GRINS:

An Automation System Designed for Community Radios

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VOICE OF THE VILLAGE

GRINS is a unique Radio Automation System designed for Community Radio stations. Key features include

	Telephony: Full telephony integration without need of a telephony hybrid or changes to mixer settings. Receive calls, record calls, put calls on air, have live call-in programs – all at the click of a button. No other radio automation system provides such seamless integration with telephony
	Preview: Preview audio over your headphones even while some other program is playing. Use same headphones to monitor what audio goes on air, and to listen and talk to phone callers.
	Internet streaming: GRINS supports Internet streaming to Icecast and Shoutcast servers. Anybody over the Internet can tune in to your station!
	Content management: Integrated content library - store all your programs in GRINS and search collection later to make a playlist. No need for complex folder management on your computer.
	Address Book: Maintain a caller database of your listeners, and keep track of the villages or communities to which they belong.
	SMS and Polls: Send and receive SMSes from listeners. Conduct SMS polls to run competitions or engage communities.
	Low Cost: GRINS can run off regular PCs and single board computers, significantly reducing the costs of setting up community radio stations. No need to invest in expensive hardware.

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The role of GRINS in a community radio station

Schema of a typical community radio station

1. Getting the content

- Producing and editing content in the radio station studio
- Getting ready content from other sources

2. Managing the radio station

- Managing the program scheduling and play out
- Content management
- Hosting inter-active programs / interviews

3. Reaching the community

- Broadcasting the content over a radio transmitter
- Using other channels – phone, internet – to connect with the community

Radio transmitter

Phone

Internet streaming

GRINS is a Radio Automation System that enables all these functions

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GRINS helps a community radio station achieve its objectives

Objectives of a CR station

- Engage with the community in a meaningful way, listen to their feedback, and give a voice to their issues

- Provide meaningful and relevant information to them through interactive and exciting programs

- Have strong internal processes and good content management to run the station in an efficient and effective manner

How does GRINS help?

- Telephony integration allows community members to call-in live during radio programs, ask questions and engage in discussions

- With telephony, possible to host programs with experts answering community questions live and reporters in-the field giving live updates

- GRINS category management and statistical tools enables better internal process management and audit at the radio station

GRINS is running successfully at several community radio stations across India

- Over 40 CR stations in India and Africa use GRINS
- Stations have used GRINS to:
  - Run campaigns on government schemes
  - Run reality shows on climate change and singing competition
  - Collect feedback from listeners through GRINS answering machine
  - Broadcasting speeches of His Holiness the Dalai Lama through live telephony
  - Conducting polls for mapping where listeners live

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Telephony on GRINS: Both live and offline calls are supported

How different stations have used the GRINS telephony feature

- **Gurgaon Ki Aawaz, Haryana**
  - Live reporting was done by citizens on election day

- **Sarang FM, Karnataka**
  - Listeners call in to get legal advice from a lawyer in studio

- **Radio Nagar, Maharashtra**
  - Freedom fighter and activist Anna Hazare's speech live on radio through GRINS telephony, even when he was physically not in the station.

- **Barefoot Radio, Rajasthan**
  - Speech of The Dalai Lama live through GRINS telephony

- **KMIT Radio, Andhra Pradesh**
  - Live classes over radio with live question and answers

SMS on GRINS: Incoming and outgoing SMS, with group broadcast

All
SMS

Popup for
sending SMS

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How different stations have used the GRINS SMS feature

- **Kumaon Vaani, Uttarakhand**
  - Regularly gets listener feedback on programs over SMS

- **Henvalvani, Uttarakhand**
  - Quiz questions are broadcast on air, and answered by listeners over SMS
  - Local events reported by listeners over SMS

- **Radio Bundelkhand, Madhya Pradesh**
  - Questions after a Rural Reality Show Program answered by listeners over SMS

- **Hamara FM, Maharashtra**
  - Song requests are made over SMS

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SMS polls can be created as well. Multiple active polls at a time. Historic polls can be archived

All Polls

Poll results shown in a graph

How stations have used the GRINS polling feature

- ## Gurgaon ki Avaaz, Haryana
  - Ran Gurgaon Idol, a singing competition on radio and phone
  - Voting for winners happened using SMS

- ## Radio Bundelkhand, Madhya Pradesh
  - Rural reality show on good agricultural practices
  - Voting for winners happened using SMS

