

PRESIDENT'S REPORT: 2010 – 11

June 22, 2011

Dear MRSI Corporate Members,

As one financial year comes to a close and another begins, it gives me great pleasure to review the financial performance and the activities of your Society.

FINANCIAL REVIEW

Overall, the surplus of income over expenses has stands at Rs.21.92 lakhs as against in the year ending 31 March 2011 to Rs.42.92 lakhs in the more recent year. The fall is mainly on A/c of lower Seminar collection at 37.46 Lakh as against 46.51 lakhs and increased in seminar organization cost.

Overall, we were able to transfer 20.00 lakhs to 'Training, Conferences and Special Projects Fund' as compared to Rs.40.00 lakhs in the previous year. A summary of the Income & Expenditure Statement for the current and previous two years is attached to this report.

OVERVIEW OF ACTIVITIES

Second MRSI Qualitative Seminar

The Second MRSI Qualitative Seminar was held in Delhi on 1st April, 2011. This was a great success with over 100 delegates participating in the seminar. It followed the same format for the seminar that we did for the First Qualitative seminar held in Mumbai in 2010. It comprised key-note Address by Geetu Varma of Pepsico, talks from invited speaker, Rohini Abraham, besides the regular papers that were selected by eminent judges in the area of creativity, technology & social media and challenges in researching emerging sectors. The seminar ended with three simultaneous workshops on these three topics. I wish to place on record that the credit for the success goes to the seminar committee headed by Nirupama Kaushik of TNS.

The 20th MRSI Annual Seminar:

The 20th MRSI Annual Seminar on the title, "Unraveling the New Age Consumer" was held in Mumbai on 11th and 12th November, 2010. This seminar was a great success attended by over 250 delegates. Credit for the success of the seminar has to be attributed to the seminar committee comprising Balaji Prasad, Jayant Jain, Ashok Das, Srinivasan Raman and Sandeep Saxena.

The Shopper & Retail Research Seminar:

The first ever seminar on shopper and retail research will take place on 29th July in Mumbai. The seminar committee is headed by Justin Sargent from Nielsen and it comprise a number of very active members including Sushmita from GfK, Hemant &, Puneet from IMRB and Renu from TNS.

The 21st MRSI Annual Seminar:

We have already planned to conduct the next MRSI annual seminar in Bangalore in the last week of September, 2011. The seminar committee is headed by Giri of Nielsen and the committee comprises Shubhra from AZ Research Geeta Lobo from GfK, Muthu from Nielsen, Monica from Synovate, Nirupama and Binoj from TNS and Vivek Gupta from IMRB. The committee is working hard in developing a good plan for the seminar. Please join with them in making the seminar a truly successful event.

Size of Market Research Industry:

As you are aware, the size of the market research industry was estimated to be Rs.891 crores in 2009, as per the study carried out by our society last time. We have initiated work on estimating the size of market research industry in 2010. The market research agencies who are corporate members of MRSI have been requested to send relevant data to PWC. We expect the findings of the study to be available in about two months.

In Conclusion

On behalf of MRSI, I thank all the members of the MRSI who have contributed their time and effort for the activities of the society last year. Nothing would have been possible without their inputs and leadership.

Dr. J. Rajaretnam
President