Public Policy India | STRIDE
AN INITIATIVE BY PPI

BUILDING people, ideas, and institutions that shape public policy

Public Policy India (PPI) is India's first and largest pan-India community of policy and impact professionals, advancing public policy through community engagement, capacity building, and consulting and research.

SINCE
2020
Founded: 15 August 2020
STRIDE launched at National Policy Forum 2026

INSTITUTIONAL PARTNERS
80+

CITY CHAPTERS
40+
across 25+ Indian cities

COMMUNITY MEMBERS
150,000+



OUR THEORY OF CHANGE

From interest to impact

01 THE GAP WE SAW

Many Indians, especially young people, care about public problems and want to work in policy.

02 THE BARRIER

Access to policy remains concentrated in a few cities, institutions, and networks, making it difficult for diverse talent to enter and grow in the field.

03 OUR RESPONSE

Build the country's largest community infrastructure for policy learning, participation, and careers.

04 THE IMPACT

A more inclusive policy ecosystem with stronger institutions, better evidence, and more people shaping India's public future.

More Indians want to work in policy than ever before

Few know where to begin

1 Crore +
young Indians complete higher education every year

600+
think tanks in India as of 2020

6M+
vacant government positions, and rising private demand

WHAT WE BUILT, AND HOW IT HOLDS TOGETHER

Gather

We bring the ecosystem in one room. 40 chapters, 25+ cities, 150,000+ people who work on policy or want to.

Build

We turn interest into capability. Courses, curricula, and career infrastructure, most of it free.

Listen

We turn the community insight into evidence through pulse surveys, polls and perception studies.

Act

STRIDE carries that evidence into institutions: research, positioning, convenings and programme design.

Every institutional mandate returns opportunity, exposure, and access to the community it came from



PILLAR 01

Community Engagement

Creating spaces where policy conversations happen

35K+
WhatsApp members across city chapters

80%+
message read rate, verified from receipts

22K+
subscribers to The Policy Post

30%
average newsletter open rate

60K+
LinkedIn followers at 27.7% engagement

25K+
Instagram community on Public Policy India

10K+
monthly visits, organic and high intent

80+
Policy Circles delivered free and in person since 2021

OUR COMMUNITY INCLUDES

City Chapters	**Monthly Policy Circles**	**City Policy Chapter Leader**
40+ across **25+** cities in India	open, free, in-person, every month	Leaders building policy communities locally
PPI Executive	**The Policy Post**	**Pulse Surveys & Policy Polls**
Ssenior practitioner network	Weekly policy and careers newsletter	Community-led policy insight and perception data

" PPI has consistently connected us with some of the most talented and aspiring people looking to build careers in policy and governance. What makes it special is the commitment to nurturing a strong community of future policy professionals. "

-Saurabh Basu Chowdhury
Branding and Marketing Manager, Rishihood University

Policy Circle

where institutions meet emerging policy talent

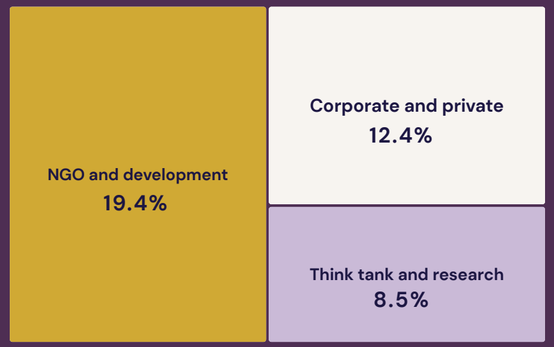
Every month, Policy Circles bring together a curated group of people interested in policy and impact. The conversations are free, in-person and rooted in the cities where our chapters operate. Partners step into a community that PPI has built over six years with people who are already curious, engaged and interested in the work.

WHO IS IN THE ROOM

Community composition (survey, late 2025)



Top sectors represented



" Public Policy India has been a valuable outreach partner in helping us introduce development management as a meaningful career pathway to public policy enthusiasts. Their engaged community and commitment to fostering informed dialogue on social impact created an excellent platform for ISDM to showcase opportunities in the development sector. We appreciate their support in connecting aspiring changemakers with purpose-driven career possibilities."

