

33rd ANNUAL GENERAL MEETING

FY 2020-2021

September 30, 2021

Mumbai, India

The President's Speech



Welcome to the 33rd Annual General Body Meeting of The Market Research Society of India on 30th September 2021.

The uncertainty caused by COVID-19 has been challenging and it continued throughout the year of 2020-2021. Thankfully, we navigated the pandemic and we managed to have a positive year, primarily because our membership continued being of interest to the community. The membership revenue constitutes a large part of our total revenue and we are grateful for all support from our members.

Due to the pandemic, we could not organize the Annual Seminar, the flagship event where we honor the academic rigor and meet with the brightest minds of the industry. We held the Golden Key Awards (GKA) ceremony, so that we keep celebrating the great work our fraternity has done, especially when the going was tough.

Before unfolding the year and presenting you with our initiatives and achievements, I would like to thank each of you for all the effort and contribution.

Thank you,

Sandeep Arora
President

The MRSI team

Office bearers



President
Sandeep Arora
Datamatics



Vice President
Manish Makhijani
Unilever



Vice President
Dr. Derrick Gray
BARC



Treasurer
K. Vinay Kumar
Datawise



Secretary
Praveen Nijhara
Hansa Research

MC members

Research Agency



Paru Minocha
Kantar



Vivek Gupta
Ipsos



Prashant Koller
Nielsen



Priya Lobo
Ormax



Muralidhar Salvateeswaran
Kantar

Research User



Ashwani Kukreja
Tata Sky



Saurin Shah
Godrej Consumer Products



Sathya Namakkal
DDB Mudra



Shuvadip Banerjee
ITC Limited

Service Provider



Ashutosh Singh
Internet Research Bureau



Ankit Dhanuka
Robas Research



Pravin Shekar
Krea eKnowledge



Rashesh Raval
Azure Knowledge Corp.



Ankesh Saxena
Lucid LLC

Outgoing Office bearers and MC members



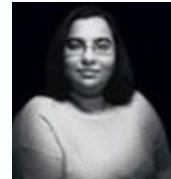
Vice President
(up to Dec 2020)
Sunder Muthuraman
Kantar



Vice President
(up to May 2021)
Shelley Sengupta
Diageo



Secretary
(up to Dec 2020)
Sanjay Pal
Nielsen



Member
(up to March 2021)
Shaveta Bhardwaj
Kantar



Member
(up to May 2021)
Tomson Thundathil
Malayala Manorama

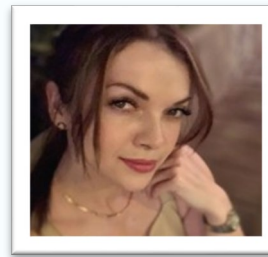
MRSI Secretariat



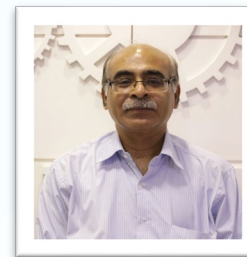
Director General
Mitali Chowhan



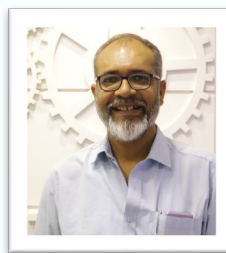
Director
Sonali Kumar



Program Manager
Diana Moraru



Manager
Nandakumar Nair



Outgoing Director General
Sandeep Saxena

MRSI membership

We have a total of 190 members, breaking up to 114 Corporate Members, 69 Individual members, 5 Educational institutes and 2 Students.

We were glad to add and welcome these new members: 9 corporate members, 3 educational, 9 individual and 2 student.

Despite a very difficult year, with limited physical connect, we are grateful for the trust our members had in MRSI. A very warm welcome to all!

Members as on 31st March 2021

Membership Type

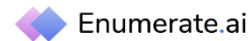
Corporates*	114
Full	86
Associate	28
Individuals	69
Education Institutes	5
Students	2
TOTAL	190

* Corporates

Research Users	29
Full-Service Agencies	55
Service Providers	30

Welcoming the New Members - 2020-21

9 Corporate Members



3 Educational Institute Members



9 Individual Members

Ajanta Roy	Pankaj Seith
Rupinder Singh	Rajbir Singh Bisht
Vishnu Sunderrajan	Upendra Kumar Acharya
Priti Ghosh	Sunil Jha

2 Student Members

Bharat Taneja	Dhwanit Agarwal
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Lapsed members 2020-21

For the first time ever, we would like to present you the situation of lapsed members.

We lost 22 members, 12 being Corporate and 10 – Individuals.

