



Mr. Amitabh Kant is presently CEO of National Institution for Transforming India (NITI). He is a member of the Indian Administrative Service, IAS (Kerala Cadre: 1980 batch). He is the author of *Branding India - An Incredible Story*. Mr. Kant has been a key driver of the “Make in India”, Startup India, “Incredible India” and God’s Own Country” initiatives that positioned India and Kerala State as leading manufacturing and tourism destinations. These campaigns have won several international awards and embraced a host of activities – infrastructure development, product enhancement, private-public partnership and positioning and branding based on extensive market research. Mr. Kant also conceptualized the “Atithi Devo Bhavah” – “Guest is God” campaign to train Taxi Drivers, Guides, immigration officials and make them stake holders in the tourism development process. Mr. Amitabh Kant was also the National Project Director of the Rural Tourism Project of UNDP which made a paradigm shift in spreading tourism to Indian villages which had core-competency in handicrafts, handloom and culture.

In his capacity as Secretary (Industries) Govt. of India, Mr. Kant drove the Ease of Doing Business initiative and ranking of States on outcome parameters. He is the Chairman of the Committee to implement Digital Payment in India.

Mr. Kant has been the recipient of Economic Time Policy Change Agent of the Year Award, the Bloomberg TV Personality of the year Award, the NDTV Administrator of the year Award and the Distinguished Fellowship of the Institute of Directors. He is the recipient of One Globe Award-2016 for leadership in Transforming Governance for the 21st Century. He is a Member of the Steering Board of “Shaping the Future of Production Systems” of World Economic Forum. He is also the recipient of Sir Edmund Hillary

Fellowship award by the Prime Minister of New Zealand. He is also the recipient of Golden Peacock Award for leadership in Economic Transformation - 2017.

Mr. Amitabh Kant has worked as CMD – ITDC, Joint Secretary – Ministry of Tourism, Government of India, Secretary – Tourism, Government of Kerala, Managing Director, Kerala State Industrial Development Corporation, District Collector, Kozikhode and Managing Director, Matsyafed. During his tenure in Kerala, he structured the Calicut Airport as a private sector project based on User’s Free and developed the BSES Power Project and Mattanchery Bridge under Private Public Partnership. He was also responsible for introducing new technology (fiberglass crafts and outboard motor) in the fisheries sector and launching beach level auctions which substantially enhanced returns to traditional fishermen.

Mr. Amitabh Kant did his schooling from Modern School, Delhi, graduation in Economics (Hons) from St. Stephens, Delhi University and M.A from Jawaharlal Nehru University. He is a Chevening Scholar.

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