

ଆଦିବାସୀ ଭାଷା ଓ ସଂସ୍କୃତି ଏକାଡେମୀ  
ACADEMY OF TRIBAL LANGUAGES AND CULTURE  
ST and SC DEVELOPMENT DEPARTMENT,  
GOVERNMENT OF ODISHA

Advertisement for

*Development and Adaptation of Audio Book in Santali Language under  
ATLC-UNICEF Partnership Programme, 2021*

No. 419 -----Dated 06.04.2021

**Background/ Rationale:**

Academy of Tribal Languages and Culture (ATLC) on behalf of the ST & SC Development Department is being conducting various activities in Odisha in partnership with UNICEF in 2020-21. One of the approved activity is Development and Adaptation of Audio Book in Santali language to reach the students of said tribal community as part of the strengthening multi lingual education across the State.

Santali is the most widely spoken language of Munda subfamily of the Austro-Asiatic languages, related to Ho and Mundari, spoken mainly in the States of Odisha, Jharkhand, West Bengal, Bihar, Assam, Mizoram and Tripura. It is a recognized regional language of India as per the Eighth Schedule of the Indian Constitution. It is spoken by around 7.6 million people in India, Bangladesh, Nepal and Bhutan, making it the third most-spoken Austro-Asiatic language after Vietnamese and Khmer. Santali was a mainly oral language until the development of Ol Chiki by Sri. Raghunath Murmu in 1925. Ol Chiki is alphabetic, sharing none of the syllabic properties of the other Indic scripts and is now widely used to write Santali in India.

The National Curriculum Framework (NCF) clearly states that one of the broad aims of education should be to instil in children the ability to work towards and contribute to social change. It further states that teachers should empower all children in their own languages across differences in castes, religion, gender, disability etc. School should ensure health, nutrition and an inclusive environment. While defining curriculum, the NCF states that all resources should be used for enabling children to express themselves, explore their social milieu and grow up healthy. As New Education Policy, 2020, focus on mother tongue based tribal languages since pre- school as well as primary education system

This programme will be broadcasted in all the schools through Community Radio Stations. Due to imposition of COVID-19 pandemic situation in the Country, all primary and upper primary schools have been closed till further notice by the State Government. Besides that, during COVID-19 period, Booklet for School Management Committee members has been developed by SCERT in partnership with UNICEF, which has been translated in 5 tribal languages by Academy of Tribal Languages and Culture (ATLC) with the support of Language Resource Persons in Santali, Kui, Kuvi, Saora and Oraon under ATLC-UNICEF Partnership Programme, 2020. This development of Audio Book programme in Santali language will help the students to listen their own traditional stories with strong positive messages.

The main objectives of the development and adaptation of Audio Book in Santali language is as follows:

- To promote mother tongue based multi- lingual education among students, parents and community members.
- To disseminate and promote 100% enrollment, retention and completion of primary and upper primary education among tribal children.
- To preserve and record the old traditional stories orally spoken by grandparents or elderly persons of the Santali community which helps the future generations.
- To orient the SMC members and the community for their effective role for prevention of COVID-19 pandemic situation through community radio stations.

## **Purpose of the Assignment:**

The aim of this assignment is for development and adaptation of the selected 9 stories based on child rights, education, mother tongue, nutrition, health & hygiene, traditional cultural customs and child protection as well as 1 SMC Booklet in Santali language through script writing, voice over, background music, dubbing, mixing, editing and develop of final product under ATLC-UNICEF Partnership Programme, 2021. The final Audio Books will be aired through Community Radio Stations in dominant areas of selected tribal community.

### **1. Tasks to be Accomplished:**

- The 9 stories to be submitted by selected Agency in Odia (brief stories) and in Santali language based on child rights, education, mother tongue, nutrition, health & hygiene, traditional cultural customs and child protection.
- 1 SMC Booklet has been developed in Santali language along with script writing and will be shared to the selected Agency.
- The duration of each episode is within 10-25 minutes.
- To develop and translate the stories in Odia and Santali Languages in script writing format of the selected 9 stories and 1 SMC Booklet in Santali language.
- Selection of voice over artists as per requirement of each story
- Recording of voice over in studio as per script 9 stories and 1 SMC Booklet in Santali language.
- Editing, capsuling, vetting and developing the final audio book for broadcast in Community Radio Station in dominant areas of selected tribal communities across the State.

### **2. Deliverables and Deadlines:**

The final 9 stories and 1 SMC Booklet in Santali language to be submitted in phase wise (4 + 4+2) to the Office of Academy of Tribal Languages and Culture within 30 days. If selected Agency/s is failed to deliver the assignment within stipulated timeframe, it will be done through other experienced Agency with the L-1 approved rate.

### **3. Qualified Resource Team and Experiences required for the Assignment:**

#### **A. Qualified Resource Team:**

- The Agency should have qualified team of Resource persons having technical knowledge of recording, sound editing, script writing, list of voice over artists and related experiences.

#### **B. Experiences:**

- Work experiences of minimum 3 years in the field of recording, sound editing, script writing, dubbing and mixing etc.
- Having a team of good technical knowledge of recording, voice over, script writing and sound editing, dubbing and mixing etc.
- Knowledge of English, Odia languages and languages working experience of Santali language will be preferred.

### **4. Final Product of Audio Book**

The Agency/s will be submitted the vetted final product of 10 stories (9 stories and 1 SMC Booklet) to ATLC by 2 Pen drives within the stipulated timeframe.

Agencies are requested to send the application in sealed cover having technical experiences, list of artists, unit wise budget along with a refundable demand draft of Rs. 7,500/- (5% of the total amount) in favour of Academy of Tribal Languages and Culture, payable at Bhubaneswar by post/hand within 7 days of the date of advertisement in the website mentioned below:

**Address:** Academy of Tribal Languages and Culture (ATLC),

Adivasi Exhibition Ground, Unit 1, Bhubaneswar- 751009

**Mail Id:** [atlcbbbsr\\_08@yahoo.com](mailto:atlcbbbsr_08@yahoo.com)

**Website:** [www.atlcodisha.gov.in](http://www.atlcodisha.gov.in)

*Rajesh* 06.04.2021  
**Officer On Special Duty, ATLC**