



# Public Affairs in India – Changing Landscapes

Parikshit Dhingra,

Head of Public Affairs & Communications  
Novozymes

March 15<sup>th</sup>, New Delhi

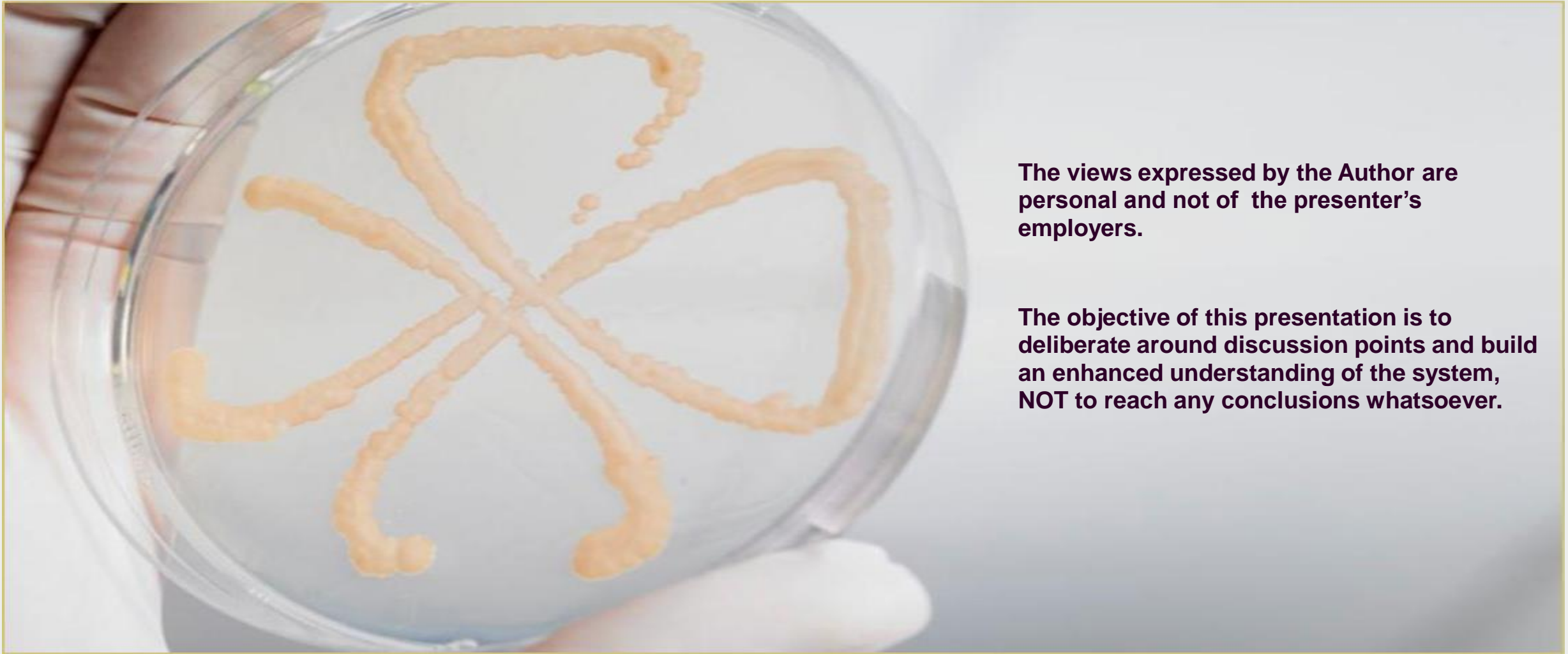


# Parikshit Dhingra: Experience



- Head of 'Public Affairs & Communications' function for Novozymes South Asia
- 16 years of corporate experience and over 10 years in Corporate Affairs – Amway India and SAB Miller India
- Projects in Regulatory Affairs, Business Development and Corporate Social Responsibility
- Member of the Task Force on Feedstock in the CII's Bio-Energy Mission, Task Force on Renewable Energy of FICCI; Executive member of the governing body of the bio-energy alliance under MNRE

## Safe Harbor Statement



**The views expressed by the Author are personal and not of the presenter's employers.**

**The objective of this presentation is to deliberate around discussion points and build an enhanced understanding of the system, NOT to reach any conclusions whatsoever.**

# Importance of Public Affairs for Corporates in India

- Increased Complexity - and Awareness - of Everyone
- The New Hope - Big Action from the Government
- Competitive Marketplace - Advantage of Access
- Cost and Speed of Crisis
- Increased Expectations of Stakeholders
- The “Feel Good” of Corporate





# Best Practices for National and Regional Public Affairs

- Budgets – for sake of ROI
- Set-up in the Organisation
- De-risk – Internal Control + External Watch
- Managing the Affiliate – Empowerment
- Information & Knowledge – Integrity and Transparency
- Change from Personal to Merit & Knowledge-based
- Time to Perform
- Finding the win-win – Helping the Government through non-confrontation





# Best Practices for National and Regional Public Affairs

- Values for the PA Function – war room of operations
- Listen to your people – especially on Media and Associations
- Liberal with Designations
- Mesh National Agenda with affiliates' vision
- Shaping consensual decisions from the top
- Increase number of ambassadors & Spokespeople







# Emerging Issues That Could Impact Government - Business Relationship

- Talk of the Town – Regulations & Lobbying
- Need for Transparency & Integrity
- Ambitions of the Government – Style and Pressure
- Need to Stay Apolitical – Broader Stakeholders
- Smart Regulators
- Public Involvement
- Corporate Social Responsibility





# What to Expect: Modi Government's Next Three Years

- From Rhetoric to difficult Policy Making
- Posturing to Change – Softer, but not withdrawn
- Maintaining Fiscal Prudence - spending on Infrastructure
- Reduction in Rates and debt management using PPP & FDI
- Shift from Manufacturing to Services
- Reforms outside Parliament – Efficiencies
- Take Leadership Position – Show to the World
- Checking Corruption – Promoting 'Swaraj'



# Case Study – Turnaround of Bio-Fuels in India

## CHALLENGES

### Unfavorable Environment in 2011

- Too much skepticism around Commercialization and Viability
- Political Background – recognized as a non-starter
- Very low awareness
- More of hostility – rather than champions.

## SOLUTIONS

### Strategy

- Awareness; Awareness; Awareness
- War Room Advocacy - Industry Leadership
- Leveraging Government initiatives – Energy Security; COP; SD Goals; Farmer Benefits; Make in India; Clean India



## OUTCOMES

### The Turnaround:

- Three Primary Ministries – Transport, Environment and Petro turned favourable
- OMC's told to tender out and invest in first few refineries
- Three States signed MOU's towards feedstock supply
- Policy wins – exemptions for imports towards projects; improved offtake price



*One Must Be The Change One Wants To See In  
The World. - Mahatma Gandhi*





A person wearing a grey V-neck t-shirt and blue jeans is walking through a doorway. They are holding a brown beer bottle in their right hand and a clear glass with a dark circular logo in their left hand. The background shows a green lawn and a blue car. The foreground is blurred, showing what appears to be a table with white objects. The text "Thanks and Questions" is overlaid on the left side of the image in a large, white, sans-serif font.

# Thanks and Questions