Program scheduling using GRINS. Automatic start/stop support, separate slots to go live, pre-view and playout separated

Program scheduling

Playout statistics on selection

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Rigorous content management using GRINS

Internet streaming using GRINS. Gram Vaani can also provide streaming server support if required

Network Streaming

Stream Information

Stream Name: [   ]   Description: [GRINS stream]

Connection Information

Icecast Server Information

Host IP: [   ]   Mount Point: [GramvaaniRadio]

Port: [   ]   Username: [   ]

Protocol: [HTTP ▼]   Password: [   ]

Format ─────── Codec ───────

Information about audio sent to Icecast Server

Sample Rate (Hz): [32000 ▼]   MP3: ⦿

Quality: [low est ──────●────── highest]   Ogg/Vorbis: ○

Stereo: ☐   Ogg/Speex: ○

Bitrate (kbps): [128 ▼]

[Apply Settings]

[▶ Start]   Ready

Start/Stop Streaming   **Streaming State**

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More about us...

About Gram Vaani

- Vision: "Build citizen-driven media platforms that give communities a voice of their own"

- Pioneers in building innovative voice-based technologies that are in use with more than 40+ organizations in India, Africa, and Afghanistan

- Reach to a rural demography of more than 2M people through our network of mobile based social media services

- Awards and recognition
  - Rising Stars in Global Health award 2012
  - mBillionth award 2012
  - Rockefeller Challenge 2012
  - 10 most innovative companies in India (*by Fast Company*)
  - Economic Times Power of Ideas 2010
  - Manthan Award 2009
  - Knight News Challenge 2008
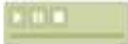
Strategy and business development

	Dr. Aaditeshwar Seth Co-Founder and CEO	Assistant Professor, IIT Delhi, Ph.D, University of Waterloo, B.Tech, IIT Kanpur	Aaditeshwar leads the strategy and technology design, bringing new generation solutions to the rural Indian context
	Ashish Tandon VP, Strategy and Business Development	6 years with FMCGs in India, 8 years of new business incubation in Africa MBA from Hult	Ashish brings his business acumen to structure our revenue streams and ensure sustainable partnerships
	Rahul Dube VP, Operations	8 years with e-governance and financial inclusion companies in India, 10 years of rural sales and marketing experience	With his rich experience at managing large field teams in rural areas, Rahul keeps our operations streamlined and ensures that SLAs are met
	Mayank Shivam Co-Founder	Business head at Jabong.com, 5 years with McKinsey & Co, MBA, IIM Lucknow B.Tech, IIT Kanpur	Mayank advises on the overall strategy and business partnerships, bringing to bear his rich consulting experience

Our team

Technology

	Dinesh Kapoor Product Manager Voice Applications	3 years with Microsoft M.Tech, IIT Delhi B.Tech, IP University	Dinesh leads the development of voice applications and is driving the current vAct and vNews applications
	Balachandran C. Technical Consultant	B.Tech, IIIT Allahabad	Bala architected the voice platform and ensures that our technology is converted into relevant and user-friendly applications
	Zahir Koradia Product Manager GRINS	Ph.D candidate, IIT Mumbai M.Tech, IIT Kanpur	Zahir leads the development of the GRINS platform for community radio stations
	Kapil Dadheech Technical Support Engineer	BTech, Arya College of Engg	Kapil single-handedly manages 30+ installations of GRINS and 10+ installations of voice applications
	Rohit Jain System administrator	MCA, Sikkim Manipal University Microsoft certified sys. admin.	Rohit manages remote installations of GRINS and voice applications

Project coordination

Sayonee Chatterjee
Project manager

MA Sociology, Pune University. 5 years experience with PRADAN and PRIA NGOs

Sayonee manages our Mericity.in and MCD initiatives in partnership with various NGOs in Delhi

Aparna Moitra
Researcher

Gold Medalist & MSc Development Communications and Extension, Lady Irwin College

Aparna manages our Jharkhand deployment of mobile news and coordination with field staff

Ranchi office

Paro, ex-Greenpeace, manages our local Jharkhand projects and relationships

Rakesh, ex-Drishtee Media, manages our content and field engagement

Saraswati, the first team member for Jharkhand, has been with us since the beginning and built the community

Amit, our newest member, is a mass communication graduate and manages our content

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Our partners

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✳PATH

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our SAY

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30 years of creating sustainable livelihoods

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Thanks

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