*–**Sanjana Kaushik**, Manager, Admissions and Outreach, ISDM*

2026 Admit & Engagement Cycle

- Building a bridge between partners and the community
- Accessing policy talent through trusted community networks
- Organisational positioning and visibility
- Access to a cohort of young policy professionals
- Complete event planning and logistics

25
Policy Circles delivered

16
cities covered

100%
Registrant pool shared with consent

1,700+
direct registrations

2.19M+
campaign impressions

Our Partners

ISDM INDIAN SCHOOL OF DEVELOPMENT MANAGEMENT

KAUTILYA SCHOOL OF PUBLIC POLICY

ANANT NATIONAL UNIVERSITY

Hertie School

MIT-WPU

Dr. Vishwanath Karad MIT WORLD PEACE UNIVERSITY | PUNE
TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS

Four ways to work with the community

We do not approach partnership transactionally. Most relationships start with one of these and grow from there.

VISIBILITY

Put your message on trusted surfaces

Newsletter feature in The Policy Post, WhatsApp chapter surfacing across 25 cities, social media co-posts, Career Database listing. Direct, trusted access to 150,000+ community members.

ENGAGE

Show up in the room

Policy Circles, workshops, stakeholder dialogues and advocacy sessions across cities, with speaker curation and delivery through the chapter network. 130+ in-person engagements across 20+ cities: we know how to do this well.

LISTEN

Turn the audience into evidence

Pulse surveys, policy polls, perception studies, and co-created reports. Based on 18,000+ survey responses, understand what India's policy community actually thinks before you act.

BUILD

Make PPI part of your strategy

A dedicated PPI and STRIDE team embedded in your annual plan. From research and communications to convenings and programme design, partners work with one integrated team instead of managing multiple vendors and relationships.

PILLAR 02

Capacity Building

We do not only talk about policy careers. We build the routes into them.

INSIDE INSTITUTIONS

Academic engagements

Delivered through PPI Talks, our practitioner-led teaching and training practice, bringing real-world policy experience into the classroom.

Guest and Visiting Faculty

IIT Bombay, IIM Sirmaur, St. Xavier's, Jindal Global, Ashoka, Christ, Jamia

75+
workshops delivered

Adjunct and Credit

DY Patil, Symbiosis Pune, RV University

40+
universities engaged

Board of Studies

RV University, Chandigarh University, Kumaraguru College of Liberal Arts and Science (KCLAS), Coimbatore

20+
cities, plus virtual and international

OPEN TO EVERYONE

Public career infrastructure

LEARNING MODULE
Virtual self-paced learning module on policymaking and governance.

POLICY PANCHAYAT
PPI's in-house podcast exploring policymaking, careers, and the people shaping the field.

KNOWLEDGE RESOURCES
ebooks, guided toolkits, and the State of Policy in India Report

DATABASES
Fellowships, policy organisations, policy schools, scholarships, podcasts, short courses

POLICY CAREER NAVIGATOR
Your roadmap into India's policy ecosystem, with 1,500+ structured career pathways.

MANY INDIAS
Interactive tool mapping living conditions across India







From a guest lecture to a degree programme

Teach the room



PPI Talks at 40+ universities across 20+ cities: policy fundamentals, governance, career navigation and applied policy work.

Teach the course



Credit-bearing teaching that goes beyond one-off sessions, including a two-credit course at Symbiosis Pune and adjunct teaching roles at DY Patil and RV University.

Build the programme



Our work has included curriculum and pedagogy advisory, including the development of an MPP programme at RV University.

Scale the access



A digital certificate course on policymaking, governance, and AI currently in development, extending our curriculum to the many people who may never sit inside an institution.

THE SAME CAPABILITY, FOR INSTITUTIONS WITH A PUBLIC MANDATE

Ministry of Youth Affairs and Sports

Viksit Bharat Young Professionals Roundtables across two cities, designed to bring grassroots problem statements and youth-authored solutions into a national conversation rather than a ceremonial one.

American Centre New Delhi

Workshop design, stakeholder mapping, community engagement, and outreach for the mission's public programming.

Russian House

The 2nd Russia India Youth Forum: mapping, mobilisation and delivery, with 250+ young people engaged.

WHERE IT STANDS

Projected reach

across 8 campuses by 2027

10K+

youth reached through diplomatic partnerships

250K+

young people reached through forum activities

PILLAR 03

Consulting and Research

Turning community insight into institutional action

STRIDE (Strategic Research and Impact Development Enterprise), an initiative by PPI, is a new-age policy think tank that inculcates and enacts the perspectives of India's youth into policymaking and the impact sector, working in cohesion with partners across the ecosystem.

PPI
Trust, community, chapters, content, careers

Evidence from the people the policy is written for

STRIDE
Research, strategy, positioning, capacity, delivery

FROM COMMUNITY TO POLICY ACTION

A community that gives us a place to listen

150,000+ people across 25+ cities give us a wide and diverse community to listen to. Through conversations, pulse surveys, and research, we can understand what people think, experience and need.

