



**CHRIST**  
(DEEMED TO BE UNIVERSITY)  
BANGALORE · INDIA

**DEPARTMENT OF ENGLISH AND CULTURAL STUDIES  
SCHOOL OF ARTS AND HUMANITIES  
CHRIST (DEEMED TO BE UNIVERSITY)  
BANNERGHATTA ROAD CAMPUS**

*IN COLLABORATION WITH*  
**NATIONAL TRANSLATION MISSION, CIIL MYSORE**  
*PRESENTS*

**TWO-DAY INTERNATIONAL CONFERENCE  
(HYBRID)  
ON  
~~LOST~~ FOUND IN TRANSLATION:  
TRANSCREATION, ADAPTATION,  
AND INTERPRETATION**

**Date:  
4th - 5th March 2025**

**SCAN TO REGISTER**



**CONTACT**

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# DEPARTMENT OF ENGLISH AND CULTURAL STUDIES

The Department of English and Cultural Studies, in consonance with its mission statement, is committed to promoting an intellectual climate through artistic creation, critical mediation and innovative ideation. It inculcates among its students a critical reading of the self, the society and the imagined with the aim of moulding them into responsible and socially sensitive citizens. The Department facilitates their holistic development by building emotional, academic, social, professional and global competencies. It aspires to create a nuanced understanding of canonical and non-canonical literary and cultural texts, and their social milieu for an engaged and enduring understanding of life.

## NATIONAL TRANSLATION MISSION

National Translation Mission (NTM) is a Government of India scheme to establish translation as an industry in general, and to facilitate higher education by making knowledge texts accessible to students and academics in Indian languages in particular. The vision is to create a knowledge society by transcending language barriers. NTM aims to disseminate knowledge in all Indian languages listed in the VIII schedule of the Constitution through translation.

A combination of efforts is made to orient translators, encourage publishers to publish translations, maintain databases of published translations from, into and between Indian languages and become a clearing house of information on translation. Through these efforts, NTM seeks to establish translation as an industry in India. It is expected to facilitate the modernization of languages by developing new terminologies and discourse styles through translation. Translators would play a significant role in the modernisation process, especially, of the academic discourse in Indian languages.

### FACULTY CONVENORS

**Dr Nivea Thomas**

**Dr Chandan Kumar**

**Dr Dhanesh Mankulam**

### STUDENT COORDINATORS

**Chetana Agnihotri**

**Meenakshi U**

# CONCEPT NOTE

Translation often navigates the intricate balance of loss and gain in meaning, especially when bridging epistemological gaps between cultures and languages. By striking “lost,” the ambivalence of negation is acknowledged; however, unstriking “found” facilitates the ambivalence of possibilities - it addresses the complexity of hermeneutics of transcreation, adaptation and interpretation. This conference, therefore, shifts the focus toward “found” in translation, emphasizing the transformative potential of integrating local ecologies and cultural contexts into the process. Moving beyond the static view of language as a fixed system, we embrace its dynamic nature—situated, embodied, and deeply intertwined with human experience. Translation thus becomes a means of cognizing the world, aligning knowledge with the ecological and cultural realities of specific communities, as underscored by India's NEP 2020. In this regard, the translator emerges not merely as a linguistic mediator but as a creator of localized realities, crafting translations that resonate with the lived experiences of their readers. The task of translating educational, scientific, and cultural materials into local languages, however, is fraught with complexities, especially in an era shaped by the growing influence of AI. While technology promises efficiency, it also challenges the indispensability of human insight, raising important questions about the evolving role of translators.

This conference explores the role of translation in India's multilingual and multicultural landscape, focusing on transcreation, adaptation, and interpretation—each reflecting varying degrees of creativity and modification. Given India's dynamic linguistic intersections, translation serves as a means of navigating “creolized” cultural spaces where new knowledge and perspectives emerge. Rather than merely losing originals, translation in such contexts leads to discovery and creation. The conference invites discussions on translation as a transformative process of meaning-making, negotiation, and cultural innovation.



# OBJECTIVES

- Access to a diverse network of professionals and researchers.
- Increased visibility and recognition in the field of translation.
- Sharing expertise and research contributions.
- Potential collaboration on joint research projects and grant applications.
- Contribution to the advancement of knowledge in translation especially in the light of the NEP and AI revolution.

# KEY FEATURES

- Plenary Sessions by renowned scholars and practitioners in translation studies.
- Paper Presentations on innovative research and practical approaches.
- Workshops and Panel Discussions on AI, eco-linguistics, and localization of knowledge.
- Networking Opportunities with scholars and professionals from diverse fields.

# OUTCOMES

- Publication of Proceedings: Curate selected papers presented at the conference into a published volume or special issue in a reputable journal.
- Research Collaborations: Establish partnerships between researchers for joint projects on translation theories, methodologies, and case studies.
- New Research Areas: Identify emerging themes or underexplored areas in translation studies for future academic inquiry.
- Enhanced Understanding: Deepen theoretical and practical understanding of the role of translation in cross-cultural communication and global discourse.
- Translation Communities: Build and strengthen regional, national, and international translation associations or networks.

