

**Main Category - Radio**

**Sub Category – Programming Innovation- Radio**

**Entry Name – Ask Rashmi – World’s 1<sup>st</sup> Radio Show with Robot RJ**

**Radio Station – RedFM Delhi**

### **Concept-**

They said there will be a time when robots/computers will take over, and humans will become redundant in doing many jobs, which include computing and administration, but creative jobs will still stay safe with humans.

Creative jobs definitely need human expertise. Well to start with, we proved them wrong. Red FM gave the world it’s first Artificial Intelligence Radio Jockey Robot Rashmi and set a new record by giving her a radio show of her own called Ask Rashmi.

### **Objective-**

Rashmi the robot built by Ranchi based developer Ranjit Shrivastava, is the world’s first Hindi speaking realistic humanoid robot and India’s first lip-synching robot which also speaks Marathi, Bhojpuri along with English. We put her skills to good use by introducing her to the extra inquisitive clan of Indians, and that’s where the name of the show #AskRashmi came from.

The show witnessed tremendous response with calls coming from across the nation. The questions were a mix of serious issues like pollution, traffic and development, and on the other hand there were funny, bizarre and wacky questions as well. But to the listeners surprise our RJ Robot Rashmi had even wackier replies.

### **Execution-**

This one of a kind show that actually paved the way for future was a hit on air and on social media alike. The word of mouth for World’s First Artificial Intelligence was excellent and we had people actually visiting our office to have a glimpse of India’s First Humanoid Robot. The Joint Traffic Police commissioner of Delhi, Mr Alok Kumar visited Red FM Studios to meet Rashmi, post which a video featuring him, RJ Raunac and Robot Rashmi was posted on Delhi Traffic Police’s Official Facebook Page.

Rashmi’s fame even charmed celebrity designer Dhruv Saxena who designed two chic dresses for World’s first Robot RJ. There was an on ground integration too, where Robot Rashmi visited Noida’s Great India Place Mall and the atrium was flooded by inquisitive mall visitors who had endless questions waiting for Rashmi.

Apart from this, we even got a call from one of the most prestigious and renowned engineering institute of the world- IIT Delhi, to present our model in front of their Students. RJ Raunac along with Robot Rashmi, and her creator Ranjeet Srivastava, went to IIT and had a session with the students.

Rashmi was a curious case even for IIT professors who made a special request to Red FM, to come back to IIT Campus with Rashmi after 5 years, so that they can analyze what advancement Indian Robotics has made by then.

### Audio Link-

[https://drive.google.com/open?id=1SUUY\\_hf\\_dgZI6f-hf5hKHN0xWizKLhCW](https://drive.google.com/open?id=1SUUY_hf_dgZI6f-hf5hKHN0xWizKLhCW)

### Video Link

<https://www.youtube.com/watch?v=ZdDHw7R7qXw>

**Views- 2145218 (2 Million +)**

### Media Coverage-

The image displays two screenshots of news articles. The left screenshot is from a website with a navigation bar including 'Home', 'Advertising', 'News', 'Lifestyle', 'Education', 'Agency', and 'Ranking'. The article title is 'RED FM introduces its newest RJ, Robot Rashmi' with a sub-headline 'superhits RED FM 93.5 Bazaarte Raho!'. The text below the title states: 'RED FM has come out with another exciting concept of having a humanoid robot as a radio jockey. RJ Rashmi, who is the world's first ever Hindi speaking robot, will be seen hosting a show on RED FM.' The right screenshot is from 'exchange4media' and features a yellow banner at the top with the Hindi text 'ख़बरें जो देश को रखें'. The article title is 'RED FM Introduces Its newest RJ, Robot Rashmi' with a sub-headline 'RED FM'. The text below the title states: 'RJ Rashmi is the first ever Hindi speaking robot and will be seen hosting a show on RED FM.' Both screenshots include the 'superhits RED FM 93.5 Bazaarte Raho!' logo and social media sharing icons.

