyam, Ajay Khanna, Chetan Krishnaswamy, T. S. Vishwanath



India and the United States: Making the Most of the Next Four Years

L to R - Rahul Sharma, Arun Singh, Subramaniam, Amb. Shyam Sarin, Manoj Puri, Medha Patkar



India's Geopolitical Approach in a World Facing Uncertainties, Wars and Trade Disputes

L to R - T. S. Vishwanath, Rahul Roy-Chaudhury, C. Raja Mohan, Ajay Bisaria, Indrani Bagchi, Susan R. Cheney, Vinita Sethi



Ajay Khanna



Jobs and Governance Strategies for 2030

L to R - Deepshikha Dharmara, Guruswami Kothandaraman, Shivnath Thakral, S. Krishnan, Abul Kalam Tiwari, Chetan Krishnaswamy

Partner State: Karnataka

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India @ 2030: Doubling the Economy to \$7 Trillion Policies, Partnerships and Priorities
18 - 19 SEPTEMBER
NEW DELHI

India @2030: Doubling the Economy to \$7 Trillion – Policies, Partnerships and Priorities



L to R - Subho Ray, Vinat Bhatia, Ashwini Vaishnav, Shivnath Thakral



Ashwini Vaishnav

Minister of Railways
Minister of Information and Broadcasting
Minister of Electronics and Information Technology
Government of India

Legislating for Growth



L to R - Anandita Singh Marwaha, Shashank Modi, Javed Sayed, Manish Tewari, Lavu Sri Krishna Devanayaka, Shagufa Kamran

An Inclusive and Sustainable Roadmap to 2030



L to R - Vishal Chopra, Luis Miranda, B.K. Shivakumar, Ishfaq Ahmad, Ajay Tyagi, Pranati Dhal Samanta, Raman Sikhu, Rishi Chawla

Reimagining India's Workforce through the Gig Economy



L to R - Sanjay Chaudha, Priyanka Navle, Ajay Khanna, Sumita Datta, Mike Orpil, Rajesh Chandra, Sudhir Zutshi, Anil Padmanabhan

New Tech on the Block: Using Technology to Lead India's Growth



L to R - Deep Patel, Harvey Jang, Rohit Kumar Singh, Nishendra Rajput, Abhishek Singh, Venkatesh Krishnan, Vedika Kapoor

Strategies for Inclusive Economic Growth



L to R - Ishfaq Ahmad, Dr. Anurish Chawla, Damini Raw, Vini Mahajan, Chetan Krishnaswamy, Apurva Chandra, Sanjay Jha, Rakish Dutt



