

PRESIDENT'S REPORT: 2009 – 10

June 10, 2010

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 increased dramatically from Rs.24.84 lakhs in the year ending 31 March 2009 to Rs.42.92 lakhs in the more recent year, representing 73% growth in surplus income. The biggest improvement in the financial performance has been under the following heads:

- Seminar Fees & sponsorship (52%)
- Interest Income (40%)

The income was 69.95 lakhs, higher than the corresponding figure in the previous year of Rs.50.97 lakhs. Overall, we were able to transfer 40.0 lakhs to 'Training, Conferences and Special Projects Fund' as compared to Rs.24.0 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

First MRSI Qualitative Seminar

The first ever MRSI Qualitative Seminar was held in Mumbai in April, 2010. This was a great success with over 100 delegates participating in the seminar. It had a unique structure comprising Key-Note Address, talks from eminent persons in the area of ethnography, archetype and culture. 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 comprising Rinita Singh, Nirupama Kaushik and Deepa Soman.

The 19th MRSI Annual Seminar:

The 19th MRSI Annual Seminar on the title, "The Challenge of Change – Understanding the Key to Success" was held in Delhi on 24th and 25th September, 2009. 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 Hemant Mehta, Chandan Mukherjea, Chandana Banerji, Pradeep Saxena, Ritanbara Mundrey, Shishir Varma and Jayant Jain.

The 20th MRSI Annual Seminar:

We have already planned to conduct the next MRSI annual seminar in Mumbai in November, 2010. This will be held in collaboration with ESOMAR. The seminar committee headed by Balaji 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.854 crores in 2008, as per the study carried out by our society last time. We have initiated work on estimating the size of market research industry. 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

We thank the several 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