

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

	Process	Panel		
	Quarter	Q1 (2024-25)		
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	IPMS application workflow ensures recruitment as per the data & rule provided by Measurement Science. A sample audit is conducted by Field operations team and field audit teams.
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 IPMS.
6	Vigilance checks on service partner employees	Are vigilance checks performed on the service partner employees?	Yes	MDPL internal team does the basic backcheck of service partner employees.

Sr no.	Area	Controls	Management response	Remarks
7	Incentive management	Is it ensured that incentives are provided as per the approved grid to the HH meeting the defined criteria?	Yes	There 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.

Note: MDPL is now ISO 9001- 2015 ensuring stronger process compliance.

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

Disclaimer: This report is based on confidential material and may contain proprietary information of BARC India. Neither these reports nor any of the information contained herein may be reproduced in any form under any circumstances without the express prior written permission of BARC India. Further details linked to these reports are bound by client confidentiality agreements and would be provided on written request made to BARC India.