

**NATIONAL CONFERENCE ON
“LANGUAGE AND TRANSLATION INDUSTRY OF INDIA: OPPORTUNITIES &
CHALLENGES”**

APRIL 17-18, 2009

New Delhi, India

CONVENOR

**Mr. Ravi Kumar
(Council Member International Federation of Translators (FIT))**

**ORGANIZED BY
INDIAN TRANSLATORS ASSOCIATION**

JOINTLY WITH

**LINGUAINdia FOUNDATION
(A language forum promoted by Allied Modlingua Services)**

SUPPORTED BY

**CENTRAL INSTITUTE OF INDIAN LANGUAGES (CIIL), MYSORE
INTERNATIONAL FEDERATION OF TRANSLATORS (FIT), MONTREAL**

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Mr. Uma Shankar

Mr. C.M. Rawal (Co-Convenor)
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Mr. R. Raghunathan
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PROGRAM FOR DAY 1: APRIL 17, 2009

Registration: 09:00 AM- 10 AM

Inaugural Session: 10 AM – 1130 AM

Chair: Mr. Ravi Kumar (Convenor)

Coordinator: Ms. Swati Das

Inauguration	Prof. R. Kumar, Chief Guest	Rector, Jawaharlal Nehru University
Inaugural Address	Prof. Sankar Basu, Special Guest	Dean, Jawaharlal Nehru University
Memories: Writings of Rambriksh Benipuri	Prof. Mahendra Benipuri, Guest of Honour	Eminent Zoologist, Writer and Scholar
English Translation of a Short Story on Shri Rambriksh Benipuri	Ms. Swati Das	Head, Department of English, Delhi Public School, Maruti Kunj, Gurgaon
Presentation of Rambriksh Benipuri Awards 2009: National and International Category	Mr. Ravi Kumar	Chairman, LinguaIndia Foundation and Founder President, Indian Translators Association
Translation as Part of Education	Prof. R.P. Bhatnagar	Former Professor & Chairman, Department of English, University of Rajasthan
Translation as Social Service and Professional Activity	Prof. Roger T. Bell	Pioneer of Translation Theory and Professor, University of Westminster, UK and Honorary Fellow of the Chartered Institute of Linguists

Tea-Break: 1130 - 1200 PM

Session II: 1200 PM – 1330 PM

Chair: Ms. Gabriele Sauberer

Coordinator: Mr. Ravi Kumar

Showcase of National Translation Mission	Prof. P. P. Giridhar	Head, National Translation Mission, Central Institute of Indian Languages, Mysore, Govt. of India
Terminology Management in Translation: Quality through Terminology	Ms. Gabriele Sauberer	Secretary General, International Network for Terminology (TermNet)
Quality Standards in Translation EN 15038	Mr. Peter Jonas	Quality Lead Auditor & Deputy Director - Austrian Standards Plus Certification, Austria
Terminology Standardization at the Service of Diversity	Ms. Anja Drame	Ms. Anja Drame - Deputy Director, International Information Centre for Terminology, Austria and member ISO/TC 37

Lunch-Break: 1330 PM – 1430 PM

Session III: 1430 PM– 1530 PM

Chair: Mr. N.G. Lakhanpal

Coordinator: Ms. Manju Dhariwal

Asia in the Context of Globalization	Mr. N.L. Lakhanpal	Chief-Zeitgeist Advisorate, IAS, Ex - Director General Foreign Trade, Ex -Principal Secretary-Finance, Government of Maharashtra, Ex - Chief Executive - India Trade Promotion Organization.
Initiative of Instituto Cervantes	Prof. Ana Isabel Reguillo	Education Head-Instituto Cervantes, Govt. of Spain
Importance of Communication and Language in International Business	Mr. Sanjay Ganjoo	CEO Bhaskar Foundation
French Government Initiative	Ms. Marielle Morin (Invited)	Director-French Information Resource Centre, Embassy of France
Translation for Propagation of Culture and Values: A Story from Buddha's Life	Prof. Manju Dhariwal	Assistant Professor for English, LNMITTAL Institute of Technology, Jaipur

Tea - Break - 1530PM - 1600 PM

SESSION IV: 1600 PM - 1730 PM

Chair: Prof. S.P. Ganguly

Coordinator: Prof. Anil Dhingra

Panel Discussion on Interpretation Services	Panelist	
	Prof. S.P. Ganguly	Professor, School of Languages, Jawaharlal Nehru University
	Prof. Anil Dhingra	Professor, School of Languages, Jawaharlal Nehru University
	Ms. Laurance Bastit (Invited)	Expert Interpreter and Member - International Association of Conference Interpreters (AIIC), Geneva, Switzerland
	Mr. A. Majid Padar (Invited)	Director (LAC), Ministry of External Affairs, Govt. of India
	Prof. Roger T. Bell	Professor, University of Westminster, UK and Honorary Fellow of the Chartered Institute of Linguists

PROGRAM FOR DAY 2: APRIL 18, 2009

Session I: 10AM – 1130 AM

Chair: Prof. R.M.K Sinha

Coordinator: Mr. Ravi Kuma

	Panelist	
Evolution in Machine Translation and Human Assisted Machine Translation	Prof. R.M.K. Sinha	Professor, IIT Kanpur, Expert & Pioneer - Machine Translation.
	Prof. V.N. Shukla	Director-Special Applications, Speech and Natural Language Processing, Centre for Development of Advanced Computing (C-DAC)
	Prof. P.P. Giridhar	Head, National Translation Mission, Central Institute of Indian Languages, Mysore
Introduction to Computational Linguistics	Dr. Vijay K. Malhotra	Computational Linguistics Expert and Ex - Director Hindi Bhasha, Indian Railways, Government of India
Machine Translation-Users' View	Mr. Ravi Kumar	Managing Director, Allied Modlingua Services Pvt. Ltd., ISO 9001:2000 Certified Translation Company and Exclusive distributor -Heartsome CAT Tools in India

Tea-Break: 1130 AM to 1200 PM

Session II: 1200 PM – 1330 PM

Chair: Prof. Om Gupta

Coordinator: Mr. Ravi Kumar

Translation for Whom: Linguist of the Original Language or Reader in the Foreign Language	Prof. Om Gupta	Dean, Jagannanth International Management School, New Delhi
Challenges and Opportunities in Translation – RBEI perspective	Mr. Uma Shankar BR	Deputy General Manager, Robert Bosch Engineering and Business Solutions Limited (RBEI), Bangalore
Challenges of Language & Translation of Neighborhood: Immediate and Global	Dr. S.M. Mishra	Deputy Director, Indian Council for Historical Research, New Delhi
Translation as Form of Cross -Cultural Communication	Ms. Jeeva Ratnam Gurusamy	Senior Lecturer-French, Avinashilingam University for Women, Coimbatore.
Relationship between Indian Freelancers and Translation Agencies-Myths and Facts	Mr. Ashok Bagri	Managing Partner - TransInfropreneur Inc., Bangalore

Lunch-Break: 1330 PM – 1430 PM

Session III: 1430: 1600

Chair: Professor Dr. H.C. Pande

Coordinator : Mr. C.M Rawal

Online English-Hindi-English Terminology	Dr. H.C. Pande	Professor and Ex-dean, Jawaharlal Nehru University
Indian Advertising Industry and Hindi Advertisement	Mr. Sanjay Singh	Lecturer-Media Studies, ARSD College, Univ. of Delhi
Cross Cultural Communication and Transcreation	Ms. Vashini Sharma	Professor, Central Institute of Hindi, Agra
Transcreation in Advertising	Mr. L.N. Baijal	Founder, True Translations Pvt. Ltd.
With the Aim of Preserving Sounds of Words of Scores of Indian languages when Transliterated into English	Mr. Shreyas Munshi	Researcher in Phonetics and Writer

Tea - Break: 1600 Hrs – 1630 hrs

Session IV: 1630 hrs - 1730 hrs

Chair: Mr. Ravi Kumar

Coordinator : Ms. Jaspreet Kaur

Application of Best Suited Teaching Methodologies in Translation: Especially Indian Folk Tales	Dr. Tulika Chandra	Lecturer in Business Communication, Asia - Pacific Institute of Management
Automating Internationalisation for Web Sites	Mr. Samrat Yadav	CEO, Total Internet Solutions
Literary Translation and its Limitations in the Wider Spectrum of Cross Cultural Communication	Mr. Hemanga Dutta	Research Scholar -Centre for Linguistics, Jawaharlal Nehru University.

