

NCAER-Center for Macro Consumer Research (NCAER-CMCR)

(PRESS RELEASE)

March 15, 2010

Suman Bery, Director-General, NCAER today announced the creation of a specialised research centre within NCAER called the '**NCAER-Centre for Macro Consumer Research (NCAER-CMCR)**.' The centre's objective is to build and disseminate seminal knowledge on the Indian consumer base and consumer markets to both business strategy and to help shape public policy.

Suman Bery, Director-General NCAER said "Household demand is one of the key pillars of the Indian economy. Business strategists and policy makers require continuous knowledge, insight and foresight in this area. NCAER has been active in providing authoritative analysis on these topic for more than two decades, based on data collected by NCAER. The centre will leverage and build on the excellent and widely acclaimed work already being done in this arena by NCAER".

The NCAER Governing Board approved the proposal to set up the centre at its last meeting, and has invited Ms. Rama Bijapurkar to be the non-executive chairperson of the Centre. The first Director of the Centre will be Dr. Rajesh Shukla, a senior faculty member of NCAER. The Centre will receive guidance from a dedicated supervisory board and an academic and technical committee. Ms Bijapurkar said "The Centre has received overwhelming support from key business leaders of India Inc. and has been welcomed by NCAER's long-time partners in international academic institutions and think tanks. This is a tribute to the good work that NCAER has been doing. The centre will have a membership model and hopes to learn and contribute in equal measure from its members. It is a special privilege for me to be associated with such an endeavour". Initial members of the centre include ICICI, Hindustan Unilever, McKinsey and Company and Nokia, all of whom are companies well known for their understanding of the Indian consumer and consumer markets, as well as for their contributions to knowledge and to capacity building.

Dr Rajesh Shukla , Centre Director said "One of the first activities that the Centre will undertake is the next round of its **National Survey on Household Incomes and Expenditure**, with an expanded scope in terms of content and coverage. The Centre intends to launch a national survey in April 2010, to canvass over 1.2 lakh households (following a listing of over 5 lakh households). This sample size aims to generate state-specific estimates at the urban and rural levels and also at the individual city level of India's largest 225 urban areas. It will then be conducted on a rolling sample basis". Dr Rajesh Shukla also said "the centre has a clear research agenda for the next two years, to be received by the Centre's Academic Council. "We look forward to a wide and broad-based membership both in India and abroad, drawn from business, policy making bodies, think tanks and academic institutions. This will ensure that our research is market relevant and multi-dimensional".

"NCAER was created to provide objective data and analysis to support India's economic development through public policy and private initiative", noted Suman Bery. "Creation of a dedicated focus on consumption behavior within NCAER will help add analytic depth to NCAER's

work in this area at a time when the behavior of the Indian consumer has become a matter of global interest and importance. I am truly grateful to the nucleus members for this demonstration of confidence in NCAER and to Rama Bijapurkar for agreeing to take on the role of non-Executive Chairman. Our goal is to make the Centre an important and vibrant resource for scholars, academicians, market analysts and corporations from round the world.”