Lakshmi Kanchan



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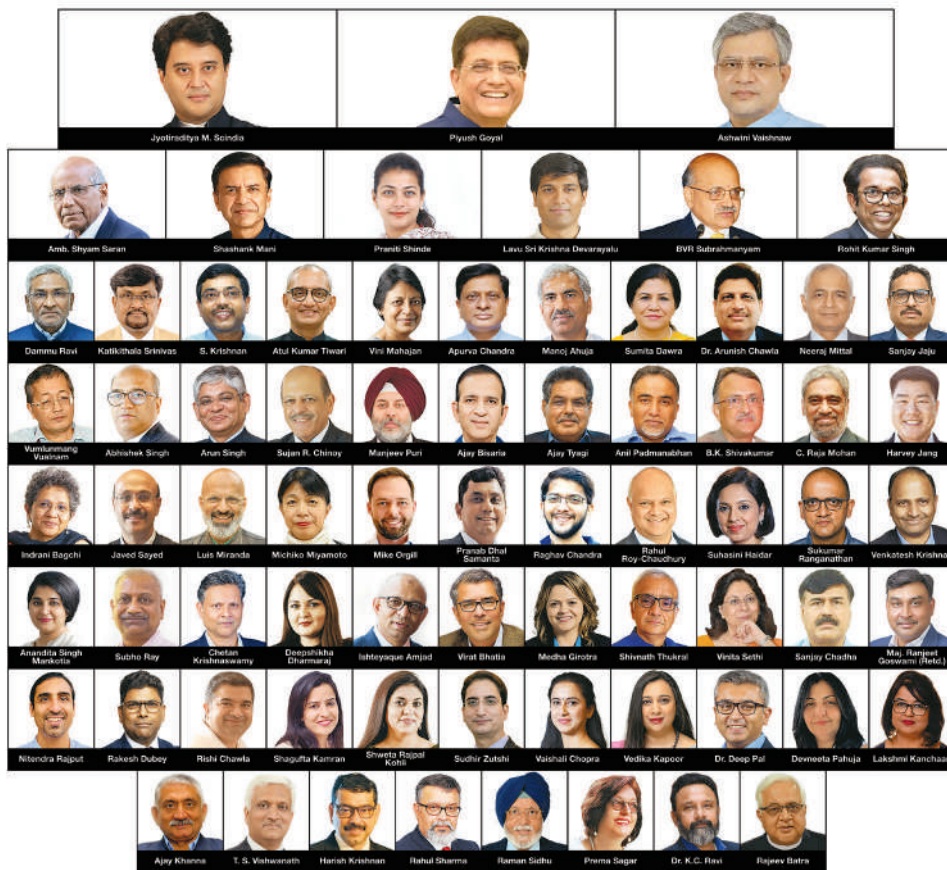
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Social Media Highlights of the Annual Forum

PAFI's digital presence saw steady and organic growth reinforcing our role as a thought leader in the public affairs space. There has been a significant organic increase and presently we have 7000 followers across LinkedIn, X, Instagram and Facebook. PAFI aims to further leverage digital presence to deepen engagement, drive conversations and grow the PAFI network.

- During the month of August-September 2024, the posts from PAFI social media handles had around 1,20,000 impressions across social media platforms
- Across all social media platforms PAFI social media handles has over 7,000 followers (nearly 3 times since last Annual Forum); added nearly 1,000 followers during the month of August and September 2024
- Average engagement rate on LinkedIn was 18%; and on X (formerly, Twitter) 9% up by 61%, against the industry average of 2-3%
- 110 posts live-tweeted (on X) from the sessions of the 11th National Forum
- The sentiment in social media posts was overwhelmingly positive
- Traction gained organically, with no paid promotion



Impressions : ~ **90K**
New Followers : ~ **850**
Engagement Rate : **18%**



Impressions : ~ **25K**
New Followers : ~ **60**
Engagement Rate : **9%**

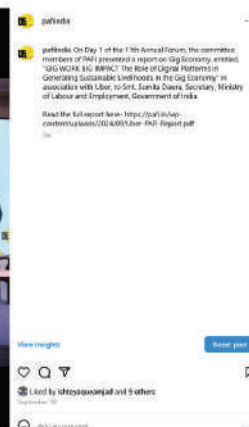




Public Affairs Forum of India
3,917 followers
1mo •

Day 1 of PAFI's 11th Annual Forum came to a close following nine highly insightful sessions. Distinguished speakers hailing from diverse industries, alongside esteemed ministers and secretaries, graced the event. Here's a glimpse of the exceptional panelists who collectively made Day 1 an outstanding and thought-provoking success.

Gunjan Krishna | AJAY KHANNA | Vishwanath TS | Ishteyaque Amjad | Virat Bhatia | Vinita Sethi | Chetan Krishnaswamy | Deepshikha Dharmaraj | Shivnath Thukral | Medha Girotra | Rahul Sharma | Subho Ray | Harish Krishnan | Dr. Deep PAL | Lakshmi Kanchana | Devneeta Pahuja | Tapati Show | Jeeva Singh | Sudhakar Safaya | Jyotiraditya M Scindia | Piyush Goyal | Ashwini Vaishnaw | USIBC - US India Business Council | Subho Ray | Vini Mahajan | Ravi Dammu | Sumita Dawra | Mike Orgill | Varun Khaitan | Anil Padmanabhan | Shashank Mani | Javed Sayed | Shagufa Kaman | Vaishali Chopra | Sukumar Ranganathan | Vedika Kapoor | Luis Miranda | Pranab Dhal Samanta | Shweta Rajpal Kohli | Sandeep Bandivedkar