**1730 Hrs – 1800 Hrs Closing and Conference Participation Certificate Distribution by
Prof. H.C. Pande, Ex-Dean, School of Languages, Jawaharlal Nehru University**



Dr. Ramadhikari Kumar (Chief Guest)

Professor & Rector, Jawaharlal Nehru University

One of the Founder Pillars of Jawaharlal Nehru University, he has been consistently writing books and articles on topics of Russian grammar and Translation interpretation, producing teaching materials, guiding research scholars. He has been taking special interest in developing and consolidating interpretation as a discipline and has since long been conducting courses on simultaneous interpretation at the Centre of Russian Studies, School of Language, Literature and Culture Studies at Jawaharlal Nehru University, New Delhi.

He has been delivering special lectures at several Indian and foreign universities during national/international seminars/conferences. As a practicing interpreter, he has provided language inputs to a series of international seminars/conferences, bilateral conclaves and intergovernmental meets.

Besides having long years of administrative experience, he has served as Warden of Hostels, Provost of Hall of Residence, Proctor and Chief Proctor of Jawaharlal Nehru University. In addition, he has been member and Chairperson of a number of university's committees.

His initiatives have brought several high level delegations to the university including Presidents, Vice Presidents, Rectors, Deans and many academic delegations from Universities abroad that include Universities from UK, Germany, Netherland, Sweden, Finland, Russia, Belarus, USA, Canada, Thailand, Taiwan, Italy Serbia, Singapore, Bahrain, Indonesia, New Zealand, South Africa, Switzerland, China, Sri Lanka, Pakistan.

On social front, he is Vice-President, Federation of Alumni of Soviet and Russian academic institutions, advisor to the Vice Chancellor of JNU on SC/STstudents' academic affairs, he is Advisor to Union Public Service Commission, Govt. of India and is presently serving as Rector of Jawaharlal Nehru University.

In addition, he is Vice President of All Moscow Indian Students' Association, and Served as Treasurer, Secretary and President of Jawaharlal Nehru University Teachers' Association, and currently he is serving as President, Indian Association of Teachers of Russian Language and Literature (INDAPRYAL).

Awards and Honours:

Laureate of Society for solidarity with the peoples of Asia and Africa Medal

Laureate of State (Russian Federation) A.S. Pushkin Medal

Laureate of Pirhuali Panchayat Medal



Dr. Sankar Basu (Special Guest)
Dean, School for Languages, Literature & Culture Studies
Jawaharlal Nehru University

One of the longest serving professors in Jawaharlal Nehru University, Dr. Sankar Basu holds Doctorate from Peoples Friendship University, Moscow, Russia, 1973 and is Dean of School of Languages, Literature & Culture Studies, Jawaharlal Nehru University. In addition, he is also Chair of Sanskrit Studies in the same University.

He has specialization and research interest on XIX Century Russian Literature, Culture and Civilization of Russia. He has several books to his credit including a book entitled “Chekhov and Tagore: Comparison of their Short Stories”, a book on Russian Culture and Civilization, a book entitled “Russian through Ages”, all of which have received international acclaim.

In addition, he has also edited several books followed by a series of translations from Russian to English and vice-versa. One of his most remarkable works has been translation of Chekhov's letters. He has written various articles and journals of national and international repute.

He is the recipient of the highest Russian award given to an Indian National: Order of Friendship by Ex-President Russian Republic, Vladimir Putin, 2006.

Dr. M. K. Benipuri (Guest of Honour)
Ex-Prof. of Zoology, Bhim Rao Ambedkar University

Dr. Mahendra Kumar Benipuri is a retired Professor of Zoology from Bhim Rao Ambedkar University, Muzaffarpur, Bihar. He has served for more than 40 years in teaching as a Lecturer, Reader and University Professor at both undergraduate and postgraduate levels. He is the Founder of the 1st Vocational Degree course in Industrial Fish & Fisheries in Bihar, fully sponsored by the University Grants Commission and acclaimed as one of the best institutions imparting vocational degree course in Bihar. He has successfully guided research works leading to Ph.D. degree to several scholars on subject areas related to Zoology, Agriculture and Fisheries. As a scholar of repute, he has published and presented research papers in various journals and seminars. He has been a sportsperson, keen amateur photographer and philatelist. He is the founder member of North Bihar Philatelic Society, Muzaffarpur and a member of the advisory committee of Muzaffarpur Philatelic Bureau.

Above and all, he is the son of Late Rambriksh Benipuri, one of the founders of Socialist Movement in India, freedom fighter and great Hindi writer who does not require any elaborations.



Professor (Dr.) R.P. Bhatnagar Keynote Speaker
Recipient-Rambriksh Benipuri Awards 2009

Ex-Professor and Chairman in Department of English, University of Rajasthan and currently Advisor to LN Mittal Institute of Information Technology, Dr. R.P. Bhatnagar is a well known academician, writer and translator and pioneer in propagating translation studies in India. It is worth mentioning that Professor Bhatnagar took the initiative to design and implement the first translation studies course in India in the University of Rajasthan, and later introduced an M.Phil. and a Doctorate in Translation Studies in the same university that has given Indian society many well known translators and academicians including various Sahitya Academy Award winners. Besides other academic and administrative qualifications, an account of the books translated by Dr. R P Bhatnagar is given below. (His books on and about English have been published by Oxford University Press, Macmillan India Ltd., Orient Longman, S. Chand & Co.,etc.)

BOOKS TRANSLATED

1. Acharya Tulsi: Fifty years of Selfless Dedication
2. Jeevan Vigyan by Acharya Mahapragya
3. Anuvrat: A Shield against Immorality, Acharya Tulsi
4. Nonviolence and its many Facets, Acharya Mahapragya
5. Anuvrat: Gati Aur Pragati, Acharya Tulsi
6. Acharya Tulsi on Contemporary Problems
7. Me, My Mind, My Peace, Acharya Mahapragya
8. New Man, New World, Acharya Mahapragya
9. Acharya Bhikshu: Style of Discipline, Sadhvi Kanakprabha ji
10. Sambodhi, Acharya Mahapragya
11. Dhyana & Yoga, Muni Chandra Prabh ji
12. Gita ka Tatvik Mahatva, Diwakar Shastri
13. Education and its New Dimensions, Acharya Mahapragya

Abstract

In good old days, one of the methods of teaching English was the GRAMMAR, TRANSLATION METHOD. It meant an inherent way of incorporating the skill of translation in language education. If we look at our forefathers, they did extremely well in English as a result of the way they had been taught.

The imperial appetite for profits from colonies resulted in a big subterfuge in this area also, and 'Give the dog a bad name and hang him' policy was adopted, whereby for hundreds of years colonial and later independent countries have been robbed of trillions of pounds - all in the name of teaching English. The paper exposes the myth/lie contained in the above proposition.



Prof. (Dr.) Roger T Bell, Keynote Speaker
Recipient-Rambriksh Benipuri Awards 2009

Dr. Roger T Bell has been involved in applied linguistics language teaching, translation studies and translator and interpreter education since the early 1960s, at the Universities of Lancaster (1965-1983), Westminster (1984-1994), Karachi (1971), Brasilia (1995), the International Islamic University in Kuala Lumpur (1998-99), and Fairview International School (Director: 2002 to date).

Before his retirement, he was *Professor of Linguistics* at the University of Westminster in the UK. He is still a Visiting Professor there and at Universitas Sumatera Utara (USU: the University of North Sumatra) in Indonesia. He is also an *Honorary Fellow* of the Chartered Institute of Linguists (London). His publications (5 books and some 60 papers) span sociolinguistics (language variation; bilingualism and multilingualism) and applied linguistics (language teaching; translation and interpreting theory) and educational development (academic and business). His 1991 book *Translation and translating: theory and practice* has been translated into Romanian (2000), Korean (2001), Chinese (2005) with Russian and Malay translations in the press and plans for a Hindi version in the near future. He has acted as a consultant to a wide range of organisations including: United Kingdom: *British Rail* (1991-92: European Passenger Services: Bilingual Communication System [English-French] for Channel Tunnel Train Drivers), the *Higher Education Funding Council* (1994 to date: Specialist Assessor in Linguistics: Quality Assurance) and the *Nuffield Foundation* (1994: Training of Trainers of Trainers for Public Service Interpreting).

