



Adv. No. – DIC/DIBD/3(3)/CEO/10/2022

DIGITAL INDIA CORPORATION

A Section 8 Company,

Ministry of Electronics and Information Technology, Govt. of India

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WEB ADVERTISEMENT

17th October 2024

The Ministry of Electronics and Information Technology (MeitY) under the Digital India Programme has undertaken a unique initiative, Bhashini, the National Language Translation Mission. Mission Bhashini was launched by Hon'ble PM on 4th July 2022 during Digital India Week 2022 in Gandhinagar, Gujarat. Vision of Bhashini to “Harness natural language technologies to enable a diverse ecosystem of contributors, partnering entities and citizens for the purpose of transcending language barriers, thereby ensuring digital inclusion and digital empowerment in an Aatma Nirbhar Bharat.”

In order to build this ecosystem, The Digital India Bhashini Division (DIBD), an Independent Business Division under Digital India Corporation (DIC). The DIBD is managing and executing the activities of “National Language Translation Mission”: Bhashini. Bhashini has been developed as a platform where various components have been integrated to bring stakeholders together. Bhashini works with some of the premier academic institutes, including IITs and IIITs) in India. These institutes are developing state of the art language AI models for various Indian languages. Bhashini platform already hosts 300+ AI based language models in various technologies.

Digital India Corporation / Bhashini is currently inviting applications for the following position purely on Consolidated / Contract basis.

Sr. No.	Name of the Post	No. of Vacancies
1.	Language Expert – Gujarati	01

If you are passionate about Gujarati language and culture, and possess the necessary skills and qualifications, we invite you to apply for the Gujarati Language Expert position. Join us in creating impactful and culturally resonant content for our diverse audience.

The details can be downloaded from the official website of MeitY, DIC, BHASHINI & NeGD viz. www.meity.gov.in & www.dic.gov.in , www.Bhashini.gov.in and www.negd.gov.in.

Eligible candidates may apply ONLINE: <https://ora.digitalindiacorporation.in/>



Position Title: Gujarati Language Expert

Overview:

We are seeking a proficient Gujarati Language Expert to join our team. The ideal candidate will have strong proficiency in the Gujarati language, culture, and literature, along with excellent translation, interpretation, and writing skills. The role involves tasks such as translation, annotation transcription, transliteration, interpretation, content creation, and linguistic analysis, requiring a deep understanding of Gujarati grammar, vocabulary, and cultural nuances. The Gujarati Language Expert will play a pivotal role in ensuring accurate and culturally sensitive communication in Gujarati across various projects

Responsibilities:

1. Translation:

- ◆ Translate documents, articles, audio, and video content from Gujarati to other languages and vice versa.
- ◆ Ensure translations maintain the original meaning, tone, and context.

2. Transcription:

- ◆ Transcribe audio and video recordings from Gujarati into text format,
- ◆ Maintain accuracy and attention to detail in transcribed content.

3. Interpretation:

- ◆ Provide interpretation services for meetings, conferences, and events where Gujarati-speaking individuals are involved
- ◆ Facilitate smooth communication between Gujarati speakers and others.

4. Content Creation:

- ◆ Create original written content in Gujarati for various purposes such as articles, social media posts, and marketing materials.
- ◆ Ensure content is engaging, accurate, and culturally appropriate.

5. Linguistic Analysis:

- ◆ Conduct linguistic analysis of Gujarati texts, identifying and documenting grammatical structures, vocabulary usage, and stylistic elements.
- ◆ Provide feedback on language usage, grammar, and style

6. Quality Assurance:

- ◆ Review translated & transcribed materials, adherence to consistency & accuracy.
- ◆ Ensure all translated and created content meets linguistic quality standards.
- ◆ Review and proofread materials before final delivery.



7. Collaboration:

- ◆ Collaborate with team members, translators, and content creators to achieve and deliver high-quality results.
- ◆ Work closely with cross-functional teams including writers, designers, and project managers.
- ◆ Collaborate on projects to deliver high-quality, culturally relevant content.

8. Cultural Sensitivity:

- ◆ Demonstrate cultural sensitivity and awareness when working with Gujarati language and content,
- ◆ Sentient to understanding and respecting cultural nuances and differences.

9. Research:

- ◆ Stay updated on current events and developments in Gujarati language, literature, and culture to inform translation and content creation efforts.
- ◆ Stay updated on Gujarati language trends, idiomatic expressions, and vocabulary.
- ◆ Conduct research on specific topics to enhance translation and content creation

10. Training and Support:

- ◆ Provide guidance and support to colleagues and collaborators on Gujarati language usage, grammar, and cultural aspects as needed.

11. Hands- On Experience

- ◆ Candidates with 2-5 years practical, hands-on experience in aforementioned areas will be prioritized. Please specify the areas where you have already gained practical experience or actively participated.
- ◆ This may include projects you may have led, tasks you have completed, or roles you have held within these domains.

12. Proficiency in Computer Skills:

- ◆ Proficient in MS Office with having knowledge of typing.
- ◆ Familiarity with a variety of tools commonly used in aforementioned areas.
- ◆ Awareness of Unicode fonts & digital content creation.

Qualifications:

1. Proficiency in Gujarati language, including excellent reading, writing, and verbal communication skills.
2. Degree / Diploma in Gujarati language, linguistics, literature, or a related field preferred. Master's & PhD degree holders will be given preference.
3. Proven experience of 2-5 years as a Gujarati translator, interpreter, or content creator.
4. Strong attention to detail and deep understanding of Gujarati grammar, syntax, and vocabulary.



5. Excellent organizational and time management skills, with the ability to prioritize tasks and meet deadlines.
6. Cultural sensitivity and awareness of Gujarati language and culture and customs & traditions.
7. Ability to work independently as well as collaboratively in a team environment.
8. Proficiency with translation and transcription tools and software is a plus.
9. Previous experience in a similar role or in a multicultural environment is preferred.
10. Flexibility and adaptability to work on various types of projects and tasks as needed.

General Conditions applicable to all applicants covered under this advertisement:

1. Those candidates, who are already in regular or contractual employment under Central / State Government, Public Sector Undertakings or Autonomous Bodies, are expected to apply through proper channel or attach a 'No Objection Certificate' from the employer concerned with the application OR produce No Objection Certificate at the time of interview.
2. Digital India Corporation reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.
3. The positions are purely temporary in nature for the project of Digital India Corporation and the appointees shall not derive any right or claim for permanent appointment at Digital India Corporation or on any vacancies existing or that shall be advertised for recruitment by Digital India Corporation in future.
4. Digital India Corporation reserves the right to terminate the appointments of all positions with notice of one month or without any notice by paying one month's salary in lieu of the notice period.
5. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age academic record and relevant experience.
6. In case of a query, the following officer may be contacted.

Ms. Vinaya Viswanathan

Head- HR

Digital India Corporation

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