# SUB THEMES

- Translation and Localization
- Translation and Creolization
- Translation as Knowledge Construction
- Translating Science, Social Sciences and Cultural Knowledge into Local Languages
- Language, Cognition and Experience
- Translation, Eco-Linguistics, Multilingualism
- Translation and Pedagogy
- Localization of Education
- Open Educational Resources and Language Teaching
- Translation and Subtitling
- AI and Human Translators

## DETAILS

### Fee Details:

1. Presenter-Faculty/Practitioners- **INR 2500/-**
2. Presenter-PhD Research Scholars- **INR 1000/-**
3. Presenter/Participation- PG/UG Students (Outside CHRIST University)- **INR 500/-**
4. International Participants/Presenters - **USD 80/-**
5. Participation-Only (Online) - **INR 700/-**
6. Participation-Only (Offline) - **INR 1000/-**

### Important Details:

Registration/ Abstract submission: **20 February, 2025**

Acceptance Intimation: **22 February, 2025**

Full paper submission: **28 February, 2025**

### Submission Guidelines:

MLA 8th/9th edition, Times New Roman, Font size 12

Word limit-

*Full paper:* Not more than 3000 Words

*Abstract:* 250 Words

**Venue:** Mini Auditorium, CHRIST (Deemed to be University)

Bannerghatta Road Campus, Bangalore, 560076.

**Format:** Keynote presentations, panel discussions, interactive workshops, and paper presentations

# SPEAKERS

## Dr Arunava Sinha (Ashoka University)



Dr Arunava Sinha is a Professor of Creative Writing at Ashoka University and a prolific translator, Co-Director Ashoka Center for Translation with over eighty published translations that have been shortlisted for and won many accolades. Dr Sinha translates Bengali fiction and nonfiction into English and from English into Bengali. He has conducted translation workshops at reputed international institutions, such as the University of Chicago and the British Centre for Literary Translation.

## Dr Ananya Jahanara Kabir (King's College, London)

Dr Ananya Jahanara Kabir is a Professor of English Literature at King's College, London, specializing in the intersection of written texts and other cultural expressions within acts of collective memorialisation and forgetting. An academic with diverse interests, she has led an interdisciplinary project titled 'Modern Moves,' which explored African-heritage social dance and music, funded by an ERC Advanced Grant. Her pioneering work in the Humanities has earned her the Infosys Humanities Prize (2018) and the Humboldt Prize (2018). Her new research projects explore further the concepts of transoceanic creolisation through cultural production across the Atlantic and Indian Ocean worlds.



## Dr Rajiv Ranjan (Michigan State University)



Dr Rajiv Ranjan is an Associate Professor at Michigan State University, affiliated with the Asian Studies and MAFLT programs. He has authored two OER textbooks, Basic Hindi and Basic Urdu, and co-authored Hindi-Urdu and Basic Persian. His research focuses on generative approaches to SLA and language pedagogy. His research interests encompass a sociocultural approach to SLA, second language writing and speaking, language pedagogy, and morpho-syntax.



# SPEAKERS

## **Dr Joseph Koyippally (Central University of Kerala)**



Dr Joseph Koyippally, Professor and the Head of the Department of English and Comparative Literature, at Central University of Kerala. He is a prominent academic who has written three books and over 40 articles. He edits the International Journal Humanities Circle and runs the postgraduate MOOC Shakespeare Across Cultures on the SWAYAM platform. He was shortlisted among top 5 in DSC Prize for Translation in 2013

## **Mr S Winston Cruz (NTM)**

Mr S Winston Cruz is a distinguished Indian linguist, translator, and academic who is currently the Chief Resource Person at the National Translation Mission, CIIL. He has played a key role in translation training, certification, and intellectual property rights for translations in Indian languages at NTM. A leading expert in computational linguistics and machine translation, he has translated and edited numerous works. One of his major achievements includes leading the development of the Knowledge Text Database, which catalogues over 2,75,000 knowledge texts in Indian languages.



# SCHEDULE

## DAY 1: 4 MARCH 2025

Speaker	Time	Theme/Title	Session Details
-	9:15 AM - 9:30 AM	-	Inauguration
Dr Arunava Sinha (Translator and Professor, Ashoka University)	9:30 AM- 11:00 AM	'Found' in Translation	Session 1 Keynote Speaker1
-	Tea Break: 11:00 AM -11:20 AM	-	-
Mr S Winston Cruiz (Chief Resource Officer, NTM)	11:30 AM - 12:30 PM	'Found' in Machine Translation: A Case for Explainable AI	Session 2 Plenary
Dr Ananya Jahanara Kabir (Professor, King's College, London)	2:00 PM- 3:15 PM	Creolisation and/as Translation	Session 3 Keynote Speaker 2
-	Tea Break: 3:15 PM -3:30 PM	-	-
Paper Presentations	3:30 PM - 4:30 PM	-	Session 4 (Parallel sessions)



# SCHEDULE

## DAY 2: 5 MARCH 2025

Speaker	Time	Theme/Time	Session Details
Dr Rajiv Ranjan (Associate Professor, Michigan State University, USA)	9:30 AM - 11:00 AM	Open Educational Resources (OERs) and Material Development	Session 5 Keynote Speaker 3
-	Tea Break: 11:00 AM -11:30 AM	-	-
Dr Joseph Koyippally(Professor, Central University of Kerala)	11:30 AM- 12:30 PM	In dialogue with the Translator ( <i>Aadujeevitham</i> - <i>Goat Days</i> )	Session 6
Paper Presentations	2:00 PM - 3:30 PM	-	Session 7 (Parallel Sessions)
-	Tea Break: 3:30 PM - 3:45 PM	-	-
Valedictory	4:00 PM - 4.30 PM	-	Session 8