Malaysia: the *Anti-Corruption Agency* (1998: Communication Skills for Investigating Officers), *AIBD* (1999 to date: Editing and Presentation Skills), *Glaxo-Smith-Kline* (2002 to date: Communication Skills for Doctors), *IBBM* (2005: Communication Skills for Banking Professionals), *ITNMB* (1998 to date: strategic planning, 2003: Conference Interpreter training), *RTM* (1999 to date: Professional Skills for Radio and Television News Editors and Presenters), *University of Malaya Press* and the *Open University Malaysia* (2001 to date: Editing and Proofing of publications), and *City & Guilds-Pitman* (2002 to date: Quality Assurance for awards in teaching and training: ACE and ICTS/IDTS).

His interest in enhancing communication skills has led him to run workshops on presentation and facilitation skills, and the application of this to tertiary-level pedagogic skill development for academic staff: lectures, seminars, tutorials/coaching and conference presentation techniques. He is Managing Director of a Kuala Lumpur-based consultancy RZ Language-Link Sdn. Bhd- which specializes in language services: translation, interpreting and documentation and language and communication skills training.

Abstract

Translation as Social Service and Professional Activity

This paper sets translation in its social context by probing the relationship between two of the key terms in the title of this conference: “translation” and “industry”

Specifically, it asks a number of key questions about the “Translation Industry”: what kind of “industry” is it?; what kind of “profession” is translation?; how can a translator become “a professional”?; should translators form a professional association and, if so, why and how?

Answers to these questions are brought together under the general heading of “regulation” which requires for its implementation the interlinked notions of Association, Accountability and Autonomy. Once translators (and other language service providers) have created an autonomous association, within and through which individual members can be and are held accountable for their behavior, they can truly claim to be professionals and legitimately demand of their clients and of the public at large the recognition and respect they deserve as crucial agents of cultural exchange and social change in the increasingly complex world of the 21st century.

Ms. Swati Das-Coordinator
Head of Department (English), Delhi Public School

Ms. Swati Das is MA in English from Delhi University, 1976. She holds a B.Ed degree followed by Post Graduate Diploma in teaching English from CIEFL, Hyderabad. She has 20 years of teaching experience with Sainik School, Tilaiya. Currently, she is Head of Department (English) with Delhi Public School. She has written a series of English textbooks for CBSE at secondary and higher-secondary levels. The most recent ones being, Gateway to English for classes VI-VIII. In addition, she is also helping IGNOU in preparing course materials for various curriculums.

In addition, she has taken up various translation projects on subject matters related to religion, society and literature.

Abstract

She will read and present English translation of a short story written by Shri. Ram Brikshpuri.



Mr. Ravi Kumar (Convenor)
Managing Director, Allied Modlingua Services Pvt. Ltd.

Mr. Ravi Kumar is the Elected Council Member of International Federation of Translators (FIT) and Founder President of Indian Translators Association with his MA, M.Phil and PhD Research (continuing) in Spanish Culture and Latin American Studies.

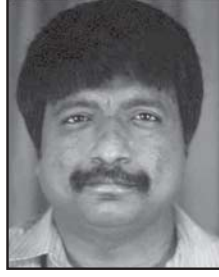
He is Visiting Professor for Spanish Studies at Indian Institute of Foreign Trade, and Managing Director of Allied Modlingua Services Pvt. Ltd. (ISO 9001:2000 certified translation company), Exclusive Distributor of Heartsome CAT tools in India and Founder of www.hrlingua.com the language project portal.

He has specialization in Teaching Spanish as a Foreign Language from Escuela Diplomática, Madrid.

He has published quite a few business reports on Latin America. He has also published a well known business guide "Peru-Your Business Destination" in collaboration with Embassy of Peru in India. He is Visiting Professor for Latin American and Culture Studies to leading universities in India and abroad.

Abstract

His talks shall focus on Scenario of Translation Industry of India. He is also part of Expert panel discussion on Machine Translation: User's View



Dr. P.P. Giridhar (Guest Speaker)
Head-National Translation Mission
Central Institute of Indian Languages, Mysore

Dr. Giridhar is a linguist with postgraduate degrees in Linguistics and English and a PhD in Linguistics. He works currently as an Associate Professor at the CIIL, Mysore. He has published grammar books and dictionaries of languages spoken in north-east India.

He has demonstrable flair for literature and translation. He has rendered English translation of five Kannada novels, one being published by Macmillan India Ltd, which won him the American Kannadigas' Special award. He has published abroad on translation as a phenomenon, in META, in Language and Style etc.

He was awarded the Translation grant award of ICWT, University of California (Irvine) for 2007-08, for which he is translating another Kannada novel into English. He was the only Asian to get the award that year.

Among his accomplishments are the translation website www.anukriti.net of which he is the founder and he runs the journal, Translation Today which is abstracted now in TS Abstracts in Manchester.

Abstract

He will present the showcase of National Translation Mission and form part of expert panel discussions on Machine Translation.



Ms. Gabriele Sauberer, Keynote Speaker
Secretary General, TERMNET, Austria

A pioneer in the field of professional preparation and management of EU funded projects, Gabriele successfully manages the International Network for Terminology (<http://www.termnet.org>) since 2002. For the European Commission she acted as consultant to European funding Programmes. Gabriele designed and managed many projects at European, regional and international level and developed trainings on linguistic and cultural diversity. She is a certified quality auditor, EN 15038 lead auditor and expert in several standardization committees (Terminology, Translation, Human Resources, Diversity management, Corporate Social Responsibility). Since 2007, Gabriele is teaching diversity management, intercultural management and project management at the Centre for Translation Studies of the University of Vienna.

Abstract

Terminology Management in Translation: Quality through terminology

The talk deals with the following three questions:

1. What is the role of terminology and terminology management in quality assurance?
2. How to measure the quality of translations & translation service providers?
3. What does the new European Standard EN 15038:2006 on “Translation services Service requirements” say about terminology?

Increasingly quality standards and international certification is required by government, industry and public procurement. This paper discusses some of the main success factors in the translation and language industries, with a focus on terminology and terminology management.

After a short introduction of quality issues in general, it will be shown how terminology is represented in the new European standard EN 15038 and how translators, terminologists and translation service providers can prepare to meet the expectations of their customers.

The workshop ends with a discussion round and short reference and introduction to the workshop of Peter Jonas about The Language Industry Certification System LICS® - a new global brand for certification in the language and translation industry.



Mr. Peter Jonas, Keynote Speaker

Director, Language Industry Certification System (LICS), Vienna

Mr. Peter Jonas was born in 1964 and was raised in Vienna, Austria. After graduating from high school, he went on to study physics at Vienna University of Technology. Having worked as a researcher, Peter Jonas left University and joined the Austrian Standards Institute in 1994.

Peter Jonas is among a number of European pioneers in the field of standards for the service sector. He has established and is in charge of the operation of the certification system "ON Certified Service" at the Austrian Standards Institute.

Following the publication of the European Standard EN 15038 "Translations Services" the "Language Industry Certification System[®]" a joint venture of Austrian Standards Institute with TermNet was established 2007. In his current position as Director of AS+Certification, the certification subsidiary of Austrian Standards Institute, Peter Jonas is one of the initiators of this project.

Abstract

Quality Standards in Translation EN 15038

The objective of this paper is to discuss important issues with regards to the European Standard EN 15038:2006 and to present the LICS EN 15038 certification process. The Language Industry Certification System LICS[®] a new brand for certification in the language service industry will be presented. It will be shown how a translation service provider can achieve certification and what steps are to be taken towards a LICS EN 15038 certificate.

Key Words: Certification; Standard; EN 15038, Quality, LICS[®]



Ms. Anja Drame (Keynote Speaker)

INFOTERM, Deputy Director and Member ISO/TC 37

Ms. Anja is a freelance project and communication manager who has majored in African Studies, Applied Linguistics and for Teaching German as a Foreign Language. She has been active in standardization within ISO technical committee 37 “Terminology and other language and content resources”.

She is the organizer of the annual International Terminology Summer School.

