



34th ANNUAL GENERAL MEETING

FY 2021-2022

**July 7, 2022
Mumbai, India**

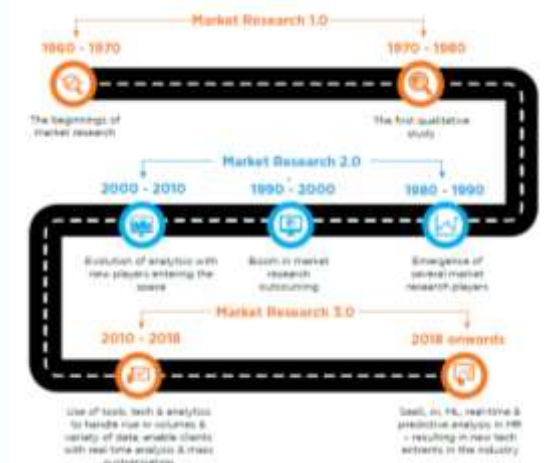
The President's Speech



Welcome to the 34th Annual General Body Meeting of The Market Research Society of India held on July 7, 2022.

It is a moment of great pleasure and pride to acknowledge that the current Managing Committee, which had a fair amount of overlap of unprecedented Covid 19 period during its period of governance, managed to not only survive, but also took the role of MRSI to a very different level in terms of

engagement and impact across all stakeholders. In parallel, the dynamics of our industry also evolved in a transformational manner, which we now refer to as MR 3.0.



It was a difficult period, but we stood committed to the overall raison d'être of the association and adopted agility in our approach towards achieving the same.

In today's address, we will take you through what your MRSI strived to do in the last three years.

To conclude, this is a journey, and some important initiatives need to continue with a deep thrust by the next managing committee. Some of such thrusts are outlined as under:

- **Membership** needs to grow faster and become truly representative of 'Research & Insights'
- Increased connect with **Government** bodies (esp on Data Protection & Privacy)
- Strengthen awareness and value of '**MRSI**' mark
- Quality of **Data Collection**, and the new avatar of FIT (who comes under FIT?).
- Improve the quantity and quality of **skilled workforce** (academia, internal skilling, counseling, etc).
- Enhanced role of **MRSI in global play** of Research & Insights.

I would like to thank all of you for providing full and unconditional support to the current Managing Committee, and wish all the best to the upcoming one.

Thank you,
Sandeep Arora
President

Contents

THE MRSI TEAM.....	4
NEWLY ELECTED MANAGING COMMITTEE 2022-24	6
WELCOME TO THE NEW MEMBERS.....	8
FINANCIAL REVIEW – THE YEAR IN FIGURES	9
Income & expenses	9
Source of income.....	10
Refund of ESOMAR APAC Conference	11
UNFOLDING THE YEAR – ACTIVITIES & ACHIEVEMENTS.....	12
MEMBERSHIP.....	12
DIRECTORY OF MEMBERS	13
MARKETING	14
COHORTS	14
Cohort – Veterans of the Industry	14
Cohort - Young talent	15
Cohort – Field Investigators	17
Collaboration and Partnerships	17
COVID - 19.....	18
FLAGSHIP EVENTS.....	19
Golden Key Awards 2020	19
29 th Annual Seminar.....	19
Golden Key Awards 2021	20
THE INDIAN RESEARCH & INSIGHT INDUSTRY 2021 REPORT	21
PROFESSIONAL STANDARDS COMMITTEE (PSC).....	24
CODE OF CONDUCT	25



THE MRSI TEAM

Office Bearers holding a pivotal role in the MRSI activity and success, as of July 2022, were:



President
Sandeep Arora
Datamatics Global Services



Vice President
Manish Makhijani
Hindustan Unilever



Vice President
Dr. Derrick Gray
BARC



Secretary
Praveen Nijhara
Hansa Research



Treasurer
Paru Minocha
Kantar

Managing Committee, as of June 2022:

Research Agency			Service Provider		Research User	
						
Rancho Chakravarti Datawise Management Services	Vivek Gupta Ipsos	Prashant Koller NielsenIQ	Ashutosh Singh Internet Research Bureau	Ankit Dhanuka Robas Research	Ashwani Kulkarni Tata Sky	Saurin Shah Godrej Consumer Products
						
Priya Lobo Ormax	Muralidhar Salvateswarar Kantar		Pravin Shaker Krea eKnowledge	Rashesh Raval Azure Knowledge Corp.	Sathya Namakkal DDB Mudra	Shuvodip Banerjee ITC Limited

Lapsed Managing Committee members, between 2019 – 2022:



Sunder Muthuraman
Vice-President
June 2019 to January 2021



Shelley Sengupta
Vice-President
February 2021 to May 2021



Sanjay Pal
Secretary
June 2019 to December 2020



K. Vinay Kumar
Treasurer
June 2019 to September 2021



Tomson Thundathil
Malayala Manorama



Shaveta Bhardwaj
Ex Kantar



Ankesh Saxena
Ex Lucid LLC

Through the 3-year tenure, the Managing Committee operated at full strength. Also, new members were co-opted when vacancies arose.

