

Towards Commercialisation and Industrialisation of Translation in India

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Translation plays an important role in building of inclusive societies with knowledge. Because, translations enrich societies with the information. This, in turn, contributes to the economic growth of the society and also improves trade and commercial relations among nations. Moreover, translations play a greater role in nation building. The nation will get benefited by encouraging translations in many ways: 1) it brings scientific and technological knowledge stored in other languages; 2) it provides information about other societies in terms of economic and political structure, historical development of the society and modern aspirations of the people; 3) it enables receptor language(s) to modernize the grammatical system and to expand the cultural boundaries of the receptor society. The influence of translation is determined by social and cultural climate of the times along with, economic conditions of the society.

Globalization has intensified cooperation across cultures and nations around the world. Information technological revolution transformed society from industrial to informational. As it was observed by Castells (2009: 694-695) that "This new society was produced during last quarter of the 20th Century ... is made up of networks". These networks include internet, mobile transmission units, computerized information systems etc. They contributed to the sharp increase of connectivity among nations which resulted in the rising demand for translation and interpretation. In contemporary society almost all areas (trade, commerce, education, government, administration, etc., get affected by computerization. In a nutshell, globalization and ICT broadened horizons of knowledge

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application. Hence, present societies are generally referred to as knowledge-based societies.

India which started its economic reforms nearly 20 years back has made great strides in this direction. As a result, it is emerging as a 'economic power' and playing a decisive role in world politics. Its participation and proactive role in world scenario made the country an important party in world community. Thus, India has become an important member of international organizations like RIC, BRIC, BRICS, BASIC, SAARC, ASEAN, G-8 etc. In recent times, India's special focus on Latin America and Africa enables the country to promote trade, business and cultural relations with these countries. Thus India has become a significant player in this globalised world. Besides, the onslaught of Western Culture created the necessity to the integration Indian culture in a new way by maintaining multiplicity of languages, plurality of lifestyles and cultural heterogeneity. This enables to continue democratic and secular principles of Indian society to which it has adhering and upholding since historical times.

It seems this has stimulated Indian government to focus on translation. On the recommendations of National Knowledge Commission (NKC), it has constituted a National Translation Mission (NTM) and allocated considerable funds to it. The objectives of this Mission include encouragement of translations among Indian languages and from foreign language to Indian and vice-versa, preparation of translational manuals, training of professional translators and interpreters, and building of machine translation systems for Indian languages, etc. The establishment of NTM shows that Government of India has recognized the role of translation in national building on one hand and its contribution to inclusive economic growth of the country on the other. In other words, that transfer of knowledge from one language into another in India would facilitate all sections of people of Indian society to participate in India's growth and enjoy the fruits of it equally.

Translation represents "... an act bridging linguistic and cultural divides," (Kothari and Wakabayashi, 2000: 3). A strong feeling prevails currently in Translation Studies (TS) to enlarge and internationalize the

discipline from Eurocentrism (Cheung, 2005, Tymoczko, 2009, Doorslaer, 2009. Santoyo (2006:38) in his work, comments on the 'blank spaces' in the history of translation. He calls for dewesternization of the history of translation. Several concepts of translation theory become problematic to use in the understanding of oral translation. Therefore, translation studies should incorporate inputs from all discourses across the globe (Tymoczko, 2009:419, Luc Van Doorslaer, 2010). There is growing trend among scholars that translation studies should be refurbished with materials from non-European languages. Being a multiethnic, multilingual and multicultural country, India can make a great deal of contribution in this regard. And, moreover, India with its 'traditions' of translation in multilingual setup can immensely contribute to broaden the conceptualizations of translation and thus paving way for "... an enlargement and internationalization of translation studies" (Luc Van Doorslaer, 2010:40). More research of intercontinental nature has been carried out to fill the "gaps" and to formulate a comprehensive theory in translation studies.

The ultimate aim of translation is to promote better understanding among people and to create, to enrich knowledge in society. In a sense, translation plays a mediatory role by serving trade, commercial and inter-governmental interests. The current acceleration in academic exchanges and business transactions around globe need to be matched by the in-depth understanding of socio-cultural systems of other societies. Translating represents a complex decision-making process (Miles, 2000: 362; Venuti, 1986:182).

The International trade agreements such as GATT and NAFTA have drastically lowered the international trade barriers. Besides, the information-technological revolution has entirely altered the ways and means of conducting business and new approaches are being adopted by the companies to communicate with their customers. The certification of ISO 9000 is accepted by all countries to measure the quality in terms of customer satisfaction. These recent developments will have profound impact on translations industry too. As the today's translation market is

characterized as 'global, decentralized, specialized, dynamic, virtual and demanding' one (Olvera-Lobo et al, 2005:133).

As mentioned earlier, India became part of global market, consequently it is being involved in large-scale translation-assisted transactions bi- and multi-lateral arrangements in academic research, business, culture, science and technology. This is necessary while dealing with non-English speaking countries. And, in recent past, India has drastically developed its relations with Latin America, Africa and European countries other than USA, Britain, Canada etc and the gradual integration into global market, systematic involvement of information technology, extensive academic collaborations, all this set to stimulate the domestic translation market. The global translation market has seen in recent years a tremendous growth due to the process of globalization and intensified international cooperation in science, technology, trade etc. As noted by Hinkkanen (2006: 8) that between 1999 and 2004 the value of global translation market has grown by 40%. Here, it is important to note an observation made by a survey that Indian translation industry is expected to cross \$ 500 millions in 2010 with a projected growth rate of 30% to 60%.

