

PRESIDENT'S REPORT: 2011 – 12

June 27, 2012

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 stands at Rs.41.24 Lakhs in the year ending 31 March 2012 as compared to Rs.21.92 Lakhs in the previous year. The increase is mainly on account of higher Seminar collections at 54.96 Lakh as against 37.46 Lakhs and no corresponding increase in seminar organization cost.

Overall, we were able to transfer Rs. 40.00 lakhs to 'Training, Conferences and Special Projects Fund' as compared to Rs.20.00 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

The 21st MRSI Annual Seminar:

The 21st MRSI Annual Seminar on the title, "Researching New India – Changing Dynamics and Expectations" was held in Bangalore on 29th & 30th September 2011. This seminar was a great success attended by 180 delegates. An all time high sponsorship of Rs.29.75 lakhs was achieved through the efforts of many of our corporate members. Overall credit for the successful organization of this seminar goes to the Bangalore Seminar Committee – Giri, Raja, Muthu, Binoj Nair & Nirupama. Thank you all.

The 22nd 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.

Other Seminars

We have not had any other seminar in the year so far. The Third MRSI Qualitative Research Seminar is planned to be in Bangalore and Giri has taken the responsibility of coordinating this. This is planned for September this year.

Size of Market Research Industry:

The work on estimating the size of market research industry in 2011 has not formally started yet. This was being compiled by PWC in the previous years and we have not had a positive response from them this year. We have discussed this with Mr. Kamath (our Chartered Accountant) and he is willing to undertake this task. The formal letter of request to share your data will be sent out very soon. I would request our market research agency members to send the relevant data to M/S R U Kamath and Company once the request is received by the members. We expect the findings of the study to be available in about two months.

Launch of New SEC in May 2011

In May 2011 the New SEC system was launched in an event organized in Mumbai for this purpose. You may be aware that this initiative has been taken in partnership with the MRUC. Even though the system was launched last year, the actual population distributions were not available to users as full year data with all questions were not available in the IRS. This was available around March 2012 and this was again verified and validated by the SEC Committee and is finally now available for user. I would like to thank Asutosh, Pravin and Suresh for the successful conclusion of this long term effort.

As most of you know the new system uses product ownership as one of the parameters. This is a fast changing variable in a country such as India. Hence the new system needs periodic review. Along with MRUC, we need to set up a formal mechanism to do so.

Sub Committees formed for different activities

To facilitate the workings of the society a number of sub-committees have been formed. The list is attached at the end of the report.

While most of the sub-committees are yet to kick off with their activities, two of the sub-committees have achieved some progress. The Membership Sub Committee has drafted a new set of rules to widen and deepen the membership base of the society. This will be presented to you today, and implemented if adopted.

The Field Sub Committee has also met a few times to arrive at some initial objectives.

Prof. Jagdish Sheth and AIM

Prof Sheth and his organization in India (AIM) have approached MRSI to do a joint marketing seminar in April 2013.

Given that such a seminar will substantially improve the profile of the society, and may generate some surplus for us, I have welcomed this idea. Mohan and Jayant are taking the lead on this, and need our whole hearted support to achieve success.

In Conclusion

On behalf of MRSI, I thank all the members of 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.

However, a lot more needs to be done for the industry. I am hoping that with the sub-committees becoming more active, we will see many more activities and achieve a substantial progress in many areas this year. .

Thank you

Ashok Das
President

COMMITTEES FORMED AND ACTION POINTS

MEMBERSHIPS COMMITTEE

1. Mr. Jayant Jain – (Convenor)
2. Mr. A K Balaji Prasad
3. Mr. Mick Gordon
4. Mr. Sandeep Arora

CHAPTERS COMMITTEE

Delhi : Ms. Sharmila Das (Convenor), Ms. Sonia Pal, Mr. Jayant Jain

Bangalore : Mr. Giri (Convenor), Dr. J Rajaretnam

PERMANENT SEMINAR COMMITTEE

1. Mr. Hemant Mehta (Convenor)
2. Ms. Sonia Pal
3. Mr. Vishikh Talwar
4. Mr. Sandeep Arora

LEARNING COMMITTEE

1. Mr. A K Balaji Prasad (Convenor)
2. Mr. Piyush Mathur
3. Mr. Jitendra Papneja
4. Mr. Milind Soman

Mr. A K Balaji Prasad has checked with Mr. Muthu (ACN) and Mr. Bala (TNS) – both have agreed to be on this.

FIELD COMMITTEE

1. Mr. James Washington
2. Mr. Shubhabrata Roy
3. Ms. Madhu Gupta
4. Mr. Biplab Ghosh

Mr. A Ravi and Mr. Sunil Saxena - Mr. Mick Gordon to speak, Mr. Hemant Mehta to nominate from IMRB, Mr. Jayant Jain to nominate from GPI.

COMMITTEE FOR IDEATION ON EXPANSION OF SOCIETY ACTIVITIES AND FINANCIAL HEALTH

1. Mr. Ashok Das (Convenor)
2. Mr. Hemant Mehta
3. Mr. Vishikh Talwar

COMMITTEE ON PROFESSIONAL LEADERSHIP OF SECRETARIAT

1. Mr. Ashok Das (Convenor)
2. Mr. Hemant Mehta
3. Mr. A K Balaji Prasad
4. Mr. Jayant Jain

COMMITTEE ON THE NEW SEC

1. Smita Bhosale
2. Mr. L V Krishnan
3. Mr. Suresh Nimbalkar
4. Mr. Praveen Tripathi
5. Mr. Ashutosh

DND COMMITTEE

1. Mr. Mick Gordon (Convenor)
2. Mr. Sandeep Arora
3. Mr. Sandeep Arora