Another hygiene level governance was put in place, wherein all Managing Committee members have signed the NDAs to ensure that the confidentiality and integrity of all information that they are privy to because of their role, remains intact.

The **MRSI Secretariat**, the execution backbone of MRSI, has been significantly boosted to ensure that the governance, execution and accountability of your MRSI remains at the highest levels. This important team comprises:



Mitali Chowhan
Director General



Nidhi Hosangady
Director – Advocacy and
Operations



Diana Moraru
Head – Marketing
and Member Services



Michaela Lobo
Manager
Admin & Accounts



Sonali Kumar
Consultant



Geeta Zankar
Consultant

The team has been constantly enhanced, with a better clarity of goals, including responsibilities for Member Services, Marketing, Advocacy, Operations, Accounts and Finance. To improve pace of specific projects as well as leveraging market experience, MRSI opted to collaborate with consultants in a unique non conflict-of-interest model.

NEWLY ELECTED MANAGING COMMITTEE 2022-24

At the 34th AGM the following Managing Committee members were elected. Elections of all the members of the Managing Committee shall be held once in two years.



President
Manish Makhijani
Unilever



Vice President
Paru Minocha
Kantar



Vice President
Saurin Shah
Godrej Consumer
Products



Secretary
Prashant Koller
NielsenIQ



Treasurer
Nitin Kamat
TAM Media Research

Managing Committee, as of July 2022:

Research Agency



Dixit Chanana
Toluna India



Geetika Kambli
Centre for
Behavioural
Research, Future
Factory



Mukul Gautam
Purple Audacity



Parijat Chakraborty
Ipsos



Praveen Nijhara
Hansa Research



Sameer Grover
Crownit

Service Provider



Arindam Bhattacharya
Lucid Holdings India



Dr. Derrick Gray
BARC



Girish Upadhyay
Axis My India



Sandeep Arora
Datamatics Global
Services



Stephen Samuel
Kantar Analytics
Practice

Research User



Amitabh Mishra
Dr.Reddy's Laboratories



Sathya Namakkal
DDB Mudra



Shuvadip Banerjee
ITC Limited



Vivek Malhotra
TV Today Network

WELCOME TO THE NEW MEMBERS

MRSI happily welcomed new members to the community in the FY 2021-22.

14 Corporate members:



1 Educational Institute Membership:



7 Individual Membership:

Abhishek Saigal
Mahesh Mahtolia
Pradeep Hejmadi
Saheb Bir Singh
Sunder Muthuraman
Sunil Lulla
Vishal Yadav

1 Student Membership:

Vedant Sameer Wakankar



FINANCIAL REVIEW – THE YEAR IN FIGURES

Income & expenses

Despite difficult times, the income in the FY 21-22 has been significantly more than last year. The sources of income have been more diverse, mainly the events (Annual Seminar and Golden Key Awards) and the membership.

The surplus allowed MRSI to finance more initiatives, one being the industry sizing. Also, the events took the form of hybrid, with an online streaming and physical set-up, which explains the increase in the income.

	Year ending Mar 31, 2022	Year ending Mar 31, 2021
	Amt (in lacs)	Amt (in lacs)
INCOME		
Interest	10.24	11.48
Membership (corporate & individual)	41.71	51.30
Seminar Fees and Sponsorships	58.27	
Field Certification Program		
& Miscellaneous Receipts	2.11	1.60
Golden Key Awards	30.29	8.52
Industry Sizing report	7.64	
Total Income (A)	150.26	72.90
EXPENSES		
Salaries	5.35	7.55
Establishment expenses	52.48	48.25
Seminar Expenses	10.92	
Industry Sizing expenses	28.46	
Expenses of Educational objects		3.38
Golden Key Awards expenses	23.39	9.08
Property expenses	0.74	0.74
Depreciation	2.77	3.59
Sub-total Expenses	124.11	72.59
<u>Amount written off</u>		
- Income Tax or earlier years/ gst expenses	0.82	
less: Adjustments (insurance , audit)	-0.17	
Total Expenses (B)	124.76	72.59
Surplus for the year (A - B)	25.50	0.31

Table 1 - Income Expense Comparison (Over LY & FY22)