However, India's translation-market growth is being hampered by lack of professional translators, non-availability of glossaries, absence of control over quality translation work, unregularised price for translation service, presence of non-professional bodies/organizations of translation, non-existence of training institutions of translation, absence of specialized courses and programs on translation theory and practice in academic institutions, etc. Unless these issues are addressed immediately, it is difficult to meet the present and future demands of translation industry in India.

The growth of translation as an industry demands professional translators. It places greater weight on education and training for a qualified translator. Because, translating activity in Indian context until 19th Century is understood differently from that of Western. The writer and translator are not here two separate entities. And, given the fact that Indian readers traditionally knew more than one language, "moving from one language or

dialect to another did not seem to constitute an act of translation, but merely a confirmation of a multilingual world not overtly conscious of its own multilingualism” (Kothari and Wakabayashi, 2009: 12-13). This is why translation has not assumed the status of professional and skilled activity. However, the situation changed during post-colonial times when Bible and other discourses started to be translated into Indian languages. Translation as a profession in present-day India must urgently deal with the following issues: 1) to train professional translators and interpreters; 2) to launch professional courses in academic institutions in translation and conferencing interpretation; 3) to introduce National Aptitude Test for translators and interpreters. Although, translation studies is being offered in some academic institutions as a compulsory/optional paper in the departments of linguistics and departments of languages, there does not exist a separate department for translation. No academic institution in India awards a degree/diploma in translation. This caused lack of professionalism in translational activity. To overcome the problem of insufficiency in professional training, job-oriented curriculum and training programs must be developed with the help of international institutions where such programmes are already being offered.

Since translation sector possesses a great job potentiality in India, people must be encouraged to opt for translation profession. For that separate departments of translation in academic institutions must be opened in across the country. India has specific conditions for translation with variety of languages. All this provides tremendous market for translation in regional languages also.

There is a need to focus on quality of translation. It is necessary to design stringent quality control procedures with institutional guarantee for industrialization and commercialization of translation sector in India. For instance, to compete in today’s market economy, companies must localize their products and services to fit the needs of the local market. Here linguistic and cultural issues play decisive role in localizing the products. Advertising and animation industry effectively use translation. Because, in maintaining localization quality, terminology management, both in source and target language, is extremely important. Diverse translation

strategies are required to commoditize linguistic information in order to support localization standards. So as to promote and maintain quality in translation, there is a need to create and apply language industry standards. In Indian context, each language family can formulate its standards by mentioning specificities of individual language wherever it is necessary. This tells us the utmost urgency and necessity of translation manuals. These manuals can work as guides to translate between different pairs of Indian languages.

The true flow of information through internet makes the translator's job easy with respect to typing, editing and revising the text on computer. Even the text is received and sent as the translated text as email attachment. This compels to build specialized on-line dictionaries and glossaries. The Department of Science and Technology, Government of India and NTM are providing huge funds to build on-line bi-lingual and multi-lingual dictionaries. Some academic institutions have been selected and assigned the task. A great deal of research work is being carried out in the selected institutions in the country to build Machine Translation Systems (MTS) among Indian languages. However, paucity of specialists in Natural Language processing hit the speed and tempo of the research in this area.

There are full-time and part-time translators and interpreters in India. Notably, in the absence of specialized training for interpreters, the translators in India mostly do the job of interpretation also. In general, full-time salaried translators-cum-interpreters seek job on their own maintaining networking personnel with corporate and private trade bodies and agencies. At most all these translators-cum-interpreters come from non-translation background and just his or her knowledge of two languages makes him or her translator-cum-interpreter. Hence, their service is not properly assessed and valued in terms of money. Only the criteria of availability for a particular pair of languages define their payment. Hence, a scientific mechanism should be evolved and put in practice so that the translator and end-user of the translation should get benefited.

Until 1990's major part of translations in India were confined to literature. There were foreign publishing organizations especially in erstwhile Soviet Union, who translated Russian literature into different Indian languages. These organizations also prepared bilingual dictionaries mostly from Russian to Indian languages. However, the initiation of economic reforms in 1990 has slowly altered the face of Indian translation market by making it more and more commercial. Therefore, the present translation market in India has to focus on copyright license. And, moreover, it should be observed that the development of financial clusters in different parts of the country creates enthusiasm for translated books. This, in turn, would bring high profit for the publishers. In recent years, a large number of English movies are being dubbed into Indian languages. The reception films and audiovisual products of USA and Western origin make financial impact on the Indian film industry. India's accession to the Universal Copyright Convention and Bern Convention on Protection over Literary and Artistic Works provide enormous growth to Indian translation market. It should also be mentioned that a great deal of translation work is being currently undertaken by the animation industry by making Indian mythological stories into European languages. Since, the translation market is still in the process of emergence as an Industry in India, statistical data related to different activities of translation is not always available.

To facilitate the industrialization process and to promote commercialization for the benefit of translator and customer, India must concentrate on training of qualified professional and strict supervision on quality and service. The time has come for Indian Government to work out Indian standards of Translation and form within NTM, National Translation Service Committee, National Association for Standardisation of translation and to introduce National Aptitude Test. The experience of European countries, China and Japan would be useful in this regard.

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