A question an institution is stuck on

Institutions come with questions they are trying to answer: where to work next, who matters on an issue, what people think, or how to communicate their work. We help turn those questions into a focused work.

Evidence built from the ground up

We build the evidence the question needs, bringing together public records, judicial decisions, state-level data, vernacular media and insights from our community. Where the data is missing, we generate it.

Work an institution can act on

We turn that evidence into strategy, positioning, programme design and convenings with clear outputs and the capacity to take the work forward. The people the work serves are already in the room.

How STRIDE Supports Partners

01 Strategic policy communication and outreach

Turning complex policy ideas into clear, compelling communication that reaches the right audiences and builds meaningful engagement.

02 Youth engagement, mobilisation, and advocacy

Creating spaces for young people to participate, lead, and take collective action on the issues shaping their futures.

03 Public opinion, pulse survey, and perception analysis

Listening to what people think and feel, turning public opinion into insights that inform stronger decisions and strategies.

04 Policy research and stakeholder mapping

Policy briefs, analysis, risk assessments, and sector syntheses for foundations, think tanks, and government bodies.

05 Organisational Positioning

Narrative development, brand architecture, and outcomes documentation for organisations at pivotal moments.

06 Programme design and implementation

Bespoke training, curriculum design, and convening design, delivered in person and virtually across geographies.

> *"PPI has been an important companion in Cohesion's Organisation Development journey over the last two years. Drawing on the organisation's reflections and strategic exercises, they helped synthesise our learnings into a coherent framework for the future. Their facilitation enabled us to sharpen our strategic direction and bring greater visibility to the rich body of work that Cohesion has built over the last 25 years."*
>
> **– Cohesion Foundation Trust**

Some of the work we are most proud of

Long-term partnerships, institutional strategy, and research that shaped decisions.

5 years

our longest continuous client relationship, with The Catalyst Group, running since 2021

3 of 6

engagements here converted from a single project into a multi year mandate

1,000+

stakeholder mapping built as a live working database

6

Shared admissions process across six leading policy schools



ECOSYSTEM MAPPING AND MESSAGING STRATEGY

Right To Protein, with FleishmanHillard

From ecosystem mapping to campaign strategy

THE BRIEF

A recent study found that 73% of diets were protein deficient. The campaign ran conventional government and industry engagement, but had no route to the researchers, commentators and think tanks who supply the evidence ministries eventually cite.

APPROACH

Charted the policy system and mapped stakeholders by policy influence across four contribution routes. Built messaging for each route and disseminated it through PPI's own community

OUTCOME

The work informed framing around nutritional outcomes and socio-economic benefits across advocacy and public messaging. The publication also contributed to FleishmanHillard's global inputs across markets.

WHY IT WORKED

Influence, not visibility. We mapped stakeholders based on their relevance to policy conversations, rather than simply their public reach, helping the team identify where engagement could be most meaningful.

4
stakeholder streams mapped, from opinion leaders to think tank founders

31
posts across Public Policy India and The Policy Post

180,000+
impressions across the campaign

INSTITUTIONAL ADVISORY AND STANDING RETAINER

The Catalyst Group: CMS, Swasti and Vrutti

From a weekly column to a five-year, multi entity relationship

THE BRIEF

Two decades of institutional work had built a substantial body of experience, creating an opportunity to articulate the Group's work for a new generation of policy professionals.

APPROACH

An editorial partnership through The Climate and Health Corner, curation of Catalysing Social Impact 2024, the 16th Finance Commission submission on disaster management, and the strategic case for Swasti's Centre for Strategic Communications. Five workstreams now span the Group's wider engagement.

OUTCOME

Each entity now has a distinct voice and stakeholder-specific communication, while the relationship has evolved into a standing retainer with the Group's senior leadership.

WHY IT WORKED

We started with one column and focused on delivering value before expanding the scope. Each engagement opened a natural next question, allowing the relationship to grow across multiple workstreams.

~200
stakeholders mapped for Catalysing Social Impact 2024

300+
attendees from varied backgrounds at CSI 2024

24 months
retainer, April 2026 to March 2028

NARRATIVE STRATEGY AND IMPLEMENTATION

Cohesion Foundation Trust

Giving 25 years of quiet work a national voice

THE BRIEF

The Foundation runs development programmes across disadvantaged districts in four states and works with the Ministry of Jal Shakti and CSR partners, but had limited visibility outside these districts. In June 2025, they came to us wanting to tell their story in their own words.

APPROACH

An in-person organisational assessment with multiple teams in Ahmedabad, a core narrative adapted for four audiences, a stakeholder and funder map of nearly 150 names, and full delivery of Roots and Horizons: 25 Years of Development Through Art at India Habitat Centre. Capacity building ran in parallel with strategy.