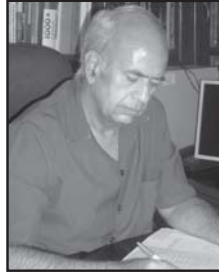
Anja is a member of several associations and committees related to terminology, languages and standards. Her special research interest is terminology policies, communication and campaigns, as well as terminology in support of human rights, health and environment issues. She is a Ph.D. candidate at the University of Vienna since 2006. (“Terminology policies and/as communication for social change”).

Abstract

"Terminology standardization at the service of diversity".

Standardization is often misunderstood as harmonization on the cost of diversity. Especially when it concerns terminology or language issues in general.

This presentation will give insight on what terminology standardization actually means and how it affects all language professionals and domain experts.



Mr. N.L. Lakhanpal, Session Chair
Chief-ZeitGeist Advisorate

An Indian Administrative Services (IAS) Officer, Mr. N.L. Lakhanpal holds Masters Degree from Punjab University alongwith a post-graduate Diploma in Development Administration from University of Birmingham (UK). He has held positions like Member-Securities Appellate Tribunal; Secretary to Government of India. Director General Foreign Trade, Government of India. Principal Secretary-Finance, Government of Maharashtra and Chief Executive, Indian Trade Promotion Organization in the last decade of his four decade long public service. He has also handled departments like Education and Health besides spending the initial decade of his service in the rural areas as District Magistrate and Divisional Commissioner. As Divisional Commissioner, he was also ex-officer Regional Director Municipal Administration responsible for inspecting every municipal council / corporations in his jurisdiction every year and for drawing up Development Plans for the cities. He is a Member of Consultancy Development Center and also Member of Indian Institute of Public Administration.

Abstract

His talk will cover “Asia in the Context of Globalization”.



Prof. Ana Isabel Reguillo Pelayo
Education Head Instituto Cervantes

Prof. Ana Isabel is Education Head of Instituto Cervantes, New Delhi. She was previously working at Manila Center of Instituto Cervantes.

She holds degree in Spanish Philology from Universidad Autónoma de Madrid. In addition she has specialization in MEELE from Universidad Antonio de Nebrija and holds Doctorate from Universidad de Alcalá de Henares, Spain

She has undertaken several teaching assignments abroad including Moscow, Melbourne, Tallin and Spain.

Field of interest: She has special interest and specialization in Teaching Spanish for Specific Purposes (Business)

Abstract

Her presentation will include a brief on the services that Instituto Cervantes offers to the world. In 1996, OESI (Oficina del Español en la Sociedad de Información) was created to provide easy access to information on Spanish language, culture and society. Since 2003, the Portal on language technology on Spain promotes Spain's initiative in the field of language technology.



Ms. Marielle Morin

Director, French Information Resource Centre and Book Attaché at the French Embassy

Ms. Marielle Morin is currently Director of the French Information Resource Centre and Book Attaché at the French Embassy. She is looking after the Translation Programme of the French Embassy. MPhil in Comparative Literature and former teacher of English, she was a Research Librarian at the Centre for Studies on India and South Asia in Paris before coming to India, as well as a translator of Indian literature.

Abstract

Her talk will cover activities of French Information Resource Centre in promoting translation activities in India specially in the context of translation of books from French to Indian languages and vice - versa.



Prof. (Dr.) Manju Dhariwal-Coordinator
Assistant Professor for English, LN Mittal Institute for Information Technology

Prof. Dhariwal is Assistant Professor for English Language and Communication at the LNM Institute of IT, Jaipur, India. Apart from post graduate degree in English, she holds a Ph.D degree on the topic “*Spiritual Certitude in Plays of T.S.Eliot*” from the **University of Rajasthan**. **Her research interests include** English Language and Literature, Professional Communication (Theory and Practice), Discourse Analysis and Translation. She has ten years of **teaching experience in** English language and literature and communication skills. Currently, she is Faculty In charge for organizing debates, extempories and other literary activities at LNM IIT. She is also the Chief Advisory to student Editorial board for Nth Degree, the annual literary magazine of LNM IIT besides being the Convener of AC Student Advisory Committee.

Abstract

She will be talking on: Translation for Propagation of Culture and Values: A Story from Buddha's Life.

Mr. Sanjay Ganjoo, Key-note Speaker
CEO, Bhaskar Foundation

Mr. Ganjoo is working as CEO of Bhaskar Foundation, an initiative of Dainik Bhaskar Group. He is involved in carrying out CSR activities of the group in areas including education, skill development, water & sanitation and rehabilitation. He has worked at different levels in the Federation of Indian Chambers of Commerce & Industry (FICCI) for about 13 years. Holding the post of Director (Trade Fairs) in FICCI, he played a key role in establishing and developing the Trade Fairs Department which is now one of the strongest and largest team of trade fair professionals in the country organizing some of the best business shows of international standards and level. He is founder member and Honorary Director of Centre of Bhartiya Marketing Development (CBMD). He has been involved in organizing and developing the brand Swadeshi Mela, a fair for purely Indian Businesses.

Abstract

His talk focuses on the topic, Importance of Communication and Language in International Business.



Prof. (Dr.) S P Ganguly-Chair
Professor, Jawaharlal Nehru University, New Delhi

Professor of Spanish, Dr. S P Ganguly is pioneer of Spanish and Latin American studies in India. With his M.A in Economics and M.A Spanish studies and PhD Honoris Causa from Simon Bolivar University, Colombia, Dr. Ganguly has been teaching Spanish language, translation and Latin American studies at Jawaharlal Nehru University since 30 years.

His contribution to Spanish and Latin American studies in India has been remarkable through his writings, lectures and pedagogy of highest standards. He has written a series of books on Hispanism, which have received not only national attention, but also international fame. Some of his notable writings include: “Tierras Lejanas Voces Cercanas”, “Por los caminos de lo otro”, “Various anthologies of bilingual translation”, “Latin American and Spanish Poetry”, “Quixotic Encounters: Indian Response to the Knight from Spain. In addition, he is the pioneer of research reception of Tagore in Spain, mostly visible in his work “Tagore and Spain: Eternal Honeycomb”

He also edited a series of books and translations, the most recent one being that of critical reception of the work of Advut Digvijay: the first translation of Quixote in India by Bipin Bihari Chaturvedi.

His expertise as a Simultaneous Interpreter is visible through his active involvement in handling state-level visits of Heads of States coming from Spain and different parts of Latin America. In addition, he has also been actively providing professional services during UN and International conferences of highest order.

In last 30 years of his service as a Professor, he has supervised many PhD and M.Phil research works.

Abstract

He forms part of the expert panel on Scenario of Interpretation Services in India. For more details, please check Conference Program.



Prof. (Dr.) Anil Dhingra (Coordinator)

Professor, Jawaharlal Nehru University

Currently Professor of Spanish, Dr. Dhingra has been teaching Spanish language, translation, consecutive & simultaneous interpretation at the Jawaharlal Nehru University since 1980. He has been Consultant Teacher in Spanish, Foreign Service Institute, Ministry of External Affairs, Government of India; Instructor in Spanish, Adult Education Program, American Embassy School; Instructor in Spanish, Indian Institute of Foreign Trade, New Delhi, Translator/Interpreter in Spanish, Embassy of India, Madrid, Spain and has taught Spanish language communication skills to the senior personnel of several multinational companies. Member of International Associations dealing with Hispanic Studies, Dr. Dhingra has been awarded the Decoration of the Order of Manuel Amador Guerrero (1997) by the Republic of Panama for his contribution in disseminating the Panamanian Literature in India. He has published 12 books and more than 20 articles on themes of Hispanic Studies.

Abstract

He forms part of the expert panel on Scenario of Interpretation Services in India. For more details, please check Conference Program.



Prof. (Dr.) R. M. K. Sinha-Chair and Panelist Machine Translation
Professor, IIT Kanpur, Expert & Pioneer-Machine Translation

Dr. Sinha is a Professor of Computer Science & Engineering and Electrical Engineering at IIT Kanpur where he has been serving for more than three decades. Dr. Sinha's major research concentration has been in the areas of language technology and applied artificial intelligence. In early 70s, he worked on Devanagari OCR and was the first person to work on the topic. In late 70s and early 80s, he worked on Indian script enabling and their computer processing. He is the originator of the well known multi-lingual GIST technology/IDC, ISCII coding, INSCRIPT keyboarding and several other Indian language technology. Starting late 80s, he has been working on computer processing of Indian languages. He is the originator of AnglaBharati and AnuBharati technology for translation from English to Indian languages and vice-versa. He is a member of TDIL working group, National Translation Mission Advisory, Technical Advisory Committee of CDAC, Standardization Committee, Associate and UNESCO chair in ORBICOM. He is founding President of Society for Machine Aids for Translation and Communication (SMATAC), Fellow IETE and Senior Member IEEE. He has been a visiting professor at Michigan State University, Wayne State University, INRS Quebec and Asian Institute of Technology.