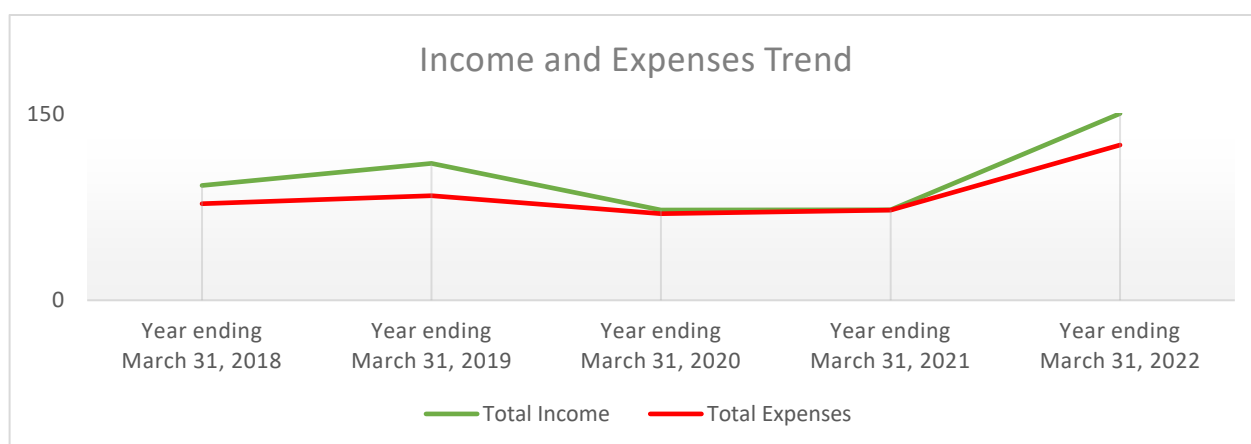
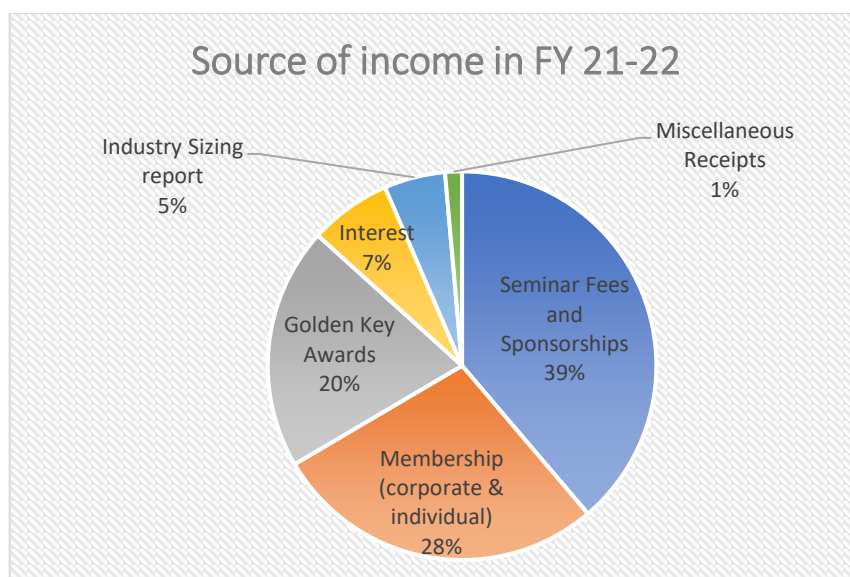
Source of income

The key revenue generator, the 29th Annual Seminar, contributed 38.7% to the total income while only 9% as a percentage of expenses because it was a virtual event.

Next source of income is the membership fee, which contributed 28%.

Additional flagship event - Golden Key Awards – has contributed 20% to the total income for the FY 21-22. Organized in March 2022 in a hybrid manner, it allowed the members and industry oracles to connect and bond with each other.

Although the Industry Sizing report contributed only 5% of the total income, it is a strategic initiative from MRSI and has a potential source of significant income generator for the coming years.



YEAR	2018	2019	2020	2021	2022
INCOME					
Interest	17%	11%	17%	16%	7%
Membership (corporate & individual)	25%	26%	54%	70%	28%
Seminar Fees and Sponsorships	58%	62%			39%
Field Certification Program & Miscellaneous Receipts		1%	5%	2%	1%
Golden Key Awards			24%	12%	20%
Industry Sizing report					5%
TOTAL INCOME (Amt in Lakhs)	92.43	110.13	72.65	72.90	150.26
EXPENSES					
Salaries	8%	9%	14%	10%	4%
Establishment expenses	35%	29%	64%	66%	35%
Seminar Expenses	39%	37%	0%	0%	7%
Industry Sizing expenses					19%
Expenses of Educational objects				5%	0%
Golden Key Awards expenses			13%	12%	16%
Property expenses	0%	0%	1%	1%	0%
Depreciation	1%	1%	3%	5%	2%
TOTAL EXPENSES	84%	76%	96%	100%	83%
SURPLUS	16%	24%	4%	0%	17%

