

## BROADCAST AUDIENCE RESEARCH COUNCIL SELF - ASSESSMENT & AUDIT CHECKLIST

Sr no.	Area	Controls	Management response	Remarks
1	<b>Panel recruitment</b>	Are there controls in place to ensure that the recruitment is done as per the data provided by Measurement Science team?	Yes	PMS application workflow ensures recruitment as per the data provided by Measurement Science. All recruitments are validated by call center to ensure address and members matching.
2	<b>Panel installation</b>	Is it ensured that installed meters are appropriately reflected in the data	Yes	The BIMS application ensures that all installed meters are reflected, and their live status can be determined at any given point of time.
3	<b>Panel training</b>	Are the HH trained adequately so that data generated is useful for research analysis purposes?	Yes	Training is automatically scheduled for a household on PMS application between 12 to 15 days post installation. There are two trainings conducted for every household, one at the time of installation and the other between 12 to 15 days. HHs are trained on button pushing compliance and handling of meters.
4	<b>Panel Maintenance</b>	Is it ensured that installed panel HH are providing data as per requirement?	Yes	Validation calls post installation is done to verify if the meters are installed accurately and reporting viewership. Periodically maintenance tasks are raised depending on the nature of the servicing needed. Each maintenance task gets validated either automatically or through CC. Each of the task is also validated through location compliance software. (PLC compliance)
5	<b>Panel de-installation</b>	Is there a defined process for de-installation of panel HH, and is there any system to track movement of meters and stock at particular location?	Yes	There is a defined process for deinstallation. All movement of meters is through the AIMS, and AIMS reflects the stock lying at location at given point of time

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6	<b>Vigilance check on service partner employees</b>	Are vigilance checks performed on the service partner employees?	Yes	BARC - appointed vigilance agency performs background checks on service partner employees. They also perform periodic field audits. MDL field team also does periodic field audits.
7	<b>Incentive management</b>	Is it ensured that incentives are provided as per the approved grid to the HH meeting the defined criteria?	Yes	There is an approved panel HH incentive policy, the panel HH which are eligible for payment as per policy are paid. Non-payment due to system failures or any other issues are also tracked manually.

Management has represented the existence and operation of the above controls, and the same has been validated by internal audit function of BARC.

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