Abstract

His talk would include discussion on 'Providing Impetus to Indian Translation Industry: role of translation tools' while suggesting that a presentation be made by prominent Indian translation service providers on the following points:

- i. experience on using a machine translation system, if any.
- ii. details of translation tools used and their pros-cons
- iii. an estimate on impact of usage of translation tool on throughput and what has the break-even point in terms of returns on investment made.
- iv. desirable features of tools - a wish list with estimated investment and expected enhancement of throughput
- v. standardization issues



Prof. VN Shukla-Panelist Machine Translation
Director, Special Applications and Professor C-DAC, Noida

Prof. Vijendrakumar Narendraprasad Shukla is director (Special Applications) and Professor in C-DAC, Noida heading Speech & Natural Language Processing lab. During 28 years of his experience, he has served various academic institutions linked with University of Pune, Marathwada University, University of Bombay and I.I.T., Roorkee. He received his M. Tech. (Computer Science & Technology) from University of Roorkee. He has a number of research publications at International and National level to his credit. He is member of various professional bodies like IETE, IEEE, ISTE. He was Manager W3C India office. He worked as a Convener of the National Committee on Technology Development in Indian Languages (TDIL) set up by the Department of Information Technology, Government of India. He was conferred the **1st IETE-Brig M L Anand Award** for his outstanding contribution in the field of Language Technology. His teaching and research subjects include Digital library and Archiving, Data Mining, Formal Computing, Software Engineering, Object Oriented Software Engineering, Multilingual Computing, Geomatics, e-governance & Open Source Technology.

Abstract

His talk shall focus on Evolution in Machine Translations and Human Assisted Machine Translations.



**Dr. Vijay K. Malhotra-Panelist - Machine Translation
Expert-Computational Linguistics and Ex-Director Hindi Bhasha**

Dr. Vijay K. Malhotra, former Director in Ministry of Railways, Govt. of India is a renowned linguist in Hindi. His early education was in Sanskrit and Hindi under the most ancient Gurukul system of education at Hardwar; MA (Hindi) from Delhi University; PG Diploma in Linguistics from Osmania University, Hyderabad and Doctorate (Ph.D) in Lexical Transfer from English to Hindi. He has over 30 years of experience of guiding a large team of translators from English to Hindi in the Ministry of Railways in various positions and retired as DIRECTOR (Official Languages), MINISTRY OF RAILWAYS, GOVT OF INDIA, New Delhi. He has also worked as Language Co-Coordinator and Consultant for Microsoft for developing applications and tools for Localization in Hindi. As Nuffield Fellow taught Hindi & Sanskrit in the University of York, UK and undertook a small project for developing a Hindi Thesaurus. He has assisted NLP Group of the University of Pennsylvania, Philadelphia (U.S.) for the development of Hindi Parser during 1996. Presently, he is engaged in the Hindi translation of the research papers written by the scholars of the Center for Advanced Study of India (CASI) of the University of Pennsylvania, USA. He is also an expert on Language Computing in Hindi for the Mahatma Gandhi International Hindi University at Wardha (Maharashtra).

Abstract

New Dimensions of Lexicon for building Translation systems

Language resides in Lexicon. In general, a lexicon is a specially designed list of lexical units of a language containing specific information for a specific purpose. In Computational Linguistics, the notion of Lexicon acquired a new dimension of a knowledge base. Hence, Lexicon today transcends the boundary of Phonology, Morphology, Syntax, Semantics and Pragmatics and enters a new realm of world knowledge. Hence it's claimed to be the abode of language. Mainly there are three approaches to the lexicon: Structural semantic approach, Componential approach and Relational Lexical approach. This paper will deal with the combined approach to identify language specific features of Hindi for the purpose of building a network of taxonomical relations such as symmetrical, collocation, whole-part, mother-child, sequential relations etc.

Some syntactic features will also be dealt with to prove that some language specific features of Hindi are quite strong and hence building Lexicon for the translation whether its manual or computer-aided, needs proper study of the language specific features of the pair of languages: Source as well as Target language. All natural languages across the globe do have some universal features and they are almost similar. In-depth study of language specific features of Hindi has shown that such features are about 80%, whereas universal features of Hindi constitute about 20%. As such Language Technology tools, if developed without proper in-depth study of the language specific features are bound to fail.



Prof. Dr. Om Gupta-Chair
Dean, Jagannath International Management School

Ph.D Scholar at School of International Studies, JNU under Prof Abdul Nafey on the Topic: Life and Ideas of Rigoberta Menchu. He is the Founder Editor of Indo-Latin American File in 1992 showcasing the growth and development of Indo-Latin American relations with particular reference to Hispanic Studies. He has organized about 20 seminars at IIC from 1992 to 2002 on different aspects of Latin American countries and has also co-edited G-15: Potential and Possibilities: An Indo-Latin American perspective, 1995. He has co-edited Indian Writings on Latin America for Sahitya Akademi and IIC in 2000. In addition, he has translated “100 years of Solitude” by Gabriel Garcia Marquez for Dainik Bhaskar where it was serialized from 2003 to 05. He has also published a Spanish Manual for professionals by Prof. S.P. Ganguly and Prof. Anil Dhingra. He also wrote a research paper for IIC quarterly in 2002 on Rigoberta menchu. He holds Certificate of Proficiency in Spanish from School of Foreign Languages, Ministry of Defence, Lodi Estate. Currently, he is Prof and Dean, Jagannanth International Management School, New Delhi.

Abstract

His talk is regarding the topic: Translation for whom: Linguist of the Original Language or Reader in the Foreign Language.



Mr. Umashankar B R Speaker

Deputy General Manager-Robert Bosch Engineering and Business Solutions (RBEI)

Mr. Umashankar B R, Deputy General Manager, is the Business Unit Head of Translation, Documentation and E-learning services at RBEI. A graduate in Mechanical Engineering, he holds an MBA from Bangalore University with specialization in marketing. Over 20 years of his career span, his expertise has been in quality assurance, first in manufacturing and then in software. He has also provided consultation services in Quality and Business Re-engineering for clients like Tata Chemicals, Vishakhapatnam Steel Plant, Standard Chartered Bank, Cable & Wireless and many more. In RBEI, he led the organization in its quality process improvement journey to achieve the CMM L4 accreditation.

Company Profile

Robert Bosch Engineering and Business Solutions Limited (RBEI)

Robert Bosch Engineering and Business Solutions Limited (RBEI) is a 100% owned subsidiary of Robert Bosch GmbH, one of the world's leading global supplier of technology and services, offering end to end engineering and technology solutions. With over 5800 associates, we are the largest software development center of Bosch, outside Germany and the technology flagship of Bosch in India. We have a global footprint with presence in US, Europe and the Asia Pacific region. We are ISO 9001:2000 certified (1999) and appraised at CMMI-L5 (2006). We have two state-of-the-art facilities in Bangalore, and a second development center in Coimbatore.

With more than 18 years of association with BOSCH Group, we have strong domain capabilities and have started offering our services to non Bosch customers.

We provide solutions for businesses in primarily three areas:

1. Engineering Services
2. IT services
3. Business services

Our focal industries:

1. Automotive Industry
2. Industrial Technology
3. Consumer Goods and Building Technology

Abstract

Robert Bosch Engineering and Business Solutions Limited (RBEI) is a 100% subsidiary of Robert Bosch GmbH, one of the leading industrial organizations in the world. RBEI which provides business and engineering solutions also has a large department which supports the translation requirements of the Bosch Group, based out of Bangalore.

This presentation addresses, the challenges of serving a large clientele, with an unpredictable order inflow, which means that there are some days where there is no request for translation, while on other days, the requirement goes up to 1000 pages also. There are strict SLAs to be adhered to, not to mention the demanding customers who would like to have a short turnaround time for their requests. Managing a large team of in-house translators with such demanding customers, ensuring adequate work load and yet not compromising on the quality and the turn around time is the essence of this presentation.