OUTCOME

National press syndication through ANI, carried by ThePrint and Business Standard. A documented communications playbook and a populated stakeholder map the team now owns outright.

WHY IT WORKED

Strategy and capacity together. We did not hand over a document and leave. We trained the team that has to use it, which is why the mandate extended rather than ended.

~150
stakeholders and funders mapped and handed over

National
press syndication via the ANI wire, a first for the organisation

2 years
implementation mandate to 2028, with training and quarterly reviews

PROGRAMME DESIGN AND YOUTH AND CIVIC ENGAGEMENT

The Maple Bridge: High Commission of Canada

Channelling youth leadership into a bi-national civic engagement pipeline

THE BRIEF

The Maple Bridge project is a Canada-India youth leadership and non-partisan civic learning and knowledge exchange initiative implemented by Swasti, in partnership with Public Policy India, supported by the High Commission of Canada through the CFLI grant, focused on public policy literacy, knowledge exchange and research-and learning-based engagement with emerging issues such as AI governance.

APPROACH

PPI structured Maple Bridge as a connected pipeline rather than standalone initiatives, enabling youth leadership across the Canada-India corridor. Campus Sessions built policy and AI literacy, the Fellowship and Case Competition converted interest into research and policy outputs, and the incubator sustained the cohort beyond the project.

OUTCOME

PPI's design turned youth participation into standing capacity producing a citable evidence base on how young India reads the Canada-India corridor, and a youth expert network to carry it forward-positioning a new generation to engage the modern policy system through the AI governance and literacy it now demands.

WHY IT WORKED

Continuity was the intended design from the start. Every component was built to feed the next, so the system keeps working instead of stopping at the Summit.

~ 750
young people engaged across Tier-1, Tier-2, and Tier-3 cities

2,500+
respondents across track polls and youth surveys

2,50,000+
estimated cumulative cross-platform reach

POLICY RESEARCH AND STAKEHOLDER MAPPING

CommonHealth Coalition

Mapping the policy environment for sexual and reproductive health, state by state

THE BRIEF

After two decades in the field, the coalition needed a current, structured reading of the policy environment its advocacy works within, and a map of who shapes it. The data was scattered, and no single evidence base existed.

APPROACH

So we built one. Multi-source research from 2017 to 2025 across parliamentary records, judicial decisions, state health indicators, and vernacular media. State-level analysis across eight states, with stakeholder mapping delivered as a live working database rather than a static list.

OUTCOME

The report fed directly into a five-year programme design, supported fundraising, was shared with ARROW as the initiative's regional funder, and brought the coalition back in January 2026 to scope the next phase.

WHY IT WORKED

When the evidence base does not exist, we build it. That is the difference between commissioning a consultancy and commissioning a research partner, and it is why Phase II followed.

1,000+
stakeholders mapped into a live working database

8 states
analysed through records spanning 2017 to 2025

Phase II
commissioned, running to a 2027 implementation blueprint

POLICY CONVENING AND DISSEMINATION

CoinDCX

A curated room for an unsettled sector

THE BRIEF

Regulatory conversations on virtual digital assets happen either in industry rooms where everyone already agrees, or in government rooms where nobody speaks freely. CoinDCX wanted a credible, non-industry room of policy professionals instead.

APPROACH

End-to-end design, curation, and delivery of a closed-door New Delhi convening, with the audience hand-picked from PPI's community rather than opened to the public, paired with a month-long dissemination of the tax policy paper across The Policy Post.

OUTCOME

A well-informed cohort of young policy professionals who will carry this into tech policy discourse. The format is now in active conversation for replication with corporate policy partners across cities.

WHY IT WORKED

The room is the product. Curation from a community that trusts the convenor is what made a credible non-industry conversation possible on a subject where most rooms are captured.

45
policy professionals in the room, against a target of 30–35

5,000+
downloads of the discussion paper by working professionals

22,000+
Policy Post subscribers, with a 35% open rate

80+ partners

Every domain that touches policy in India



















































































Let's continue the conversation

Public policy is ultimately about people: the ones exploring their first opportunity, the ones building institutions, the ones shaping decisions, and the ones affected by them. For six years, we have worked to bring those worlds closer together. Every partnership begins the same way, with understanding what matters to the people and the institution behind it. If you have:

an idea you'd like to explore

a challenge you're working through

an opportunity to build together

Let's find a way to work together.

Start with a 30-minute conversation →

GET IN TOUCH

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The Policy Post

Policy Panchayat