Membership Type		
Corporates	12	
	Full	4
	Associate	8
Individual	10	
	TOTAL	22

New members – April 2021 onwards

3 Corporate Members



1 Educational Institute Member



2 Individual Members

Sunder Muthuraman	Saheb Bir Singh
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1 Student Member

Vedant Sameer <u>Wakankar</u>

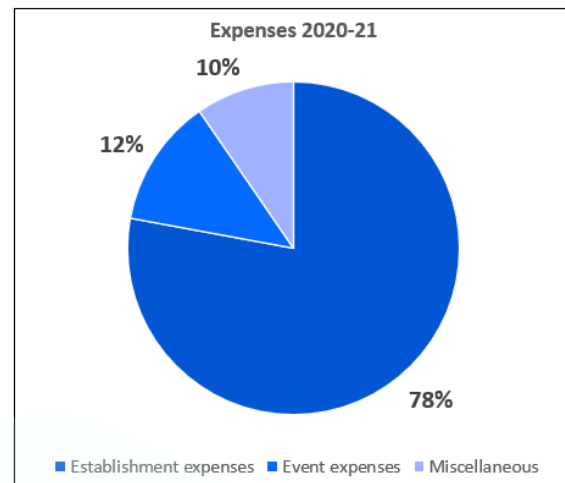
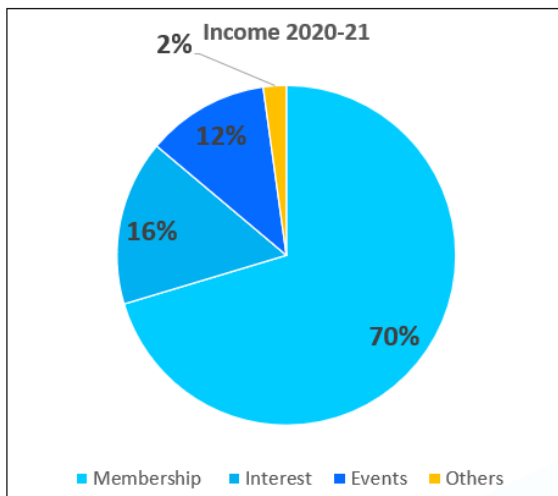
Membership Updates

- As shared in the last AGM, with the Digital transformation initiatives, member status and benefit statements are now automated with these steps:
 - Renewal of membership intimation
 - Credit period
 - Member log in, presence in Member Directory on website, issuance of valid membership certificate put into suspension in line with the Rules and Regulations.
- End April 2021, outstanding payments for memberships from April 2020 were put into suspension
- Managing Committee formally approved a readmission penalty for members who leave the MRSI and then rejoin in subsequent years.

Financials – Book of Accounts 2020-21

Despite it being a pandemic year, the revenue from the membership kept increasing, representing it as the primary source of revenue. From income point of view, MRSI had a similar performance as of the previous year (ending on March 31, 2020).

Inspite of a marginal increase in our expenses, we managed to close the year with a marginal surplus of INR 0.31 lacs.



Overview of Activities

1. We witnessed the 1st lockdown in March 2020 and the 2nd one in February 2021. Many were struggling and so was the backbone of MR industry - Freelance Investigators. MRSI, in association with Habitat for Humanity India, led the **Freelance Interviewers' Relief Fund**. More than 100 individuals and companies, from India and outside, contributed.
2. MRSI published a **webcast** in which quantitative and qualitative experts from leading research agencies shared their experience of conducting fieldwork during a pandemic, training research personnel to adopt new means of research, and devising the rulebook and guideline for conducting research during a pandemic.
3. Free vaccination camp initiative was undertaken by Toluna Corporate in Gurugram. MRSI ensured awareness across our fraternity, promoting this initiative across social media, website and emails to the Members Directory.
 - Toluna India and MRSI have been selected for 'Mahatma Award 2021 for Covid 19 Humanitarian Effort'.
 - The award ceremony was held on 1st October 2021 at India international Centre, New Delhi with Dr Kiran Bedi, IPS, 24th Lieutenant Governor of Puducherry as its Chief Guest ad Mr Manish Sisodia, Dy Chief Minister of Delhi, as the Guests of Honor.
4. The **MRSI Golden Key Awards** recognizes and celebrates Research and Researchers' contribution to growth in their clients' businesses. The second GKA was MRSI's first virtual event on a professional and engaging platform.
 - We had 150 entries across 36 companies, with over 800+ attendees.
 - This year we introduced a new category of 'SPECIAL COVID 19' Awards and are proud to announce 5 winners in this category.
 - We had 12 winners over 8 categories



5. As part of the GKA2020, the Lifetime Achievement Award was conducted for the second year. MRSI recognized the torchbearers who have made valuable contributions to the Market Research industry, enhancing its impact and prestige for generations to come. Mr. Shyamal Ghosh and Mr. Titoo Ahluwalia were the recipients of this prestigious award.