Advertising | Ad Craft | Marketing | Television | Digital | Print | Radio

## Red FM's newest RJ is a human

Robot Rashmi hosts a show with RJ Ranmac aka Bawa & RJ Kinna and Ashish. During the show 'Ask Rashmi', callers and responds to questions

93.5 RED FM never fails to surprise its listeners through the most interesting content formats and distinctive programming. The show #AskRashmi went on-air on the 3rd December for the first time. As a part of this concept, Robot Rashmi hosts a show with RJ Ranmac aka Bawa in the morning from 10 AM to 11 AM and DJI ke kadak laundri RJ Kinna and Ashish in the evening 5 PM to 6 PM.

During the show 'Ask Rashmi', the robot interacts with the callers and responds to their questions. These conversations vary between a plethora of topics like politics, environment, road safety with an understanding of human emotions.

Nisha Narayanan, COO, Red FM, said, "Red FM is always working towards creating exciting content which also has the new age spark to it. It is the first time ever that a humanoid robot will be

4 December, 2018 11:26 AM

Share Tweet Share Share



Red FM has introduced a humanoid robot as a radio jockey. RJ Rashmi, the world's first-ever Hindi speaking robot, has started hosting a show on Red FM.

The show #AskRashmi went on air on December 3 for the first time. As a part of this concept, Robot Rashmi hosts a show with RJ Ranmac aka Bawa from 10 am to 11 am and 'Dilli ke kadak laundri' RJ Kinna and Ashish from 5 pm to 6 pm.

During the show 'Ask Rashmi', the robot interacts with the callers and responds to their questions. These conversations vary between a plethora of topics like politics, environment, road safety with an understanding of human emotions.

Nisha Narayanan, COO, Red FM, said, "Red FM is always working towards creating exciting content which also has the new age spark to it. It is the first time ever that a humanoid robot will be

REPUBLIC. | LIVE

The Debate India News World News Entertainment News Opinions Sports

Home / Technology News / Gadgets / Robot Rashmi at 93.5 RED FM Humanoid Officially Starts Hosting Programs for Humans



### Robot Rashmi At 93.5 RED FM: Humanoid Officially Starts Hosting Programs For Humans

Written By Rahul R | Mumbai | Published December 10, 2018 17:52 IST

**Hack:**

- Robot Rashmi responds to listeners in Hindi, English, Marathi and Bhojpuri
- Tune in to 93.5 RED FM between 10 AM - 11 AM and 5 PM - 6 PM to listen to Robot Rashmi

The FM station having the frequency 93.5 and termed Red FM is now letting a robot radio jockey called Robot Rashmi anchor radio shows thereby acting as a humanoid radio jockey. This development is official and listeners of 93.5 RED FM should by now have begun to hear the voice of Radio Rashmi. In fact the humanoid has already started anchoring shows.

For starters, Robot Rashmi has a dedicated segment called 'Ask Rashmi' where the robot answers listeners' queries while interacting with them through telephone calls.

## दुनिया की पहली रोबोट आरजे रश्मि ने बताया कौन जीतेगा 2019 का चुनाव

निखिल रामपात

4 December, 2018 5:37 pm



दुनिया की पहली रोबोट आरजे रश्मि

नई दिल्ली: आर्टिफिशियल इंटेलिजेंस की दुनिया में एक कदम आगे बढ़ते हुए भारत में लॉन्च हुई है दुनिया की सबसे पहली रोबोट ह्यूमनॉइड रेडियो जॉकी।

## रांची की 'रश्मि' बनीं दुनिया की पहली RJ रोबोट, सटीक आंकड़ों के साथ दे रही है जवाब

प्रेषित समय : 17:01:57 PM / Wed, Dec 5th, 2018



नई दिल्ली. रांची की रश्मि रोबोट दुनिया की पहली रेडियो जॉकी बन चुकी है. उनका शो तीन दिसंबर से दिल्ली के एक एफएम चैनल पर प