Select Media Coverage of the Annual Forum



● \$500-BILLION TARGET Reforms in electronics sector soon: Vaishnaw

FE BUREAU
New Delhi, September 18

ELECTRONICS AND IT minister Ashwini Vaishnaw on Wednesday said the government and the industry are working together on a set of reforms to achieve the \$500-billion electronics manufacturing target by 2030.

Vaishnaw's comments come after Prime Minister Narendra Modi last week announced an ambitious goal of achieving \$500-billion electronics manufacturing in the next six years. "Whatever be the ambition, if the hard work and the right policies can come in, the target can be achieved," Vaishnaw said in conversation with Apple India managing director Virat Bhattacha at an event by Public Affairs Forum of India (PAFI). The reforms will help accelerate the country's electronics manufacturing, he added.

The minister's comments assume significance as the India Cellular and Electronics Association (ICEA), which represents major electronics and smart-phone players, on Wednesday said it will hold talks with the Prime Minister's Office (PMO) and the finance ministry later this month on how to achieve the target.

The industry plans to seek tariff rationalisation, ease of doing business, and reforms in its meetings with the government to boost electronics manufacturing in the country.

In FY24, India's total electronics production stood at \$113 billion, of which around \$32 billion was mobile phones, according to ICEA estimates.

Electronics production in India will need to grow at an



Union minister Ashwini Vaishnaw's comments come after the PM last week announced a \$500-bn target for electronics manufacturing by 2030.

annual growth rate of 20-22% to reach the \$500-billion target by 2030, ICEA chairman Pankaj Mohindroo said on Tuesday.

Speaking at the event, Apple's Bhattacha said, "500 billion in six years is a target in perspective. It is equivalent of India's industrial output today which is 14% of India's GDP." "It's a huge target, very ambitious, very audacious and requires almost every single engine to fire. But if that happens, and if we can dream of getting it done, or come close to that, it would change this nation forever," he added.

The Centre is also working on a components incentive scheme to increase manufacturing of electronics components and increase domestic value addition.

On a question of simplification and reducing compliance burden on different sectors, Vaishnaw asked the industry to form 7-8 task forces across sectors and come up with different areas which the government can work on.

PAFI's Annual Forum discusses India's strategy for "An Inclusive and Sustainable Roadmap to 2030"

Bangalore, 19 September 2024: At the 11th Annual Forum of the Public Affairs Forum of India (PAFI), Mr. B.K. Shivakumar, Director (Exports) and Managing Director, Visvesvaraya Trade Promotion Centre, Government of Karnataka, Mr. Ajay Tyagi, Former Chairman, Securities and Exchange Board of India (SEBI), Mr. Luis Miranda, Chairperson of the Board & Co-Founder, Indian School of Public Policy and Mr. Pranab Dhal Saranata, Executive Editor, Politics, The Economic Times discussed about inclusive economic growth and sustainable road map for India.

Mr. Shivakumar said that investment must be

distributed across all regions of the country, as relying solely on the agricultural sector will not be sufficient to boost the economy. He highlighted the importance of integrating technology and skills into investment strategies, along with fostering partnerships among states, with the central government guiding efforts to prevent regional imbalances. Recognising Karnataka's strengths, he noted that the state's historical emphasis on education and technological institutions has created a talented workforce, facilitating investment through initiatives like a single-window system. He also pointed out that while agriculture is vital, the industrial sector holds significant

potential for growth. He advocated for an ecosystem that encourages investment across various sectors nationwide, stating that Karnataka currently leads in service exports, accounting for 40% of the state's exports. With a target of achieving \$2 trillion in exports by 2030, he called for improvements in the ease of doing business and greater engagement with foreign embassies to enhance export opportunities.

