



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.

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



GRINS is a Radio Automation System that enables all these functions

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



Telephony on GRINS: Both live and offline calls are supported



Telephony

Allow Incoming Conference Go Live

Incoming Calls Active Calls Selected Call

Incoming Call

Received Call

Caller Details

Call Metadata

Dial Out Calls

Recent Calls

Caller Information

#: ata1 9718455303

Name: Aaditeshwar Seth

Location: New Delhi

Call Information

Details:

Tags: Harvesting, Women

Dial

Name: []

#: ata1

1 2 3

4 5 6

7 8 9

* 0 #

Recent Calls

Name	Location	Phone
Bala	New Delhi	9990111085
Zahir Koradia	New Delhi	9717885938
		1000
		1000
		1000

Export

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



SMS

Search SMS: Refresh

Name	Number	Message	Date Time	Status
	9717885933	Can you please play the song "whatever I want"	6/6/12 9:42 PM	Pending
	9717885632	test	6/6/12 9:44 PM	Pending
	9717885632	Dont forget to tune in to farmer live every night at 8pm	6/6/12 9:45 PM	Pending

All SMS

Send SMS

Service: Dongle0

To: 9717885632

Message: This is the screen for sending an SMS

Send Cancel

Add Contact Remove SMS Send SMS Cancel Send

Popup for sending SMS



How different stations have used the GRINS SMS feature



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

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

Historic polls can be archived



All Polls

Search Poll: Refresh

Poll Name	Keyword	Status	Votes	Actions		
Edited poll 2	poll2	Not Running	0	Results	Start	Stop
GGSS Competition	ggss	Running	21	Results	Start	Stop
GI				Start	Stop	
Pe				Start	Stop	

GGSS Competition - 21 vote(s)

Team	Percentage
Team 1	43%
Team 2	14%
Team 3	10%
Team 4	24%
Team 5	10%

Export Results Remove Votes Cancel

New Poll Edit Poll Delete Poll

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

The screenshot displays the GRINS software interface. On the left, a 'Program scheduling' panel shows a timeline from 6:00:00 AM to 6:47:20 AM with various program segments like 'Theme', 'Opening lines', 'Jingle short', 'Go live!', 'Bazar rates', 'Jingle long', 'Maths and Science Exam Preparation', 'Ber diseases', and 'Story of Banni Bai'. A red arrow points to the 'Jingle short' segment at 6:00:42 AM. The main area features a 'Library' search interface with filters for Language, Length, Playout history, Community program, Health, Entertainment, Artist/Creator, Type, New Items, Agriculture, Jobs, and Demographic. A 'Playout history' bar chart shows the number of playouts for 'Community program: Song' from June 30, 2008, to June 12, 2009. The chart data is as follows:

Date	Playouts
30 Jun 2008	7
3 Aug 2008	4
7 Sep 2008	4
12 Oct 2008	4
16 Nov 2008	2
20 Dec 2008	3
24 Jan 2009	2
28 Feb 2009	3
4 Apr 2009	4
8 May 2009	6
12 Jun 2009	6

Below the chart, a text box reads 'Playout statistics on selection'. The right side of the interface shows 'Playout Logs' for Dec 16, 2009, and 'Metadata Information' for 'Bundelkhand Folk Song'.



Rigorous content management using GRINS



The screenshot displays the GRINS interface with the following components and annotations:

- Search Tabs:** Located at the top, showing five tabs labeled "Search 1" through "Search 5".
- Search Query:** A text input field with a search icon and a "Clear" button.
- Search Filters:** A grid of filter buttons including "Language", "Length", "Playout history", "New items", "Contacts", "Type", "Creation Time", and "Tags".
- Search Results:** A list of search results, with the first two items highlighted in blue:
 - Radio contact info (0:0:50) by Ajendra, (Orchha), Ram Dhin Arya, (Basova), Categories: Agricul...
 - Telephone conversation 20/7/10 3:07 PM (0:1:0) by Bala, (New Delhi), Categories: Micro finance, Entrepreneurs...
- Language Filter:** A dropdown menu on the right with options: "Language", "Select language", "Contacts", "Select name", "Select location", and "Select affiliation".
- Tags Filter:** A dropdown menu on the right with options: "Tags" and "Tags: Finance".
- Export Programs:** An "Export" button at the bottom right of the interface.
- Footer:** Shows "Results: 2", "Page 1 of 1", and the "gramvaani" logo.

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



Network Streaming

Stream Information

Stream Name: Description:

Connection Information

Host IP: Mount Point:

Port: Username:

Protocol: Password:

Format

Sample Rate (Hz):

Quality:

Stereo:

Codec

MP3:

Ogg/Vorbis:

Ogg/Speex:

Bitrate (kbps):

Ready

Icecast Server Information

Information about audio sent to Icecast Server

Start/Stop Streaming

Streaming State





More about us...



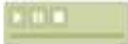
About Gram Vaani



- 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

Marandi villagers left out of development process

A disillusioned resident of Marandi talu in Jammu district has called in to say that in his village apart from a few wells and some houses under the India Area Yojana, no other development related activity has taken place in all these years. The children do not have anganwadi facilities, no piped drinking water is available and there are just worn-out roads to access the village. When will development reach us, he asks.



Our team



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



Our team



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



Our partners



MCD Delhi



Knight Fndn.



IIT Delhi



Grand Challenges Canada



Thanks



Gram Vaani Community Media

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