Dr. SM Mishra-Guest Speaker
Deputy Director (Research)-Indian Council for Historical Research

Dr. SM Mishra has a Ph.D. degree from JNU, 2008 on *Agriculture and Environment: A Study of the Debates in the Central Legislature of India: 1937-57*. He was Visiting Fellow, Centre of Advanced Study, Department of History, Aligarh Muslim University, Aligarh in the year 1992 to study 19th c. literature on *Technology Transformation in India: from Manual to Machine Production: 1850-1900*. He has presented papers on several topics related to History and Culture of India. He is an expert in organizing seminars and conferences of national and international importance.

Abstract

His topic focuses on the Challenges of Language and Translation of Neighborhood: Immediate and Global. The main challenge to the language and translation industry in this age of Globalisation is to translate its dominant theme: **think globally, act locally** in understandable language and words. Although, in his *Hind Swaraj or Indian Home Rule* (1909), originally in Gujarati, translated subsequently in English for his English friends Mahatma Gandhi said: “I am so constructed that I can only serve my immediate neighbours, but in my conceit I pretend to have discovered that I must with my body serve every individual in the Universe.” India, of course, was the soil where the message was delivered, not to fall flat, but to bear fruit in the spirit of *vasudhaiva kutumbakam*: the fruit of freedom from fear and hate. Therefore, Mahatma Gandhi exhorted people to **think near and act local** without fear and hate wheresoever and whensoever for he himself did exactly that whether he was in the locality of Champaran or Manchester, in Santiniketan or Wardha.

Thanks to his inspiring leadership, a grand translation was effected in India on 15 August 1947: India's polity was translated from colonial despotic politics of power (i.e., *rajatantra*, albeit *British Raj-tantra*) to the political democracy of the sovereign Republic of India (*prajatantra*). But contrary to the wishes of Mahatma Gandhi, this translation from the colonial politics of despotic power over India and the Indian people (i.e., *rajaneeti*) to the democratic politics of fundamental rights of the people of the Republic of India (i.e., *prajaneeti*) was clumsy, and therefore ununderstandable because history is witness that the *realpolitik* of politics of power, i.e., *rajaneeti* is exclusive, divisive, aggressive, therefore, generator of fear and hate, and riots, while the *realpolitik* of politics of fundamental rights, i.e., *prajaneeti* ought to be inclusive, harmonious, unaggressive, and therefore, free from fear and hate. Not to wonder therefore that our people's emotional sanity, love, compassion, creativity, inspiration, and such other positive traits that ought to define life and activity of the people of the Republic of India are constantly under threat because of bad translation and wrong terminology.



Ms. Jeevaratnam GURUSAMY - Speaker
Senior Lecturer-French, Avinashilingam University for Women

A Lecturer in French language at the Avinashilingam University for Women, Coimbatore, Ms. Jeevaratnam is pursuing PhD. in French from Madurai Kamraj University after having completed her B.Ed. in English, M.Phil and MA degrees in French. Her fields of specialization include Foreign Language Studies/Training and Translation. Among others, her research works include topics like **Translation** with Commentary of C.S. Subramania Bharathi's "The Fox with the Golden Tail" into French.

Abstract

Translation as a form of cross-cultural communication

In the 21st century, globalization looms large and appears to threaten everything we have so far taken for granted. It has wiped out boundary lines and linguistic differences yet globalization has been unable to surmount cultural divides. For this we may need to develop a greater international focus; cross-cultural communication. Cross-cultural communication could be the mantra to bring about interconnectedness and interaction of culturally diverse citizens, business, governments and third world charities. This internationalism has given rise to increased need for languages and an increase in the global demand for translations (Translation has long been seen as a conduit for cross-cultural communication). This paper aims at giving an insight into the need for cross-cultural communication and translation in the 21st century and how cross-cultural communication may help overcome cultural differences. This analysis draws forth also the relevance of teaching of culture within "language courses"



Mr. Ashok Bagri - Speaker
Managing Partner-TransInfopreneur Inc.

Mr. Ashok Bagri is the promoter of Trans Infopreneur Inc. India's premium multilingual translation and software localisation Company. He started the company in 1996 at Bangalore. He has done his B.E. (Engineering) from UVCE, Bangalore, India; MBA from University of Chicago, USA; Diploma in Software Localization from University of Limerick, Ireland and courses on terminology and project management from Kent State University, USA. He actively participates in translation-related events. He has given several talks on quality issues, translation resources, freelancer/agency relationship, etc. His commercial venture specializes in Technical, IT, Patent, Medical, Legal, Business translation of all major European/Asian/Indic languages.

Abstract

Relationship between Indian Freelancers and Translation Agencies Myths and Facts

In translation industry, freelancers and agencies are supposed to share a symbiotic relationship. Both need each other for survival. Yet misconceptions, distrusts abound. This presentation seeks to clear some of the cobwebs so as to lead to an improved business environment. The presenter (Mr. Ashok Bagri) is the promoter of a highly respected translation company (Trans Infopreneur Inc.).

Fol. topics would be dealt with: company profile, statistics on translation industry (size, freelancers earnings, etc.), leading Indian translation agencies, expectations of agencies and freelancers, preconceived notions (myths and facts), payment practices, probable reasons for non-payment by agencies, translation resources, suggestions on how to ensure a symbiotic relationship.



Prof. Hem Chandra Pande-Chair
Prof. and Ex-Dean, Jawaharlal Nehru University

Prof. Pande has been involved in teaching Russian for 40 years. He has done literary translations from Russian to Hindi and has translated contemporary Russian writers. Some of his translated books include: APNI ZABAN MEN KUCHH KAHO (Short stories of Viktoriya Tokareva), ANTIM GHARI (Novel "Poslednii srok" by Valentin Rasputin), SAMKALIN RUSI KAHANIYAN, TEEN RUSI UPANYAS (Novels ANTIM GHARI, AAG, MATYORA SE VIDAAII, ADHUNIK RUSI KAHANI. Some of his other translations include articles and books on history and archaeology from Russian into English. He has published several articles on Russian language, contrastive study of Russian and Hindi, Russian Indology, Neuro-linguistics in Hindi and Russian. He is the Editor of *JISTA* (Journal of Indian Scientific Translators Association). Prof. Pande has been awarded the Soviet Land Nehru Award (1984) for translation and the A.S. Pushkin Medal, 2004 (Russia) for contribution to study of Russian as a foreign language.

Abstract

Online English-Hindi-English Dictionaries As A Cat Tool: An Assessment

One of the most important CAT tools of machine-aided human translation (MAHT) are online bilingual dictionaries. A large number of general and specialized bilingual dictionaries of several foreign languages are available online. On the basis of our experience of using Russian-English-Russian online dictionaries, we can say that they are a very useful tool for translators. It would not be inappropriate if an assessment is made of the other online dictionaries of Hindi from the point of view of translators, either English to Hindi or Hindi to English. Such an assessment is necessary in order to know where do we stand in comparison with other foreign languages.

For example, the website <http://www.shabdkosh.com/> consist of several thousand words with their English or Hindi translations, as the case may be. Words are arranged in the alphabetical order of English. But it is possible to use dictionary both ways, i.e. English to Hindi or Hindi to English. This dictionary shows various usages of the concerned word, and also many other words related to it. This is the advantage of any online dictionary. However, some of the meanings given in the dictionary appear to be incorrect. Due to this fact authenticity of the dictionary becomes doubtful. Assessment of this and other online bilingual dictionaries of Hindi will be done by giving suitable examples. Technical dictionaries of Hindi are not available in the Internet. This is one of the major requirements of technical translators of Hindi. Some of the websites are difficult o access because of technical problems of Hindi fonts. In comparison with Hindi, some of the major languages of the world are much more advanced in online dictionaries. Thus, a very useful CAT tool is available to the translators of foreign languages. In this respect Hindi seems to be lagging far behind. This is our experience of using online bilingual dictionaries of Hindi. Much needs to be done to bring our languages at par with other languages of the world.



