

IRS 2016 Update

Greetings from MRUC and RSCI!

Indian Readership Survey (IRS) 2016 fieldwork continues in full-swing. Almost **50,000 interviews have been completed** so far, which is **about 67% of the First Quarterly prescribed sample**. Quarter one fieldwork is near complete in few States, and is scheduled to be completed in rest of India by mid-June 2016.

You will be pleased to know that the **casualty rate continues to be below 10%**. We are also happy to report that the safety enhancements put in place have effectively helped in maintaining quality checks at the highest level.

The fieldwork was sporadically affected by various reasons ranging from strikes to cyclonic situations however the biggest hurdle has been the intense heat wave which swept most parts of the Country.

After 100% completion first quarter IRS 2016 fieldwork, the **data will be validated by RSCI, MRUC Technical Committees and by our external audit agency**.

As always, keep your ears to the ground to report back quickly, in case you think we need to pay any special attention to the field work progress, in any corner of our Country.