

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

APRIL 17-18, 2009

New Delhi, India

CONVENOR

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)

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INTRODUCTION

As per the recent research and comparative analysis of the market size of various sectors that are mainly based on translation, content writing and localization activities, Indian Translation Industry is expected to cross USD 500 Millions in 2010 with a projected growth rate of 30%-60%.

With the acceleration of globalisation and increasing need for internationalisation of products and services, there has been tremendous increase in localization activities that are mainly driven by translation and adaptation of these products and services to the given locale.

In the Indian context, globalization has brought a series of opportunities. However, it has brought enormous challenges too. Considering its linguistic, ethnic, social, cultural and geographical diversities, localization should have been the salient feature of the IT sector here. However, for a very long time, the major market for the Indian IT industry was clients based in developed countries. Even the boom in the Business Process Outsourcing sector in recent years has produced localization of a different kind. The employees of the call centres located in India learn how to adapt to the ambience of foreign countries; they learn about the nuances of American accents, French slang and Australian names. On similar lines, the government did not pay much attention to it and most government websites continue to be predominantly in English, as against the official language policy.

However, in the recent years, with the steady growth of Indian economy and consumption opportunities that it offers to global manufacturers and service providers, above mentioned localisation pattern appears to be taking reverse gear in favour of Indian languages. This is due to the fact that market dynamics demand localisation of contents and products if these were to be consumed by a large number of consumers, and thankfully India is one of them.

Further, this new pattern is creating tremendous opportunities for translators and translation service providers in Indian as well as foreign languages. As against developed economies, it is important to note that this profession as an industry is nascent and accordingly there are many issues and areas that need to be taken into consideration for its healthy growth.

A large component of the industry functions in an unorganized, unaffiliated nature. This leads to a crisis in terms of regularization and definition of the industry they constitute. The unregulated translation industry also is prone to a vast variety of financial problems with respect to the price and quality of services offered. It has been noticed that in the absence of consumer oriented guidelines for translation services, on many occasions there had been a mismatch of assumptions and goals between the people requesting a translation and the people supplying the translation and finally affecting the project quality. Many times such mismatches have surprised the payer (consumers) and shocked the service provider (translators). To address this situation, there is need to stipulate translation and terminology standards or adapt already existing ones to protect and educate translation consumers and help the translator and

translation service providers to follow well-proven process that increases efficiency and helps develop professionalism.

Another issue of profound significance is technology integration in translation including usage of Computer Assisted Translation tools (CAT) that can be achieved by pro-active participation of translators and translation technology providers. Further, there is need to develop CAT tools that are readily available to Indian translators at a competitive price.

Above and all, if we were to evolve translation activities as an Industry, it could demand measures that accord professional status to translators, interpreters and terminologists which could probably put an end to the identity crisis faced by the professionals involved in this area.

With this background, National Conference on Language and Translation Industry of India to be held in New Delhi on April 17-18, 2009 shall focus on Globalisation, Localisation, Technology Integration, Quality Standards, Terminology Management and Professional Practices.

OBJECTIVES

This Conference aims to provide a platform to translators, translation service providers, technology partners, quality control auditors, terminologists, project managers, communication managers, academicians, publishers, content writers, government officials and diplomats to engage in a dialogue and get benefitted by networking with each other and share information and knowledge in areas related to globalisation, localisation, CAT Tools, quality standards, terminology management and professional practices in context of translation and translation services in India.

VENUE

IIFT Auditorium,
Indian Institute of Foreign Trade,
IIFT Bhawan, B-21, Qutab Institutional Area
New Delhi-110016

EXPECTED NO.OF PARTICIPANTS: 400 Plus

FOCUS AREAS/ THEMES

- Globalisation & Localisation in context of translation
- Technology Integration and CAT Tools in translation
- Quality Standards in translation
- Terminology Management & Project Management in translation
- Professionalisation and Professional Practices in translation
- Techniques and Teaching Methodologies in translation and interpretation
- Theoretical approaches to Translation

- Interpretation as profession
- Cross- Cultural Communication
- Publication and Content Management
- Copyrights in translation: theories and practices
- Private and Public initiatives for promotion of translation activities in India

CALL FOR PAPERS

Organising Committee invites papers on the aforementioned themes. Abstract (400 words) should be submitted by March 22, 2009 along with the Conference Fees, followed by full paper by April 05, 2009. While submitting your abstract kindly also attach your brief profile along with your contact details and e-mail ID.

Selected papers shall receive due recognition in conference materials. However, only a few selected participants shall be invited as Guest Speakers.

Please send your abstract, paper and queries to ITAINDIA Secretariat at info@itaindia.org Or Call at: +91-11-26291676 / 41675530 Web : www.itaindia.org

CONFERENCE HIGHLIGHTS

- Two days main conference with keynote speakers and concurrent tracks
- Pre and Post-conference day with workshops, roundtables and job fairs for smaller groups
- Exhibit area with leading tool and service providers
- Showcase of leading national and international language and cultural institutions

WHO SHOULD ATTEND?

- Teachers, Professors and Educators and researchers involved in translation
- Translators, interpreters and language professionals
- Language students (Indian as well as foreign languages)
- Heads and Managers of BPOs and Research agencies
- Heads and Managers of translation and interpretation agencies
- Heads of organizations involved in language training
- Content writers, localisation and globalisation managers
- Representatives of publishing houses
- Editors, Proof-readers
- Buyers of translation and interpretation services
- CAT Tool Service Providers
- Quality Control Managers

KEYNOTE SPEAKERS

1. Dr. Roger Bell - Professor at the University of Westminster, UK
2. Dr. Gabriele Sauberer - Secretary General of TERMNET - International Network of Terminology, Austria
3. Dr. Peter Jones - Quality Lead Auditor & Deputy Director - Austrian Standards Plus Certification, Austria
4. Ms. Anja Drame - Deputy Director and - International Information Centre for Terminology, Austria and member ISO/TC 37
5. Dr. R.P. Bhatnagar, Pioneer in Translation Studies in India and former Professor, Department of English, University of Rajasthan, Jaipur
6. Dr. Shankar Basu, Dean - School of Languages, Jawaharlal Nehru University, New Delhi
7. Dr. Anil Dhingra, Professor for Translation and Interpretation, School of Languages, Jawaharlal Nehru University, New Delhi
8. Mr. Vijay K. Malhotra, Computational Linguistics Expert and Ex-Director Hindi Bhasha, Indian Railways, Government of India
9. Mr. Atul Kumar, IIM-A Alumni and Globalisation Director, Accretive Health, Chicago, USA
10. Ms. Laurence Bastit, Expert Interpreter and Member - International Association of Conference Interpreters (AIIC), Geneva, Switzerland

Sponsorship, institutional and financial support solicited. Interested individuals/organisations kindly get in touch with the secretariat of Indian Translators Association.

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