Mr. Tyagi said, for India to foster sustainable

economic growth, the establishment of independent regulatory institutions is crucial. With the Indian economy predominantly driven by banks, the capital markets have

seen notable growth, with equity raising reaching INR2.5 lakh crore and a rise in mutual fund investments and demat accounts. The recent demonetization and the ongoing digitalization trends, accelerated by COVID-19, have led to a shift toward financialization, transforming savers into investors. While equity regulation in India is regarded as among the best globally, there is an urgent need to enhance regulation in the debt sector to support the country's growth trajectory.

Mr. Miranda said, Economic development is the driving force behind progress, and inclusivity is at its core. As cities become engines of

growth, they facilitate economies of scale and aggregation, which can significantly enhance productivity and innovation.

Mr. Samanta said, the world is currently facing significant turbulence, marked by conflicts and unpredictability. In this environment, it is essential for governments to focus on de-risking their nations. India has made strides in various sectors, and many countries around the world are hopeful for India's success, which bodes well for international collaboration.

India must elevate its standards and adapt to this shifting landscape, as the current global economy is unpredictable and increasingly competitive.

Indian economy size will double by 2030: NITI Aayog CEO

PTI ■ NEW DELHI

India could easily double the size of its economy by 2030, NITI Aayog CEO BVR Subrahmanyam said on Wednesday. At an event organised by the Public Affairs Forum of India (PAFI), Subrahmanyam added that climate change is an opportunity for India to become a leader in climate technology. "Our economy should easily double by 2030. India's ambition to become the third-largest economy by 2026-2027 necessitates a cohesive grand strategy," he said. Currently, in US dollar terms, India is the fifth largest economy with a size of about USD 3.7 trillion in nominal terms. "India will be a big dominant player, it already matters and it will matter much more in global affairs, by 2047," he said.

Subrahmanyam said by 2047, India will be among the world's 'youngest' nations demographically, poised for prosperity, with a projected per capita income of around USD 18,000 to USD 20,000. "This growth is significant as India is expected to emerge as a major global player, building on the substantial progress made over the past decade in addressing challenges such as natural disasters and poverty," he said.



Further, he said that there is a need to look at the green economy, and the Aayog is working on developing a pathway for net zero carbon emissions by 2070. "We have formed a task force and are working with the Central and state governments to achieve our targets," he added. The CEO of NITI Aayog stressed the importance of Global Value Chains (GVCs). He said that the government is working across sectors and services to build better strategies. Subrahmanyam added that urban development and infrastructure are crucial, with cities designed as economic hubs to drive growth. According to him, the private sector must lead in innovation and investment, supported by an enabling environment that attracts both portfolio and direct investments.

Government plans to transform India Post into logistics firm

NEW DELHI: The government is looking to transform India Post into a logistics company and increase the revenue of the department by 50-60 per cent in the next 3-4 years, Union Telecom Minister Jyotiraditya Scindia said on Wednesday.

Speaking at a Public Affairs Forum of India event in the national capital, the minister said about 25,000 villages in the country that do not have mobile networks will be connected by next year.

"Postal department is moving leaps and bounds. Today, our turnover is close to about Rs 12,000 crore per annum. I'm looking at possibly trying to increase that by 50-60 per cent over the next 3-4 years," Scindia said. The postal department has the potential to take services to the doorsteps of people in rural and remote areas, he said, adding that he will be looking at all potential services to increase the revenue of India Post.

"We need to transform ourselves from just a mail business and a letter business. We need to transform ourselves into a logistics company. We have got to look at route optimisation, multiple sources to be able to transport our



Jyotiraditya Scindia said 25,000 villages in the country that do not have mobile networks will be connected by next year.

services," Scindia said.

On development in the Northeast, the minister said the government is spending a large amount in building huge infrastructure in the region, including investment of Rs 48,000 on road network.

He said 6,000 villages in the Northeast and 25,000 of them across the country still do not have mobile towers.

