



Process Audit Report: FY 2025-26

CESP Scientific Committee certifies the following areas aligned with BARC procedures for the following three audits

Data Production Design Audit	Panel Management Audit	Panel Design Achievement Audit
• Audience Definition • Minute Allocation Logic • Bridging and Magnetization • Hygiene Check • Bucket Treatment • Metarules processing • Audience reprocessing	• Panel Installation • Panel management task tickets • Meters Connectivity (NC7+) • Co-incidental Survey • Query Management - Timeframe	• Universe Definition • Panel distortion regarding National Urban and Rural population • Panel Performance • Demographic Update • Weighting Variables • OOH Review (Eateries Panel design achievement, Footfall measurement, OH UE survey, In-home TAM Panel survey, Modelling and Fusion)

Panel Design Certification

Sr. No	Review	Function	Observation	Management comments	Timeline for Implementation
1	Universe definition and update	MSCI	The establishment survey was not conducted from 2019 to 2021. In 2020 and 2021, BI survey was planned but could not be conducted due to the Covid situation. The next BI was conducted in 2022 and resurvey for certain states was conducted in 2023-24, however not yet released. BARC is currently using the UE 2020.	Currently the Government of India (Office of the Registrar General and Census Commissioner) is conducting population census the preliminary estimates for which are expected to be available by 2027.	Dependent on Census activity
2	Panel Training task frame	Panel Operations	a) 96.1% of installed households were trained (11,754 among the 12,228 audited training tasks) versus 96.6% last year. 3.9% of installed households were not trained and not justified. b) Panel training tasks were delayed for 10.6% of trainings, i.e. achieved after 15th day.	MDPL team will strengthen the tracking of Training - 2 tasks and strictly monitor the SLA adherence by incorporating a control mechanism and including it in the SOP	September 2026