



**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**

**17<sup>th</sup> 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 4<sup>th</sup> 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 – Punjabi	01

If you are passionate about Punjabi language and culture, and possess the necessary skills and qualifications, we invite you to apply for the Punjabi 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](http://www.meity.gov.in) & [www.dic.gov.in](http://www.dic.gov.in) , [www.Bhashini.gov.in](http://www.Bhashini.gov.in) and [www.negd.gov.in](http://www.negd.gov.in).

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



## Position Title: Punjabi Language Expert

### Overview:

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

### Responsibilities:

#### 1. Translation:

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

#### 2. Transcription:

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

#### 3. Interpretation:

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

#### 4. Content Creation:

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

#### 9. Research:

- ◆ Stay updated on current events and developments in Punjabi language, literature, and culture to inform translation and content creation efforts.
- ◆ Stay updated on Punjabi 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 Punjabi 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 Punjabi language, including excellent reading, writing, and verbal communication skills.
2. Degree / Diploma in Punjabi 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 Punjabi translator, interpreter, or content creator.
4. Strong attention to detail and deep understanding of Punjabi 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 Punjabi 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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