Table 2 - Year wise financial snapshot (% of Income)

Refund of ESOMAR APAC Conference

MRSI, through extreme persistence, has successfully managed to process the refund pertaining to the cancellation of the ESOMAR APAC Conference 2020 in Delhi. Listed below are the refunds that have been processed;

HOTEL:	
Amount paid	Rs. 39.53 Lakhs
Refund received	Rs. 39.50 Lakhs
ESOMAR:	
Amount received	Rs. 28.32 Lakhs
Amount Refunded	Rs. 27.91 Lakhs
GST:	
Amount Refunded	Rs. 2.30 Lakhs



UNFOLDING THE YEAR – ACTIVITIES & ACHIEVEMENTS

MEMBERSHIP

As on the 31st March 2022, our total membership was 193.

<i>FY ending</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>2021</i>	<i>2022</i>
TOTAL MEMBERSHIP	127	140	195	190	193
Corporate Members	84	92	124	114	117
Educational	2	2	2	5	7
Individual	41	46	69	69	66
Student	-	-	-	2	3

The grid below summarizes the type of MRSI membership and its benefits.

Type of Membership	Full Corporate	Associate Corporate	Educational Institute	Individual	International Individual	Student
Benefits	54,000/- + GST	30,000/- + GST	30,000/- + GST	4,800/- + GST	150 USD	2,100/- + GST
Member contact numbers	10	4	4	1	1	1
AGM voting rights	YES	NO	NO	NO	NO	NO
Management Committee designated nominee	YES	NO	NO	NO	NO	NO
Other committees (standing committee, expert committee, arbitration council) representation	YES	YES	YES	NO	NO	NO
Office Bearer of the Society	YES	NO	NO	NO	NO	NO
Member rates towards participation fees (seminars, workshops, etc.)	YES	YES	YES	YES	YES	YES
Additional benefits towards participation (pay later,	YES	NO	NO	NO	NO	NO

exclusive corporate events, etc.)						
Free listing in the Directory of Members	Full details and contact option	Full details and contact option	Full details & contact option	Limited	Limited	NO
Access to event archives (recorded sessions, webinars)	YES	YES	YES	YES	YES	YES

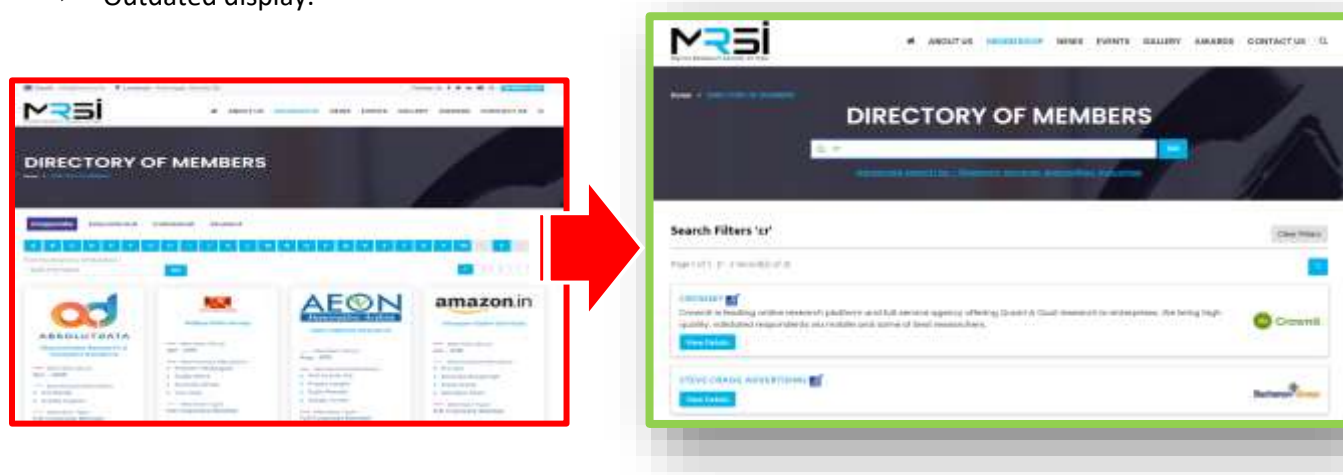
Several benefits and opportunities have been created particularly for members:

1. Digital transformation through Web portal. Today the MRSI website provides important information about the membership, upcoming events, directory;
2. Improved MRSI brand equity and awareness with well-planned social media campaigns and emailers to the members database;
3. 12 webinars and two flagship events (Golden Key Awards and Annual Seminar) every year, be it fully digital or hybrid events.
4. Access to various international initiatives in the space of Consumer Research & insights.

