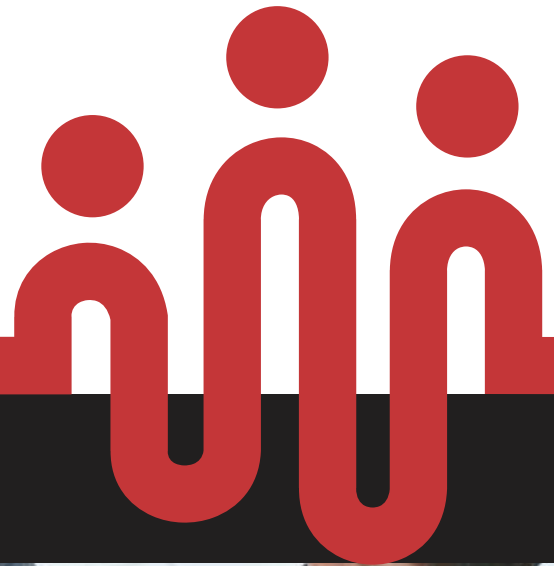


Empowering Businesses
through Public Policy Advocacy &
Strategic Communication



ABOUT CONFLUENCE

Confluence Public Affairs Consulting is engaged in assisting organisations in enabling a smooth business operations environment, public policy & advocacy, trade facilitation management, reputation management and corporate citizenship.

With decades of experience in managing strategic government relations, media relations, crisis management, brand communication, industry alliances, and corporate social responsibility across industry verticals, the team brings in deep understanding of Indian statecraft, economic & regulatory policy environment, Indian media landscape and industry ecosystem that have been applied to effectively campaign for achieving corporate goals and vision.

The Confluence team acts as the enabler of the Organisation and its stakeholders in working together for common purposes.

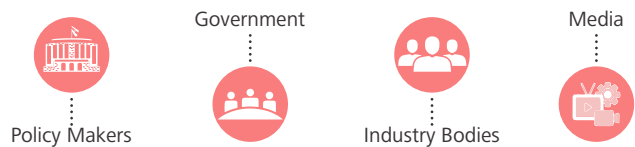




PUBLIC POLICY & REGULATORY AFFAIRS

With vast experience in managing government relations and monitoring legislative actions in India, the team is well versed in strategic counselling, identifying consequent opportunities and challenges that impact businesses.

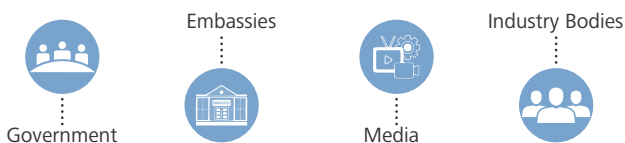
The team offers in-depth research and analysis on political environment, public policies and regulatory developments, and makes recommendations for business strategies. The team will engage with policy makers, ministries and relevant stakeholders to facilitate favourable policies that benefit the industry.



TRADE FACILITATION MANAGEMENT

In today's constantly evolving business environment, India offers tremendous opportunities for MNCs to invest in the Indian market, deploy products & solutions for Indian customers, tap resources and talent, etc. However, companies have to navigate through unfavourable and sometimes hazy policy environment.

Confluence team can help address specific issues related to import/export, local manufacturing, and removal of restrictions, by engaging in advocacy and lobbying with relevant and key policy makers at the Central & State level governments as well as working with the trade bodies.





BUSINESS OPERATIONS FACILITATION

Confluence team understands the external challenges clients are faced with, in setting up new business operations, development/production facilities or managing existing business entities. With expertise in launching offshore subsidiaries, the team can help clients in managing the entire process of project plan approvals, licenses, departmental permissions, as well as handling statutory, legal and compliance requirements and provide constant support to create a business-friendly external environment.

As veterans in the industry, the team has experience in helping clients choose best-suited locations and facilities for new business operations based on the nature of business, support in acquisition of office space/manufacturing facilities, design and develop IT infrastructure, key talent acquisition, branding, etc.



BRAND & REPUTATION MANAGEMENT

Building trust among all stakeholders is vital for businesses to succeed. Effectively and constantly communicating the company's mission, values, philosophy and its commitment to make a positive change in the ecosystem, combined with the right actions is essential to building a great brand and safeguarding its reputation.

The team has tremendous experience in designing and implementing sustained programmes in establishing the brand and building trust with media, government, industry bodies, employees, partners, customers, NGOs, etc., that directly impact the company's bottom-line.





CRISIS MANAGEMENT

Every business organisation is exposed to various risks in its daily operations such as financial fraud, employee harassment, accidents, product safety & quality issue, competitor actions, political impact, government investigations and much more. Confluence team has rich experience in successfully handling various crises over the years, minimising the impact and helping to swiftly normalise business operations.

The team helps organisations in mapping potential risks based on the company's background, business activities, competition profiling, policy & regulatory developments, political influence, employee satisfaction, etc, and prepares the management for managing potential crisis, business continuity, crisis communication and reputation management campaigns involving all stakeholders.



CORPORATE CITIZENSHIP

Social and environmental responsibilities have become an important part of an organisation's reputation, growth and sustainability. Organisations that voluntarily contribute to betterment of society and the environment move up the ranks in terms of corporate image, industry influence, preferred partner/vendor and employee pride of association.

Confluence team has vast experience in designing and successfully implementing award winning corporate social responsibility programmes in the areas of education, digital literacy, skill development, healthcare, provision of safe drinking water, rural sanitation, pandemic medical relief, environmental projects and much more. The team can help organisations identify, plan and implement CSR programmes that synchronize with business goals and corporate values.





CONFLUENCE 
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