- The MR fraternity also remembered the luminaries DVN Sarma, Shiloo Chatopadhyaya, and Ramesh P. Thadani, who are no longer with us and were posthumously awarded the acknowledgment.
- I would like to take this opportunity to thank each and every GKA jury member and LAA Committee for making this happen. Special thanks to Sanjoy Datta, Praveen Nijhara and Sanjay Pal.



6. **International Market Research Day (IMRD)** on 2nd May – ESOMAR brings the global MR community together to celebrate.
- 8 MRSI sessions were held at IMRD21, as the Indian Insight community shared great work done on a global stage, as part of ESOMAR IMRD21 'Building a better future, through Insights'.
 - MRSI drove a local campaign, with great support from the Diageo team. Seniors shared their perspective on developing customer centricity from MR insights, ResTech enabled innovation in Market Research etc.
 - Young researchers shared their perspectives on consumers, customers, and research in the New Normal.



7. The **Wednesday Webinar**, an established MRSI brand, presenting series of webinars that explore new thinking, methods and trends in the larger marketing ecosystem as well as in the insights field and the implications on the insights industry.
- It is one of the most successful initiatives with 14 sessions organized during the Season 4 with a total of 2565 attendees.



8. The **strategic partnerships and alliances**, allow us to multiply the efforts and ensure that we get access to a larger membership base, a bigger audience and a bigger lobbying power.

ESOMAR

9. Initiated for the 1st time ever, an industry defining Market Research and Insights industry market sizing study expanding the coverage from a conventional Market Research to understand the larger ecosystem of Consumer Research and Insights, including analytics, B2B research, Big Data, Captives and IT/ITeS.

- Commissioned ValueNotes, a third party expert, for undertaking this study in a systematic, transparent and unbiased manner.
- Under the additional guidance of experts –
 - i. Jasojit Mookerjee, Leadership veteran Kantar/IMRB,
 - ii. Mohan Krishnan, ex-SVP, Business & Industrial Research Division (BIRD) at Kantar, and;
 - iii. Achyuta Ghosh, Head of Research at NASSCOM.
- Participation from over 120 agencies/companies following a robust approach of a mix of Primary interviews validated through Expert Interviews and synthesizing data from the various available Secondary resources.

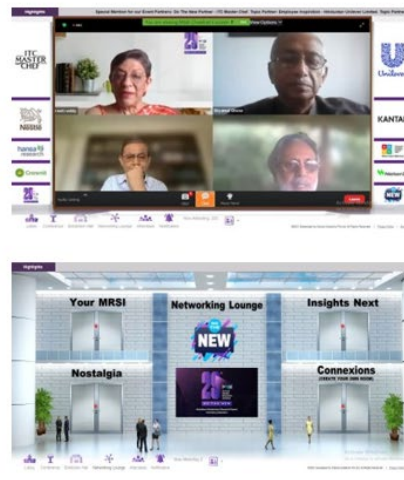
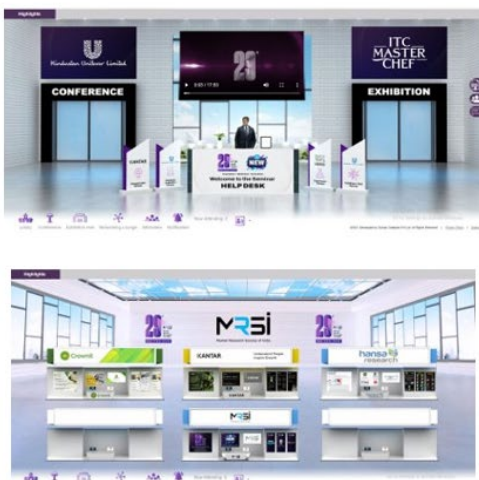


10. **29th Annual Seminar**, held on 17th and 18th August.

- The event drew the attention of the international communities, for several reasons, starting from the event platform to the number of paid event registrations.
- 103 synopses submissions from 30 companies, counting to 232 authors.
- 927 paid registrations, out of which 640 people attended both days of the seminar.
- 1st ever Hackathon that attracted 17 teams comprising 100+ Jedi warriors of our industry!



In partnership with Sutra, the 29th MRSI seminar was a virtual and an engaging experience. It included, not only the academic presentations of research papers, but also the opportunity to connect with the MR fraternity.



On-going Activities

Academia Connect

Praveen Nijhara, Hon Secretary and CEO, Hansa Research, is the key leader of this initiative.

The purpose of this program is to connect the MR experts with the academic and educational institutes wherein your MRSI provides inputs to the curriculum, the examination format. MRSI also built a system for certification as well. Students who are certified from this course, are promoted and recommended within our members' directory.