DIRECTORY OF MEMBERS

Newly implemented Directory of Members, has addressed the challenges of the old listing, in particular:

- ✓ Limited relevant information about the brand;
- ✓ Lack of interactivity and connect;
- ✓ Outdated display.



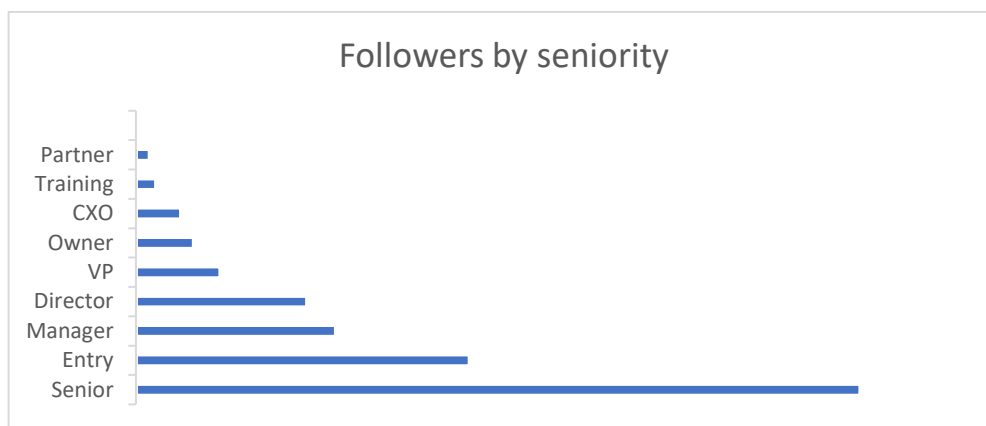
It ensures: free access to members and non-members; modern display; detailed presentation of the brand; advanced search helpful to identify potential business partners; facility to contact a member; user friendly.

MARKETING

MRSI social media accounts have been constantly updated, keeping members and non-members informed about all activities and initiatives.

Our LinkedIn account has climbed above 11,500 followers as of July 2022. 1,687 net new followers were added in the last 1 year.

The profile of the followers varies from Director/ Partner to Entry level, with preponderancy of seniors.



10% of the followers are of international origin, mainly from USA and Western Europe, followed by APAC.

COHORTS

MRSI addressed various segments within our stakeholder groups, keeping in mind their unique abilities as well as requirements.

Cohort – Veterans of the Industry

In this term of current MC, MRSI established honouring industry leaders and celebrating their exemplary leadership and contribution. As part of the Golden Key Awards event, a panel of senior judges debate and select amongst industry veterans, a Lifetime Achievement Award winner who have had a significant impact on a large number of individuals and organizations.

The winners:

Dorab Sopariwala – 2019
 Titoo Ahluwalia – 2020
 Shyamal Ghose – 2020
 Meena Kaushik – 2021
 Debi Basu - 2021



Remembering the contribution of individuals who are with us only in spirit and memories:



We also created several platforms for senior industry veterans to continue to contribute with their experience and wisdom in the current industry. MRSI roster of contributors from the Veteran brigade to MRSI events and publications including Industry Sizing report, comprises:

Mohan Krishnan - ML Infomaps & Founding member, CMEE, IIM Lucknow

Jasojit Mookerjee - Retd. Senior Vice President, Kantar IMRB

Stan Sthanunathan - Retired EVP, Consumer and Market Insights, Unilever PLC

Dr. Meena Kaushik - Chairperson, Founder and Board Member, Quantum

Dr. Bhaskar Das - Group President, Republic TV; Executive President, Dainik Bhaskar; Group MICA Governing Council Member and Advisor to M&E

Pranesh Misra - Chairman – Brandsapes Worldwide

Preeti Reddy - Chairwoman, South Asia - Insights Division, Kantar

Raghavan (Rags) Srinivasan - Consumer Centricity Coach.

Cohort - Young talent

The ability to attract young talent to our growing industry is a key requirement to ensure future progress. We undertook several initiatives to keep this young, restless and curious generation to stay engaged with industry activities and dynamics.

MRSI's Educational Alliances empowers educational institutions by forging a stronger integration with MR Industry and provides access to skilled professionals for the latest industry trends.

Members of this program are:



CMEE – IIM Lucknow



St. Joseph's Institute
Of Management



SVKM's NMIMS
School of Science



Vignana Jyothi
Institute of
Management



WPU RISE
Digital Learning

MRSI is actively engaging with young talent, creating a dynamic platform for promotion and sharing of thoughtful ideas and energy.

