

IRS 2016-17: Status Update - March 30, 2017

Greetings from MRUC and RSCI!

The fieldwork for IRS **Q2** 2016-17, which commenced from February 2017, is on track and going on smoothly. Over 30,000 of the **Q2** fieldwork interviews have been completed as on date, (which makes it a cumulative Q1+**Q2** fieldwork completion of 1,05,000 respondents to date, for IRS 2016-17), and the complete sample of 75,000 is expected to be completed by end April.

The first round of **data validation** of Q1 data was completed by the RSCI Technical Committee, MRUC Secretariat, and Nielsen India on March 3, 2017.

As part of **MRUC and RSCI's continuous efforts to scrutinize the IRS fieldwork** and to ensure a robust study, we had invited various **Media Agencies to send volunteers** to have a first hand experience of the process. We are happy to have **received an encouraging response** and see this as an ongoing endorsement of the process and look forward to helpful suggestions / inputs on the same.

Media agency personnel will visit towns across the country and ensure fieldwork implementation is done as per the procedure laid down by MRUC and RSCI.

We will build on the momentum of the ongoing **Q2** fieldwork to be able to launch IRS 16-17 as per the timelines committed.

Looking forward to your continuous support as ever.