"Through USO Fund we are trying to set up mobile networks in all the 25,000 villages by the middle of next year... after that there be not a single village left in the country without mobile connectivity," Scindia added.

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 guides 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
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Act XXI of 1860



What does a Public Affairs Practitioner do

01.



Stakeholder Engagement

02.



Strategic inputs to CEOs and Board Members

03.



Public Advocacy, Public Policy and Public Affairs based on research and analysis

04.



Corporate Communications and Public Relations

05.



Crisis Management

06.



Industry Bodies and Sectoral Associations in India & Overseas

07.



Media, multilateral agencies, NGO's and think tanks



PAFI's 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.
- 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.
- 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.
- 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 obtain information from the Government of India by dishonest means and will take care to avoid any professional conflicts of interest.
- Neither directly nor indirectly, offer nor give any financial inducement to any government official, elected members and their staff.
- Protect the confidences of present, former and prospective government officials and agencies they deal with.
- 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.
- PAFI Members will only employ government personnel subject to the rules and confidentiality requirements of the Government of India.

Founding Members



Prema Sagar
Founding President
& Co-Founder, PAFI
Chairperson Emeritus,
Burson Group India



Ajay Khanna
Co-Founder, PAFI
Advisor, Independent Director,
Ombudsperson, Professor of Practice



Dr. K.C. Ravi
Past President
& Co Founder, PAFI
Chief Sustainability Officer,
Syngenta India Pvt. Ltd.



Harish Krishnan
Chairperson, PAFI EoDB Council,
Past President & Co-Founder, PAFI
Managing Director & Chief Policy Officer,
Cisco India & Asean



T. S. Vishwanath
Founding Member, Past-President
& Director General, PAFI
Founder & Executive Chairman, VeK



Rahul Sharma
Past President & Founding
Member, PAFI
Managing Director
US India Business Council (USIBC)



Rajeev Batra
Past President & Founding
Member, PAFI
Former Group Head, Corporate Affairs,
Hindustan Unilever Limited



Raman Sidhu
Past President & Founding
Member, PAFI
Chairman, EBG Federation, India

