

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

	Process	Measurement Science		
	Quarter	Q4 (2020-21) – Follow up of Q1 report		
Sr no.	Area	Controls	Management response	Remarks
1	Establishment survey	Has the establishment survey been conducted during the year to gather specific details of households and individuals?	Yes	Conducting fieldwork for Broadcast India was not possible due to COVID-19. Alternate UE estimation was conducting using modelling and ancillary data. These UEs will be used for the update in April 2021. Fieldwork for BI 2021 will commence in April 2021 and is expected to take 9 months for completion.
2	Pre - processing of data	Has the viewership data been technically pre - processed prior to Market analytics team analyzing the data?	Yes	

	Process	Panel		
	Quarter	Q4 (2020-21) – Follow up of Q2 report		
Sr no.	Area	Controls	Management response	Remarks
1	Panel maintenance	Is it ensured that installed panel HH are providing data as per requirement?	Yes	Documented and Standard SOP for identifying maintenance needs of panel homes is in place, also is it ensured that the installed panel homes are providing data, as per the requirement
2	Panel de-installation	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	Documented and approved SOP is in place to execute & monitor every de-installation of panel home. Further, the movement of meters and stock is through Asset & Inventory Management Software (AIMS).
3	Incentive management	Is it ensured that incentives are provided as per the approved grid to the HH meeting the defined criteria?	Yes	There is a documented and approved panel HH incentive policy, the panel HH which are eligible for payment as per policy are paid

	Process	Information Technology (Follow up of Q3 report)		
	Quarter	Q4 (2020-21)		
Sr no.	Area	Controls	Management response	Remarks
1	Incident Management	Does the company have incident response team in place to handle incidents?	Yes	There is a cross-functional incident response team present at BARC. Function heads are responsible for each incident in their team
2	Policies & Procedures	Does the company have formal IT policy and procedures?	Yes	Policies and procedures have been documented and defined.
3	Privacy	Are there adequate procedures to ensure privacy of confidential information?	Yes	The confidential information is stored in secured manner. Any sharing of such information is governed under Agreements which have "Confidentiality Clause". BARC respects privacy and relevant Privacy Policy is displayed on BARC website"
4	Network Security	Is the wireless network infrastructure provided to employees protected?	Yes	BARC has provided protected wi-fi facility to employees.
5	Identity and Access	Does the company have Access Management processes and procedures that are standardized across the organization?	Yes	Active directory Single-Sign-On is used to have central allocation of IDs, which has secure single password to access laptop, emails, and related applications. In addition, multifactor authentication is in place to cross verify & authorize individual's access to servers using Privilege Identity Manager (PIM).

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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