The initiatives involving young talent:

1. Recognition for young researchers at the **Golden Key Awards**



2. Webinar – **Masterclass with young Changemakers** - an enormous potential of technology in research through the eyes of our changemakers



3. **TCP – The Community Program** connecting young researchers and providing them with the opportunity to be involved in the social causes pro-bono and make an impact through research.



4. **1st ever MRSI hackathon** - At the 29th Annual Seminar, 17 teams of 5-6 members each, competed in a race against the time to decode an industry problem through integration of innovative digital solutions. The teams were given the problem which they had to solve within 24 hours. Against an initial plan of declaring one winner, the jury ended up identifying three winners, given a very high quality of output/approach from this exercise.

Cohort – Field Investigators

Launched in 2015, **Field Investigator Test FIT**, has reached the version FIT 2.0 which enables high-quality data collection and future proofing certification of field investigators. Backed up with strong training and learning system for the interviewers, the benefits of this program are:

- ✓ Assurance to clients that right choice of interviewers is made for a study;
- ✓ Helps agencies to devise better retention strategy, reduce QC efforts and increase speed;
- ✓ Better remuneration opportunity for interviewers and recognition for the skills they bring to the table.

Given the flux in the current market dynamics around what exactly constitutes data collection and quality definitions, this area is in a continuously evolving stage.

Collaboration and Partnerships

MRSI over the years, has established collaboration and partnerships with local and international associations. Together we work towards a common goal creating a greater impact and foundation for a long-term success.



There are many forms of collaborations with various organisations:

- CMEE IIML - MRSI actively participates and also promotes events/ workshops organized by CMEE. Workshops are intended to provide understanding and skills necessary to succeed in market research field.
- ESOMAR – creating opportunities for MRSI members to showcase Indian talent at international platforms, and vice versa.
- NASSCOM – its key representatives contributing in government connect as well as bring in best practices to internal initiatives such as the Industry Sizing Report.
- MSPA – participating in mutual events and webinars. Bringing the communities of Market Researchers and Mystery Shoppers closer together.
- IMRD - International Market Research Day (IMRD) held on the 2nd May celebrates the significant contributions made by data, research and insights professionals globally, to guide decision-making by

the public, and decision-makers in businesses, charities, and public services. This year, in line with last year, your MRSI contributed significantly to this global initiative. Apart from other papers that were presented by Indian intellectuals, a high-powered panel comprising CEOs and senior leaders debated around the path towards achieving sustainability without compromising on commercial viability.

COVID - 19

Unprecedented casualty by COVID-19 required an unprecedented response from MRSI.

Since the lockdown brought all activities to a halt, many field investigators and their families were without earnings. MRSI, in collaboration with Habitat for Humanity, India, opened a fund for this category of professionals from the Research Industry. Over **200** individuals and corporates contributed more than **75 lakhs**, benefiting **~3600** interviewers identified as per agreed criteria by agencies.

Other Covid-19 associated activities:

- MRSI published a webcast in which experts shared their experience of conducting research during a pandemic.
- MRSI introduced a Special Covid-19 Awards, as part of the Golden Key Awards 2020, to recognize and acknowledge the efforts done by corporates.
- In partnership with Toluna India, your MRSI drove a free vaccination camp initiative. MRSI ensured awareness across our fraternity. Both the companies have been awarded the Mahatma Award 2021 for Covid Humanitarian Efforts!



FLAGSHIP EVENTS

With constraints on physical meetings and other public restrictions, digital events starting in 2020, gradually transitioning to hybrid events, were the only viable option to continue with conferences, award ceremonies, celebration and more.

Golden Key Awards 2020

Golden Key Awards 2020 was a complete digital event, with a dedicated professional platform for streaming the event.



GKA2020 saw the following results:

- ✓ 150 entries
- ✓ 36 companies
- ✓ 12 winners
- ✓ 800+ attendees.

29th Annual Seminar

29th Annual Seminar, held in August 2021, attracted international participation and attention.



These are the summarised results:



Golden Key Awards 2021

Golden Key Awards 2021, held in March 2022, a hybrid event, but with a clear focus on the physical participation, was the ceremony that marked the joy of meeting and networking. MRSI considered the limitations of many members, and continued streaming the event online.



THE INDIAN RESEARCH & INSIGHT INDUSTRY 2021 REPORT



In the rapidly changing dynamics of the market research industry, and the blurring lines between analytics and technology providers, there was a critical need to baseline an understanding of our industry structure.

