

PRESIDENT'S REPORT: 2012 – 13

June 14, 2013

Dear MRSI Corporate Members,

I am happy to welcome you to the 25th Annual general Meeting of the Society.

MEMBERSHIP

The first task for us is to welcome our new members. We have eight new Corporate Members and seven individual members joining us this year. Please join me in welcoming Youmint Media, Ormax, Service Solutions, Brainstorm Innovation, Krea, Marico and Majestic MRSS as Corporate Members, and Mr. Rajiv Srivastava, Mr. Sailesh Kapoor, Mr. Omkumar Krishnan, Ms Ann Mathew, Mr. Sunil Shirvaiker, Mr Amitayu Basu and Mr. Samudra Gupta as Individual Members of the Society.

We also have four organizations resigning from the membership. They are Added Value, Cross Tab, Star News and TVS Motors. We will miss them in the Society. Mr Pravin Shekar has also resigned as an Individual Member. He will of course be actively with us, from his organization, Krea Knowledge.

FINANCIAL REVIEW

Overall, the surplus of income over expenses stands at Rs.35.6 Lakhs for the year ending 31 March 2013 as compared to Rs.38.9 Lakhs in the previous year. The healthy surplus is primarily on account of strong income generated from the Annual Seminar held in Delhi. While we had record revenues of Rs 60 Lakhs from the Seminar this year, the costs have also been higher (Rs. 42.6 Lakhs as compared to Rs. 31.9 Lakhs last year) on account of higher participation and new activities during this event.

Overall, we were able to transfer Rs. 34.50 Lakhs to 'Training, Conferences and Special Projects Fund' as compared to Rs.30.90 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 22nd MRSI Annual Seminar:

The 22nd MRSI Annual Seminar titled, "Research in the Age of Pragmatism was held in Delhi on 17 and 18 December 2012. This seminar was a really huge success attended by 292 paid delegates. The seminar format was somewhat modified to make this more interesting and participative. There was a very positive buzz around this event, and the addition of some organized entertainment was appreciated by all.

A new high was achieved in getting sponsorships as well. This was Rs 32.85 Lakhs this year (Last year Rs. 29.75 Lakhs). This strong success can be clearly attributed to the efforts of the Delhi Seminar Committee led by Jayant Jain and Sharmila Das, with enormous support from Mohan Krishnan, Subhabrata Roy, Suhale Kapoor and many others. Thank you all.

The 23rd MRSI Annual Seminar

The next MRSI annual seminar is planned to be in Mumbai – with November 13 being the most likely date. The new Seminar Committee led by Bala from TNS has already met a few times, and planning for this is in full swing. We hope to have an even better event this year, and this early start will definitely help. I would request all members to help Bala and team in whatever manner possible, so that the upswing of the last few years is maintained.

Other Seminars

We had the Third MRSI Qualitative Research Seminar in Bangalore on 12th October 2012. The Bangalore organizing committee convened by Giri did a great job of putting this together. We had some really stimulating presentations from very senior members of our industry, and the participants were left asking for more.

Size of Market Research Industry:

The work on estimating the size of market research industry in 2012 has already started. As done last year, Mr. Kamath (our Chartered Accountant) is doing the compilation on behalf of the Society. The formal letter of request to our Agency Members to share their data has been sent about 2 months back. Mr Kamath has received the required information from seven organizations. May I request the other market research agency members to send the relevant data to Mr. Kamath quickly so that this task can be completed in time.

Sub Committees formed for different activities

To expand the activities of the Society a number of sub-committees had been formed last year. The Membership Committee had worked on revising the membership rules, and this was presented and adopted in the last AGM. Pursuant to this the Rules and Regulations governing the functioning of the Society have been redrafted. The documentation process has taken some time. However, this has now been circulated to all members. The Field Committee has also met a few times but no conclusive steps have been achieved.

Prof. Jagdish Sheth and AIM

As mentioned last year, Prof Sheth and his organization in India (AIM) have approached MRSI to do a joint marketing seminar. This was initially planned for April 2013 but has now been pushed to March 2014. The Organizing Committee for this event will be headed by Hemant. As with our other activities, I request our members to support Hemant and team wholeheartedly in making this an unqualified success.

Course with IIM Lucknow

You will be happy to know that IIM Lucknow has approached us to conduct joint courses targetted at MR professionals at different levels. This will be held in the IIML Noida Campus, and should be in place within the next few months. We need industry members to contribute to this course in two ways. We will be requesting seniors in the industry to take on some of the teaching responsibility for this course. Also, I do hope that all member organizations will support this course by nominating their employees to attend this course, and help with the skill up gradation in the industry.

In Conclusion

On behalf of MRSI, I would like to thank all the members who have contributed their time and effort for the activities of the society. Whatever little we have achieved is due to this. However, a lot more needs to be done for the industry. I hope many more members will come forward with ideas and plans, and will participate in putting these in place, so that the Society can help our industry to move forward in an meaningful manner.

Thank you

Ashok Das
President