

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

| | Process | Panel | | |
|--------|------------------------------|---|---------------------|--|
| | Quarter | Q1 (2022-23) | | |
| Sr no. | Area | Controls | Management response | Remarks |
| 1 | Panel recruitment | 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 | Panel installation | 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 | Panel training | Are the HH trained adequately so that data generated is useful for research analysis purposes? | Yes | There are two trainings conducted for every household, one at the time of installation and the other between 12 to 15 days. Training is automatically scheduled for a household on PMS application between 12 to 15 days post installation. HHs are trained on button pushing compliance, handling of meters and process to check the authorization of visit by field executive. |
| 4 | Panel Maintenance | Is there a standard SOP in place for Panel maintenance and is the SOP/TAT is adhered to? | Yes | Standard SOP for identifying maintenance needs of panel homes is in place and the SOP/ TAT is adhered to. |
| 5 | 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 | 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). |

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|--------|---|---|---------------------|---|
| 6 | Vigilance check on service partner employees | 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 | Incentive management | Is it ensured that incentives are provided as per the approved grid to the HH meeting the defined criteria? | Yes | The is an approved incentive grid. Depending on the grid, HH is communicated about the incentive. The incentive for the HH is fixed for duration it stays in the panel. Process of maker and checker is implemented to ensure accuracy of payout. |

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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