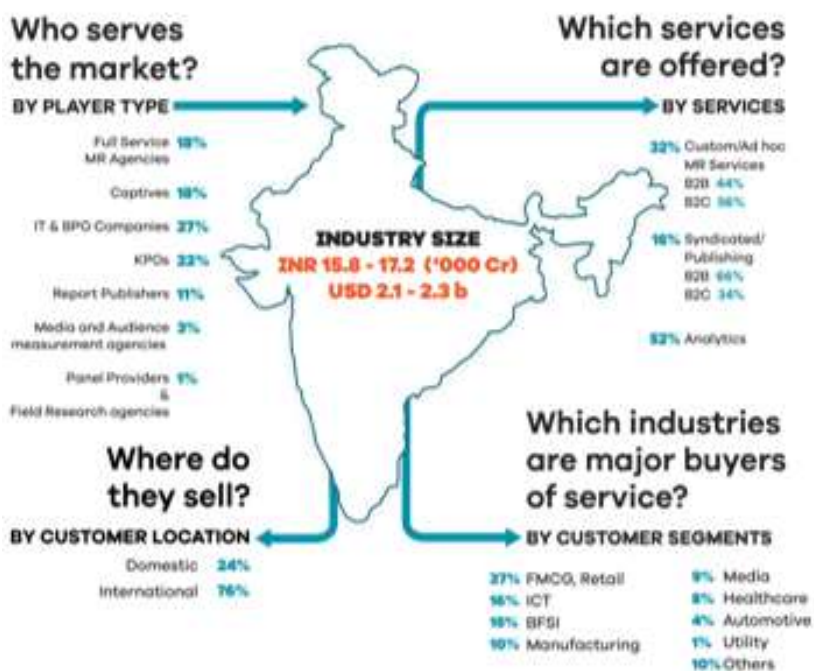
In a first of sorts, MRSI brought a seminal report on the Indian Consumer Research & Insights Industry. This report provides an in-depth analysis and insights on the evolving Consumer Research & Insights Industry in India. Growth trajectory and forecasting of the industry with deep dives by Domestic vs. International clients, Type of Services, verticals and more.

MRSI commissioned a neutral expert agency to conduct this research in a systematic way. Additionally, MRSI appointed an advisory panel of senior veterans to ensure methodological integrity.

Inputs for this exercise:

- ✓ Exhaustive desk research
- ✓ Secondary data of 198 companies
- ✓ More than 140 interviews

Industry Construct 2021



Based on the results of this report, ESOMAR dedicated a cover story for India in the “Global Market Research Report 2021”



Acknowledgements

We would like to thank all those who contributed to the Indian Research and Insights Industry Report 2021.

8.1. Advisory Panel

Achyuta Ghosh	Senior Director and Head Insights	NASSCOM
Jasojit Mookerjee	Retd. Senior Vice President	Kantar
Mohan Krishnan	ML Infomaps & Founding member, CMEE, IIM Lucknow	CMEE, IIM Lucknow

8.2. Expert Contributors

Achyuta Ghosh	Senior Director and Head Insights	NASSCOM
Dr. Bhaskar Das	Group President, Republic TV Executive President, Dainik Bhaskar Group MICA Governing Council Member and Advisor to M&E	Republic TV
Biju Dominic	Chief Evangelist, Fractal Analytics & Chairman, FinalMile	Fractal Analytics
Dr. Bikramjit Chaudhuri	Global Head - Advanced Analytics and Data Sciences, Datamatics	Datamatics
Dixit Chanana	Country Director	Toluna India
Dr. Lalit Kanodia	Chairman, Datamatics Group Of Companies	Datamatics

Dr. Meena Kaushik	Chairperson, Founder and Board Member, Quantum	Quantum
Pranesh Misra	Chairman & Managing Director Brandscapes Worldwide	Brandscapes Worldwide
Preeti Reddy	Chairwoman, South Asia, Insights Division, Kantar	Kantar
Sanjoy Datta	Head Marketing Research, ITC	ITC
Dr. Soumya Ghosh	Group Chief Economic Advisor, State Bank of India	State Bank of India
Suhale Kapoor	Executive Vice President and Co-Founder, AbsolutData Analytics (An Infogain Company)	Absolutdata Analytics (An Infogain Company)
Stan Sthanunathan	Retired Executive Vice President CMI, Unilever	Unilever

8.3. Expert Interviewees

Achyuta Ghosh	Senior Director and Head Insights	NASSCOM
Abhishek Shukla	Associate VP	Evalueserve
Alok Tayal	Managing Partner	Phronesis Partners
Amit Adarkar	India Country Head	Ipsos
Ananth Nagasamudram	Founder & Managing Director	Verace Market Research
Anil Jha	Founder Director	Aeon Market Research
Ankit Dhanuka	Co-Founder & Managing Director	Robas Research
Arun Natarajan	Founder	Venture Intelligence
Ashwin Mittal	Chief Executive Officer	Course5 Intelligence
Ashwini Mahapatra	Director - Analytics & Business Modelling	KPMG Global Services
Avinash Singh	Associate Vice President	Transparency Market Research