Dr. Sanjay Singh Baghel- Guest Speaker
Lecturer-Media Studies, ARSD College

Dr. Sanjay holds a Ph.D. degree from University of Delhi in "Journalism & Mass Communication" apart from M.Phil and MA in Hindi. He is presently working as Lecturer in Department of Hindi (Media), in ARSD College, Univ. of Delhi. He has been teaching as Guest Lecturer to Post Graduate students of Journalism & Mass Communication in the Univ. of Delhi, Visiting Faculty of "Broadcast Journalism" in Apeejay Institute of Mass Communication. He also provides consultancy classes as guest faculty for Madurai Kamraj University, Madurai for M.Phil Students. He has experience of research in the field of Journalism, Mass Communication, Advertising and Public Relations resulting in publication of various articles in reputed journals and different National Dailies.

Abstract

' Indian Advertising Industry and Hindi Advertisement.

In the era of cut throat competition of the globalised market advertising is playing very important role for the promotion of marketing mix of a business enterprise. Basically it is advertising by which medium a person can disseminate the information concerning an idea, product or service to induce action in accordance with the intent of advertising. While we are process to disseminate our idea, roduct or service into the market it is the basic thing to understand the nerves of the customer and their language by which we can stimulate and provoke them to fetch the same.

For the same when we are talking about the Indian advertising Market, it is the hindi language dominating the market and influencing the customers mind to force to become buyer of any kind of the product. for instance, we can judge the same by pitch and madison report which is published regarding Indian advertising Market



Prof. (Dr.) Vashini Sharma-Guest Speaker
Professor, Central Institute of Hindi, Agra

Dr. Vashini Sharma is Professor (Retd.) at Central Institute of Hindi, Agra. Holding degrees of M.A. (Hindi, Linguistics), PH.D. (Linguistics), she is presently working with the Dept. of International Hindi Teaching, Central Institute of Hindi, Agra while covering topics like Communication Skills and Hindi; Hindi as Second and Foreign Language; Indian Culture and Philosophy. Her areas of specialization include “Language Technology and Language Teaching”, “Multi-Media and Preparation of Teaching Material”, “E-Learning and E-Teaching”, “Speech Therapy”, “Universals in Child Language Acquisition: A Project with University of Cornell L, USA. She has been actively involved in preparing course materials for translation courses and audio-visual teaching materials for various reputed Institutions in the country. Apart from presenting several papers in various seminars, she has participated and presented a paper on “Web Based E-Learning Hindi Courses” in the 8th World Hindi Conference, New York, 2007

Abstract

She will be presenting a talk on **Cross-cultural communication and Transcreation**

Mr. L. N. Baijal-Speaker
Founder, True Translations Pvt. Ltd.

Mr. L. N. Baijal, a Graduate in Pharmacy and Post-graduate in Advertising, Marketing & Public Relations, has over 38 years of experience in Hindi writing and language coordination in the Ad World. Initially, he has worked as Head of Language Department in Everest Advertising and then created his own set up, very well known as 'Languages'. He has also dealt extensively in Pharma communications and is now creating a niche in Clinical Research Translations. Realizing the need for transcreation as against plain vanilla translation, Baijal championed the cause of original language and transcreated campaigns originally conceptualized in English. Toofani Thanda for 'Taste the Thunder' and Swasth Khao, Tan Man Jagao for 'Eat Healthy, Think Better' are just two of the better known examples of his passion for language.

Beyond English Communications & True Translations were born out of this passion.

Beyond English as the name suggests takes communication beyond the four walls of English into the colorful domain of Indian languages. Apart from transforming the English text in the creative mould of other languages, original projects have also been conceived in both English and Indian languages. *Beyond English* is committed to two other areas:

Educating the young ones to become industry-ready professionals.

Evaluation and Rating of translations i.e. Language Audit.

True Translations Pvt. Ltd. deals with translations keeping focus on accuracy, reliability and readability. It specializes in translations for Clinical research, medical and other technical fields. The company's website can be visited at www.truetranslations.co.in

Judging by the response from the industry, Baijal is dealing with an idea whose time has surely come.

Abstract

He will be talking on:

What is Transcreation?

'Transcreation' is the new buzz word for translation in advertising.

But it goes beyond mere translation.

The idea is to recreate the same thought in one's own language using words, proverbs, or idioms of the language.

“Transcreation” requires rigor and efforts, the resultant copy therefore connects emotionally with the regional target group. “Translation” however can be misleading.



Mr. Shreyas Munshi-Guest Speaker
Researcher in Politics

Mr. Munshi, now 72 years young, is an ex-Army Officer and NRI having worked in fields as diverse as insurance, pharmaceuticals, chemicals manufacturing, Indian Army, Airlines (Airport Manager Air India at Mumbai, Aden, Addis Ababa, Kuwait), Marketing Manager (Shipping, Kuwait), Travel Agency (Kuwait) and others. He has attended Management Courses and presented papers on Sales & Marketing at Conferences in Nairobi, Athens (Pireus) and Singapore, a paper on Yoga at a Vedic conference in Pondicherry. For two years, he was involved in free-lance copywriting for a medium sized advertising agency. For the past 13 years, he has been working as a Yoga Teacher and Stress Management Consultant. He obtained the degree of MA in Linguistics from Mumbai University in 2005. He also holds BA in Economics from Mumbai University, 1959 apart from his diplomas in Yoga, Comparative Mythology, Advertising & PR.

Abstract

When Indian language words are transliterated into English by using the non-phonetic Roman alphabet, the pronunciation, on reading out, quite gets distorted. With the innovative phonetic symbols proposed here it is hoped that it would be possible to do transliteration in such a way that when the transliterated words are read out, the said distortion is nil or minimum.



Dr. Tulika Chandra-Speaker

Lecturer in Business Communication, Asia-Pacific Institute of Management

Dr. Tulika Chandra is a Lecturer in Business Communication at Asia Pacific Institute of Management, New Delhi. She possesses PhD (Linguistics) from JNU, MA and M.Phil degree in Linguistics (JNU). She also has PG Diploma in Journalism and Mass Communication and Certificate course in Television Production. Her expertise is in the field of Communication Skills, Personality Development, Soft Skills, Interpersonal Skills and Positive Thinking. She has taught in a prestigious college and has also been visiting faculty to various educational institutes where she has been taking classes in Business Communication, Mass Communication, Law, Fashion Designing, and also taking special classes for the Foreign Nationals in India. Her area of specialization in PhD is 'ESP (English for Specific Purposes) in Mass Communication' which focuses on a specific course design for the English Language programmes, based on the needs & requirements of the students of professional courses. Dr. Chandra has the experience of handling the language lab and teaching for eight years. She is also the Editor of Asia Pacific Newsletter 'Review'.

Abstract

'Application of Best Suited Teaching Methodologies in Translation: Especially Indian Folk Tales'

The methodologies used by the various schools and colleges to teach 'Translation' are varied, and which should be based on certain parameters to generate knowledge, attitude, competence and skill. The paper will concentrate on the bilingual adults who are interested to learn the art of translation, (there are already some schools/institutions for Translation studies). The paper takes into account the folk tales from India as its base and discusses translation from Hindi to English. Translation of the folk tales from India needs to be taught in a specific manner where the syntactic as well as the semantic aspects require particular focus. Syllabus should be based on the specific 'needs' of such translators. Since translation is a professional subject, it is very essential to have a teacher who is equipped with all the knowledge and skills to teach this subject.

The syntactic pattern has a definite format and the translator has to be made aware of the syntactic pattern of both the languages. While stating semantics during the process of translation, two varied range can be identified: the normal range and the extended range which includes context as well as other factors. The paper discusses the methodologies best suited can be chosen from the traditional methods of teaching or the more innovative ones. Teaching translation should be practical, full of life and motivating without losing sight of the reality of their professional market. Striving to produce competent translators, the curriculum has to be developed that caters to the needs of the translators. The translator has an important task to do: to portray and represent the 'other' culture, its society, traditions, context and situations, furthermore he/she has to professionally move his/her reader into that 'other' world. The whole 'concept' has to be put into the process of translation. Choosing the best methodology is about helping the aspiring translators to gain knowledge that will help them to administer the routine problems such as content size, time schedules and deadlines, as well as the command of particular content/folk tale.

Adopting new technologies will improve the professional standard of the translators, which will include acquiring of skills like the use of databases and the Internet as information sources. There has to be a clear cut distinction between factual and instrumental knowledge. There is a rich data available in the form of Indian folktales yet to be explored and there are some classic translation works also done. These can serve as basic examples for the translation process and practice.



