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DIGITAL INDIA BHASHINI DIVISION (DIBD)-DIC

A Section 8 Company,

Ministry of Electronics and Information Technology, Govt. of India

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WEB ADVERTISEMENT

09th January 2025

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 – Urdu	01

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

Screening of applications will be based on qualifications, age, and academic record and relevant experience. Digital India Bhashini Division (DIBD)-Digital India Corporation (DIC) reserves the right to fix higher threshold of qualifications and experience for screening and limiting the number of candidates for interview. Only shortlisted candidates shall be invited for selection interviews. DIBD-DIC reserves the right to not to select any of the candidates without assigning any reason thereof.

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: Urdu Language Expert

Overview:

We are seeking a proficient Urdu Language Expert to join our team. The ideal candidate will have strong proficiency in the Urdu 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 Urdu grammar, vocabulary, and cultural nuances. The Urdu Language Expert will play a pivotal role in ensuring accurate and culturally sensitive communication in Urdu across various projects.

Responsibilities:

1. Translation:

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

2. Transcription:

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

3. Interpretation:

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

4. Content Creation:

- ◆ Create original written content in Urdu 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 Urdu 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 Urdu language and content,
- ◆ Sentient to understanding and respecting cultural nuances and differences.

9. Research:

- ◆ Stay updated on current events and developments in Urdu language, literature, and culture to inform translation and content creation efforts.
- ◆ Stay updated on Urdu 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 Urdu language usage, grammar, and cultural aspects as needed.

11. Hands- On Experience

- ◆ Candidates with min 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 Urdu language, including excellent reading, writing, and verbal communication skills.
2. Degree / Diploma in Urdu 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 Urdu translator, interpreter, or content creator.
4. Strong attention to detail and deep understanding of Urdu 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 Urdu 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. DIBD-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 DIBD-Digital India Corporation and the appointees shall not derive any right or claim for permanent appointment at DIBD-Digital India Corporation or on any vacancies existing or that shall be advertised for recruitment by DIBD-Digital India Corporation in future.
4. DIBD-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
Director- HR
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