Biju Vasudevan	Assistant Director - Strategic Research & Consulting	Ernst & Young
Dixit Chanana	Country Director	Toluna India
Dolly Jha	Managing Director	Nielsen
Gaurav Gupta	Associate Director - Energy and Chemicals Practice	PwC India
Gokuljee Anandjee	Founder Director	Sixth Sense Global
Jagan Mohan Ramesh	AVP - Analytics	Sutherland
Madhulika Katiyar	Managing Partner	Dragonfly Market Research
Mayank Tyagi	Practice Head - Product Innovation	GlobalData
Mohit Bhakuni	Founder & CEO	Contify
Monalisa Dani	Founder & CEO	Pixights
Praveen Nijhara	CEO	Hansa Research Group Pvt Ltd.
Pravin Shekar	CEO	krea eKnowledge
Parul Oberoi	Associate Director - AI and Advanced Analytics	Fractal Analytics
Prabhakar Pillai	CFO	AZ Research Partners
Prahallad Rout	Founder and Managing Director	Pvalue Analytics
Pranesh Misra	Chairman & Managing Director	Brandscapes Worldwide
Prashant Kollerli	Leader - Consumer Insights - South Asia	Nielsen IQ
Preeti Reddy	Chairwoman, South Asia, Insights Division	Kantar
Ravi Dua	VP	SNWare Research Services
Ruchika Gupta	CEO	Borderless Access
Rutu Mody-Kamdar	Founder & Managing Director	Jigsaw Brand Consultants

Sandeep Arora	Executive VP and Global Head Research & Analytics Solution	Datamatics
Sanjay Kulkarni	VP & Head - Cloud	Big Data & AI/Analytics, Algonomy
Shailesh Maliya	Business Head	SIBIA Analytics and Consulting
Sharad Shailly	Director	Market Pulse India
Sonia Pall	CEO	Karvy Insights
Sridevi Sidambaram	Director	Opinion Bunch
Subramaniam Ramanathan	EVP	Avalon Global Research
Suhale Kapoor	EVP & Co-founder	Absolutdata Analytics (An Infogain Company)
Sumeet Chopra	Assistant VP	Genpact
Sunil Lulla	Founder & Chief Evangelist	The Linus Adventures LLP
Sunil Mukkath	Director	Elastic Tree

8.4. Program Partners

ValueNotes	Research Partner
ESOMAR	Research Partner
NASSCOM	Research Partner
Altorise	Advertising Agency
Fortuna Pr	PR Agency
Yukti Prints	Infographic Designer

8.5. Program Committee

Sandeep Arora	President, MRSI
Pravin Shekar	India Representative ESOMAR
Manish Makhijani	Vice President, MRSI
Dr. Derrick Gray	Vice President, MRSI
Paru Minocha	Treasurer, MRSI
Praveen Nijhara	Secretary, MRSI
Sathyamurthy Namakkal	Managing Committee Member, MRSI

8.6. Facilitators

Mitali Chowhan	Director General, MRSI
Sonali Kumar	Consultant, MRSI
Diana Moraru	Project Manager, MRSI
Nandakumar Nair	Finance Manager, MRSI

PROFESSIONAL STANDARDS COMMITTEE (PSC)

In another first, MRSI constituted the Professional Standards Committee in April 2020. This five-member committee acts as the basis for greater trust between MRSI members, their clients, partners, and the general public.

The objectives of PSC comprise:

- ✓ Strengthening professional self-regulation;
- ✓ Promoting high standards of research and ethics in marketing research;
- ✓ Enforcement of the MRSI Code of conduct and ICC/ESOMAR code of conduct which has been endorsed by MRSI
- ✓ Disciplinary action for members found in violation of the Code of Conduct.

The committee is formed of:

Name	Organisation
Derrick Gray (Chair)	BARC India
Anjana Pillai	Quantum Consumer Solutions Pvt Ltd
Bikramjit Chaudhari	Datamatics Global Services Ltd
Ravikumar Narayanan	Dynata
Anand Roy Chowdhury	Bharti Airtel Ltd.

CODE OF CONDUCT

The PSC committee divided the Code into 5 sections, each becoming a ‘specialist’. In this process thoughts and recommendations were shared on potential modifications – mainly streamlining and contemporising.

Current MRSI code of Conduct was refreshed in 2014, largely based on the then ESOMAR/ICC Code of Ethics (which has since been updated).

The refresh of the Code is expected to be completed by September 2022.