Managing Committee Members



Deepshikha Dharmaraj

President, PAFI

Chief Executive Officer,
Burson Group India



Chetan Krishnaswamy

Vice President, PAFI

Vice President, Public Policy,
Amazon India



Medha Girotra

Chairperson, Young PAFI
Council, Secretary, PAFI

Vice President, Communications,
Asia Pacific, Mastercard



Shivnath Thukral

Treasurer, PAFI

Vice President, Public Policy,
India, Meta



T. S. Vishwanath

Founding Member, Past-President
& Director General, PAFI

Founder & Executive Chairman, VeK



Vinita Sethi

Chairperson, PAFI SAFE Council,
Immediate Past President, PAFI

SVP & Chief Public Affairs,
Apollo Hospitals Group



Virat Bhatia

Chairperson, PAFI Digital Tech
Council, Past President, PAFI



Subho Ray

Past President, PAFI

President, Internet and Mobile
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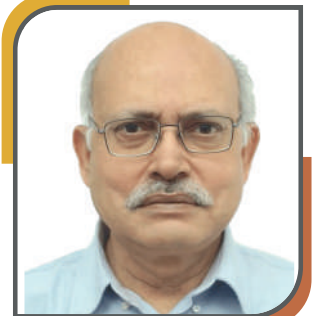
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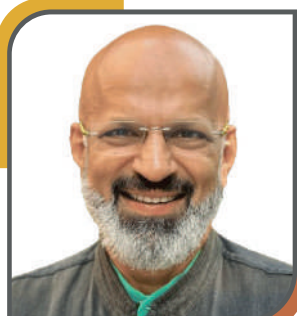
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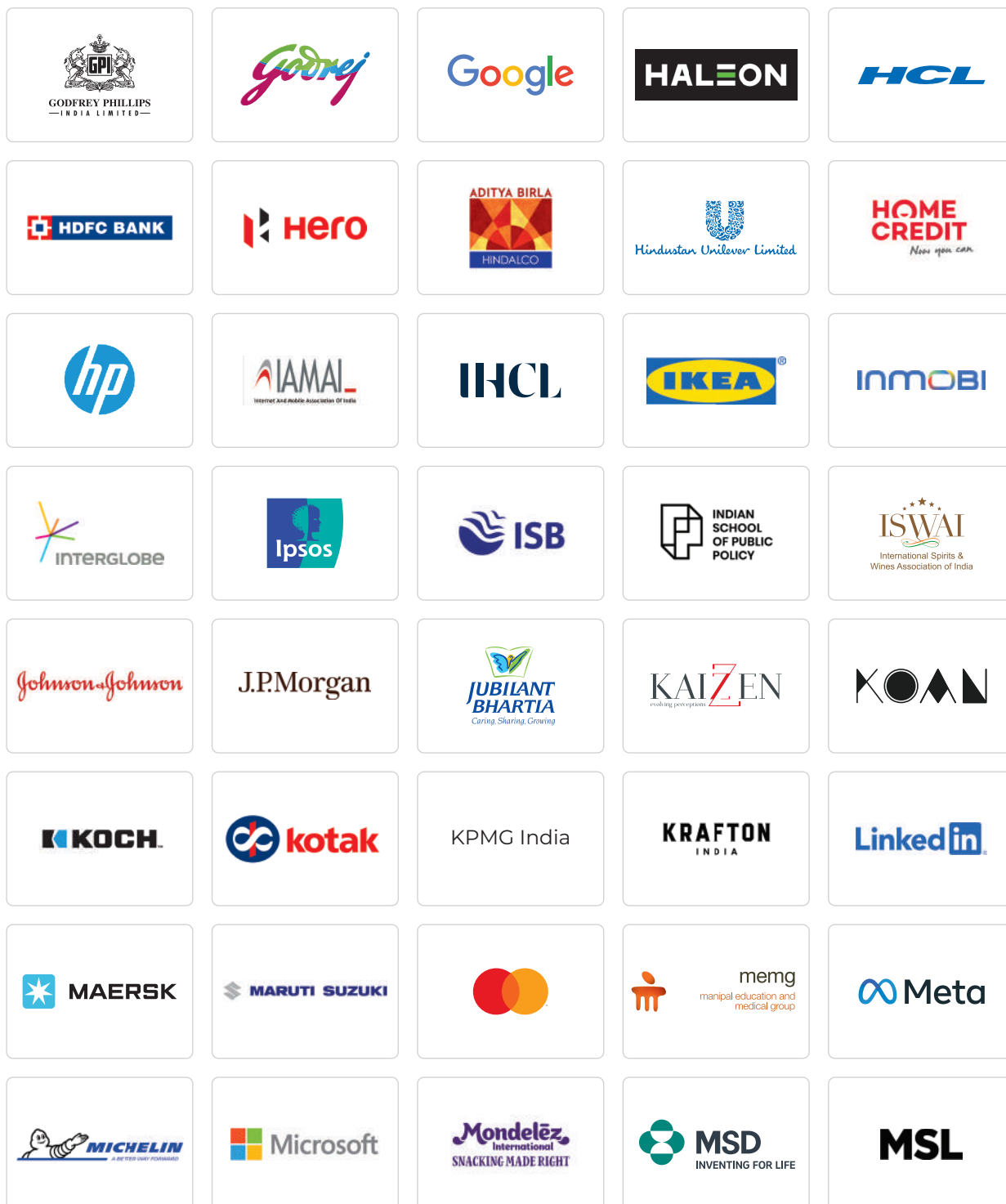
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Public Affairs Forum of India Moves to a New Office

In April 2025, the **PAFI Office** moved to a new address. This move reflects PAFI's continued growth, expanded activities and its commitment to foster meaningful dialogue amongst key stakeholders. PAFI extends its sincere thanks to Internet and Mobile Association of India (IAMAI) for graciously housing the PAFI Secretariat on their premises.









Public Affairs Forum of India

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