



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

	Process	Panel		
	Quarter	Q2 (2017-18)		
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
2	<b>Panel installation</b>	Is it ensured that installed meters are appropriately reflected in the data	Yes	The cockpit 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 post installation is complete. There are two trainings conducted for every household.
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 while for training the same is done to ensure RM has visited the household
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	All movement of meters is through the PMS system, and PMS reflects the stock lying at location at given point of time
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

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
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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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