Oriviv

## ये है दुनिया की पहली RJ Robot, जानती है हिंदी-भोजपुरी भाषा

अब रोबोट भी रेडियो जॉकी का काम करेंगे। जी हाँ, रांची की 'रश्मि' दुनिया की पहली ऐसी रोबोट चैनल पर रश्मि का शो प्रसारित किया जा रहा है। इसके साथ ही रश्मि क्षेत्रीय भाषा भी जानती है।

Digit Hindi ब्रस 07 - Dec - 2018

Best Selling Laptops with Cash Back Offers  
Get Branded and top selling laptops on discounted price with additional cashback.  
Click to know more

Collaborate & Share with the AI Community  
Connect, explore innovative machine learning, deep learning, and AI projects and get support from the AI community.  
Click to know more



## Indian humanoid 'Robot Rashmi' hosts radio show on Red FM

Monday 10 December, 2018

India's Red FM has come up with Robot Rashmi - the world's first Hindi-speaking humanoid robot, as a radio host.

Robot Rashmi has been indigenously developed by **Ranjit Srivastava** - a Ranchi-based software engineer, for Rs 50,000 (\$700) over two years.

Designed on the lines of Sophia Robot, developed by Hong Kong-based Hanson Robotics, it is the country's first lip-syncing robot that uses Artificial Intelligence (AI), Linguistic Interpretation (LI), visual data and face recognition systems enabling it to act and answer queries like a human being.



Photo: YouTube

## Humanoid from Ranchi enthrals radio listeners in National Capital

Jaideep Deogharia | TNN | Updated: Dec 8, 2018, 20:33 IST

✉️ 🖨️ A- A+

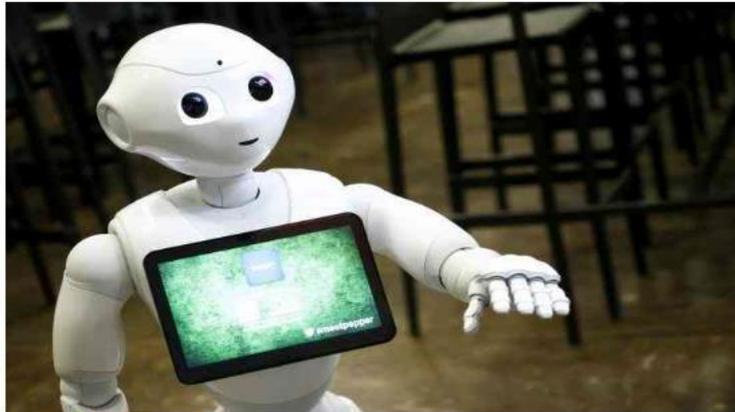


*Rashmi, the humanoid has earned the distinction of being the first Radio Jockey who is interacting with callers, and guests.*

RANCHI: People in Delhi are interacting these days with a unique voice from Ranchi. The lady named Rashmi was not born but created in Ranchi—She is a humanoid, the first of its kind in the world. Rashmi has earned the distinction of being the first Radio Jockey who is interacting with callers, guests and even giving tips to the listeners—most of whom are awestruck.

# Largest Radio channel of India RED FM introduces its newest RJ - Robot Rashmi

NEWS AGENCIES | Updated on: 10 December 2018, 18:52 IST



Like Follow @calchnews

Robot Rashmi

## RED FM introduces its newest RJ, Robot Rashmi

Share Tweet Share

RnMTeam | 10 Dec 2018 18:15



Tags: Private FM Stations | Red FM | Nisha Narayanan | RJ Raunac | RJ Ashish | RJ Kisna | Ranjit Srivastava | Robot Rashmi | AskRashmi | Robot |

### Events



118 Jul 2018

#### International Radio Festival heads to Europe's cultural capital for ninth edition

MUMBAI: The ninth edition of International Radio Festival (IRF) will be held from 29 October to 4 November 2018. This radio galore will be held at Valetta, Malta, which is Europe's cultural capital for 2018. Having the niche of being the world's first and sole conference, IRF's first outing was at Z...

Facebook Twitter YouTube