Mr. Samrat Yadav-Guest Speaker
CEO, Total Internet Solutions

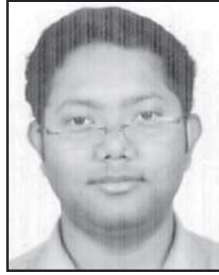
Mr. Samrat Yadav, Solutions Architect, Total Internet Solutions Pvt. Ltd. is a commerce graduate from Sri Ram College of Commerce, Delhi University. Samrat completed his Masters in International Business from Indian Institute of Foreign Trade in 1996. He got his campus placement as Assistant Manager, International Marketing with J.K. International, Trading Division of J.K. Industries. Samrat's love and passion for Computers and Internet made him give up his career in International Marketing in the year 1999. He then founded his company Total Internet Solutions Pvt. Ltd. (TISPL) in June 1999. Since inception TISPL has focused on providing web solutions to individuals, SMEs and corporates. Since then, Mr. Samrat has led the company to grow to be operating with a larger team of like-minded professionals coming from technical and management backgrounds. With state-of-the-art technology and in-depth knowledge of the same, his venture has earned the reputation of excellence and timeliness.

Abstract

The world today at large has become aware of the money making potential of the Internet. Online businesses are thriving thanks to the global audiences. Markets are no more geographically determined as the Internet has made the world smaller. However, the success mantra today for web sites is to go "**glocal**". This means that though their audience is global, the content needs to be served to the user in his local language. Thus, one of the most effective ways of reaching out to a culturally diverse target audience is by developing multilingual websites.

In computing, **internationalization** and **localization** are means of adapting computer software to different languages and regional differences. Internationalization is the process of designing a software application so that it can be adapted to various languages and regions without engineering changes. Localization is the process of adapting software for a specific region or language by adding locale-specific components and translating text.

As far as the actual process of content translation is concerned, it would still be a process which is best handled by humans. This paper covers how to automate the process of serving content to the user in his local language.



Mr. Hemanga Dutta-Speaker

Research Scholar (Linguistics), Jawaharlal Nehru University

Mr. Hemanga Dutta, a research scholar from Jawaharlal Nehru University, is pursuing his Ph.D in Linguistics on the topic “A study of the role of strength relations in the patterning of segmental speech sounds: Evidence from Indian languages”. His areas of interests are phonetics and phonology, sociolinguistics, applied linguistics, language and gender studies and language pedagogy. He received the prestigious S.M. Katre award in 2006 for being the best post-graduate in Linguistics all over India. Some of his papers include “Semantics: Exploring Gender Discrimination in Hindi”, “Language, Power and Gender: an introspection in the light of Assamese”, published in MAI Review online journal sponsored by Auckland University, New Zealand, “Derivational Morphology in Pnar”, to be published in conference proceedings of NEILS from Cambridge University Press, “A Sociolinguistic Appraisal of Vocabulary items used in Assamese folk songs and proverbs” published in the conference proceedings of the second International conference on Language Development, Language Revitalization and Multilingual Education in Ethno-linguistic Communities, organized by UNESCO, UNICEF, SIL International, SEAMEO, Save the Children, CARE and ILCRD of Mahidol University, held in Twin Towers Hotel, Bangkok from 1-3 July, 2008; “A critique of C.B.S.E English syllabus of class 12th in the backdrop of Linguistic trends, Pedagogical techniques and ELT situation in India” presented in the 30th All India Conference of Linguists organised by Deccan College in collaboration with Central Institute of Indian languages, Mysore.

Abstract

This paper aims at exploring the issue as whether it is possible to treat translation simply as a strategy in which semantic equivalence between the source language and the target language is established, especially in the context of literary translation which is an inter subjective communication as well as inter semiotic mediation that involves more than hermeneutic encoding and decoding. To what extent a translator can contribute in bridging the gap caused by culture and geography is a question of great concern as all literary texts are deeply couched in the socially determined and historically grown matrix of a particular culture and once texts are translated they have to abandon their home base and attempt to invade new territories where other socio cultural norms prevail. Kathy Mezei (1988) holds the view that the literary translator must consider three referential systems- the particular system of the text, the system of the culture out of which the text has sprung and the cultural system in which meta text will be created. The customs and conventions in one part of the world are quite different from those of other regions and it is through the medium of language a particular culture gets its manifestation. Therefore the cultural element stands as a major impediment in translation as for instance a culturally specific term in source language may not have the corresponding word in the target language. Some words have great suggestiveness in certain contexts whereas some images have hardly their equivalents in other languages. To authenticate this point a few instances of Assamese proverbs and idioms are considered which are very much grounded in the Assamese cultural fabric. In addition to these proverbs the lexical items in Assamese are taken from the domain of ecology, material culture, social culture and proper nouns which can pose difficulties for literary translators and thereby brings home the point that literary translation involves socio cultural communication, understanding of register, role relation, cognitive, emotional and attitudinal aspects of the language.

Brief Profile

Indian Translators Association

Indian Translators Association (ITAINDIA) is a non-profit body registered under the Societies Registration Act XXI, 1860 of India recognized by International Federation of Translators (FIT) <http://www.fit-ift.org>, the world's apex body of translators and interpreters connecting more than 1,00,000 translators and interpreters across the globe represented by more than 110 translators' associations coming from 80 countries.

Indian Translators Association (ITAINDIA) seeks to unite the translator and interpreter community of India on a common platform to address issues for the betterment of the industry and take steps to ensure that its members provide services meeting the professional standards of the industry.

Within the short span of its inception, ITAINDIA has gained the confidence of quite a large number of translators and interpreters from all over India and the association continues to focus on the up-gradation of the knowledge and capabilities of its members by organizing workshops, creating quality awareness and following the code of professional conduct. Simultaneously, it constantly acts as an interface between government bodies and affiliates of the Translation Industry of India.

ITAINDIA has developed relations with leading translator associations and educational institutions at regional, national and international levels with a view to exchange information as well as develop relations that help in the up-gradation of language and translation-related skills along with technological skills of its members and converge on areas of mutual interests.

It also intends to take the Indian Translation Industry to the world forums through the International Federation of Translators (FIT) and alike international agencies involved in promotion of languages and translation activities. In addition, it is seeking cooperation from UNESCO and various international bodies to develop a strong network that shall eventually result in development of mutual cooperation. Many positive steps have already been initiated in this direction and one can expect the outcome of these endeavors to fructify in the near future.

ITAINDIA has vibrant plans to organize events, conferences, round table discussions, seminars, and symposia wherein leading translators, interpreters, terminologists, theoreticians, educators and language experts can participate and share knowledge and voice their concerns and initiate possible improvements in the promotion of languages and culture within India and outside India.

Brief Profile **LinguaIndia Foundation**

LinguaIndia Foundation is a non-profit body funded and promoted by Allied Modlingua® Group of Companies under Chairmanship of its Founder Mr. Ravi Kumar who is Visiting Professor for Spanish Studies at Indian Institute of Foreign Trade (IIFT), Founder President of Indian Translators Association and elected Council Member of International Federation of Translators (FIT), the world apex body of translators connecting more than 110 translators associations coming from 72 countries across the globe.

LinguaIndia Foundation aims at promoting language, culture and translation activities at regional, national and international level.

LinguaIndia Foundation derives its strength from its forum that has been consistently growing since its inception in 2006, by gaining confidence of more than 1100 translators and language professionals coming from different parts of the world. To promote literature, language, culture and alike activities, it has created a pool of experts who specialize in translation and localization activities in Indian Languages namely Assamese, Bengali, Hindi, Gujarati, Tamil, Kannada, Marathi, Telugu, Malayalam, Punjabi, Konkani, Oriya, Sanskrit, Nepali, Urdu, Kashmiri and Maithili. In due course of time it aims to include a team of language professionals, translators and culture promoters in other Indian languages as well.

In addition, **LinguaIndia Foundation** has taken a series of initiatives to create awareness amongst language professionals and translators about project management, quality standards, terminology management, professional practices and professionalization.

To achieve this, it organizes workshops, events, conferences, round table discussions, seminars and symposia wherein the leading translators, interpreters, terminologists, theoreticians, educators and language experts participate and share knowledge and voice their concerns and initiate possible improvements in the promotion of languages and culture within India and outside India. The most remarkable step in this direction is its involvement with Indian Translators Association to jointly organize the forthcoming National Conference 2009 on “Language and Translation Industry of India: Opportunities and Challenges”, New Delhi, April 17-18, 2009.