

RISHABH AHUJA

Government Affairs & Public Policy

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SUMMARY

Government affairs and public policy professional with 3+ years driving **tech and industrial policy advocacy** across India's \$150B+ electronics sector. Track record of translating complex regulatory challenges into **strategic wins for global technology companies** – including a **\$4.5B federal manufacturing scheme**, and Union Budget provisions.

PROFESSIONAL EXPERIENCE

INDIA CELLULAR & ELECTRONICS ASSOCIATION (ICEA)

India's apex industry body representing 80+ global and domestic electronics and technology companies.

Deputy Manager – Policy & Innovation

Aug 2025 – Present

Assistant Manager – Public Policy

Jul 2022 – Jul 2025

Policy Advocacy & Government Relations

- Anchored an 18-month advocacy campaign across **MeitY, Ministry of Finance, and the PMO**, contributing to the launch of the **\$4.5 billion Electronics Component Manufacturing Scheme (ECMS)** – which attracted **\$13B+ investment** in its first window.
- Authored the **foundational policy report** mapping sub-assembly and component ecosystem gaps; recommendations directly informed final scheme design.
- Drafted **Union Budget recommendations** for the Ministry of Finance; successfully advocated for presumptive taxation and safe harbour provisions for electronic capital goods.
- Shaped India's **Repairability Index framework** as an industry representative on the DoCA committee for 7+ months; contributed to draft report with phased implementation model.
- Coordinated the **DPIIT Joint Working Group** on electronics manufacturing chaired by Joint Secretary, DPIIT; compiled and submitted industry reform priorities contributing to the **Ease of Doing Business Report 2024**.
- Drove DD FreeDish Smart TV **integration across all Indian TV OEMs** – coordinated MIB, Prasar Bharati, and 10+ manufacturers over 2 months.

Technology & Digital Policy

- Drafted **15+ Parliamentary Question responses** on behalf of MeitY and Ministry of Commerce spanning electronics, trade, semiconductors, and AI governance.
- Led operationalisation of India's first industry-run **Centre of Excellence (Noida)** under a PPP model with MeitY, UP Government, and C-DAC; scaled to 260 tests scope, 25+ industry partners, 20+ product categories.

Client & Industry Engagement

- Managed end-to-end government engagement for **80+ member companies** across **MeitY, DPIIT, DoCA, and MIB** – serving as the primary interface between industry and regulators on compliance and policy advocacy.
- Developed and executed the **TruthTell AI Hackathon** with MeitY and MIB as part of WAVES 2025; attracted **5,600+ global participants**.
- **Organised and hosted 5+** industry-government convenings with representation from **Ministers and Secretaries** of GoI – serving as ICEA's public-facing voice.
- Founded **IGNITO** – ICEA's quarterly policy publication – **establishing a communications platform** for industry positions on electronics, semiconductors, and digital policy.

EDUCATION

The Takshashila Institution, Bengaluru

Sep 2025 – Oct 2025

Politics and Policy of AI

Harris School of Public Policy, University of Chicago

Feb 2022 – May 2022

Public Policy and International Development

Indian School of Public Policy, New Delhi

Aug 2021 – Jun 2022

Post Graduate Program in Public Policy, Design, and Management

Cluster Innovation Centre, University of Delhi

Jul 2018 – May 2021

B.A. (Hons.) Humanities and Social Sciences

SKILLS

Policy Advocacy & Legislative Strategy | Regulatory Impact Assessment | Government Relations & Liaison | Stakeholder Mapping & Coalition Building | Public Speaking & Communications