Academia Connect : Program for educational institutes



Owner:
Praveen Nijhara, Hansa Research

Designed as a student professional development program aimed at educational institutions to benefit the institution as well as students by helping create and deploy industry-ready professionals into the corporate world

The program has seen good traction in 2020 -21 attracting Institutes like MICA, St.Joseph's

Going forward exploration of feasibility of deliverables such as:

- **Webinar series focused on Marketing Research & Insights** – interesting topics focusing on
 - Day in the Life of a Market Researcher
 - Future of Marketing Research
 - Tapping into the consumer's 'System 1' thinking for insight gathering ; AI the potential game-changer for making sense out of data.
- **'Evening Chats' with Industry Experts / Marketing Research & Insights practioners**
- **Create a ' Research Junction' - Feature articles (based on primary research done by students)** . Any articles or research that they may have always wanted to publish and /or share. Organize Seminars for students , Mini-awards, Create collaborative teams (students work under the guidance/ mentorship of member...).

Field Investigator Test: FIT 2.0

FIT 1.0 was a pioneering step taken by MRSI in 2014. However, over a period of time, both the interest levels of the research agencies as well as relevance of the program was under question. Given this constant decline, effective 1st September 2021, the insurance benefit linked with the FIT1.0 program has been discontinued with Managing Committee approval. The current Certification Program and the other modules (Exam Module , Feedback Module and the Online reference) continue, including fresh Certification (available till July 2022).

FIT 2.0 is being designed to:

- Develop an industry standard to help classify interviewers into different levels of competency (based on their skills)
- Devising a learning and training system that helps interviewers to build on their competency
- Assurance to clients that right choice of interviewers is being made for a particular study.

As next steps we plan to:

- Complete the design and execution plan, potential partner identification and confirming budgets by Oct/Nov 2021
- Implementation:
 - Shortlisting of programme partner(s)
 - Socialisation/adoption programme
- Roll out July 2022

Professional Standards Committee

The Professional Standards Committee (PSC) was promulgated under the guidance of Dr. Derrick Gray and Sanjay Pal in March 2020 by your MRSI.

Professional Standards in the field of Market Research and Insights are core to the charter of the MRSI, which was formed to promote, protect, improve & propagate market research in all its branches. The Professional Standards Committee forms the basis for even greater trust between MRSI members, their clients, partners, and the general public.

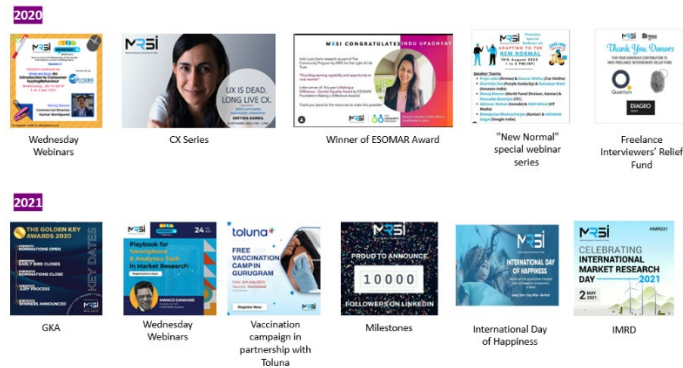
The PSC is currently chaired by Dr. Derrick Gray, Chief of Measurement Science and Business Analytics, BARC, with committee members Dr. Bikramjit Chaudhuri, SVP, Datamatics Global Services Ltd., Ravikumar Narayanan, Business Development Director, Dynata, Anand Roy Chowdhury, DGM, Bharti Airtel Ltd. and Anjana Pillai, Partner at Quantum Consumer Solutions Pvt Ltd .

Social Media Campaigns

Our goal has always been to keep the community informed of various activity updates and news. We appointed a digital marketing firm to oversee that the right message, with the right frequency is getting published on our social media accounts (including updation of our own website), and we noticed that it made a big difference. We were better connected with the fraternity. We are focused not only on the right message, but also on the design and visuals of our campaigns.

This year, we have crossed an important milestone – 10,000 followers on LinkedIn.

Another focus for us was our channel on YouTube. We have a well organized channel, with videos organized in playlists.



Concluding remarks

This year was both a tough and an interesting one. Lots of challenges faced during the initial part of the year started turning into very different kind of opportunities that were never experienced before later on. Covid-19 was one of the key catalysts in driving digital transformation and adoption with a rapid pace. So, those of us who could unlearn and relearn these dynamics were able to leverage the benefits faster than others.

Your MRSI, realizing this gap between the early adopters and others, tried to play its role, by promoting various industry initiatives to drive an inclusive growth. And, the results are for all of us to see. I would want to close this year's AGM with tremendous pride in our trade, and our tribe...the brilliant people behind driving this practice of Research & Insights... those who stood up valiantly in the face of adversity and eventually emerged victorious.

The shadows of Covid 19 are yet not over. I wish the best of health and growth to all our members for the next year! See you soon...and take care!