Hindi Style Guide

Contents

What's New?

Last Updated: March 2011

New Topics

This version of the Hindi Style Guide has gone through a major restructure. The topics included were reordered in an effort to standardize and streamlined the Style Guides for all languages.

Updated Topics

The overall Style Guide content was fully updated in February 2011 as part of major Style Guide update project performed for all languages.

Introduction

This Style Guide went through major revision in February 2011 in order to remove outdated and unnecessary content.

About This Style Guide

The purpose of this Style Guide is to provide everybody involved in the localization of Hindi Microsoft products with Microsoft-specific linguistic guidelines and standard conventions that differ from or are more prescriptive than those found in language reference materials. These conventions have been adopted after considering context based on various needs, but above all, they are easy to follow and applicable for all types of software to be localized.

The Style Guide covers the areas of formatting and grammatical conventions. It also presents the reader with a general idea of the reasoning behind the conventions. The present Style Guide is a revision of our previous Style Guide version with the intention of making it more standardized, more structured, and easier to use as a reference.

The guidelines and conventions presented in this Style Guide are intended to help you localize Microsoft products and materials. We welcome your feedback, questions and concerns regarding the Style Guide. You can send us your feedback via the [Microsoft Language Portal feedback page](#).

Scope of This Document

This Style Guide is intended for the localization professional working on Microsoft products. It is not intended to be a comprehensive coverage of all localization practices, but to highlight areas where Microsoft has preference or deviates from standard practices for Hindi localization.

Style Guide Conventions

In this document, a plus sign (+) before a translation example means that this is the recommended correct translation. A minus sign (-) is used for incorrect translation examples.

In Microsoft localization context, the word *term* is used in a slightly untraditional sense, meaning the same as e.g. a segment in Trados. The distinguishing feature of a term here is that it is translated as one unit; it may be a traditional term (as used in terminology), a phrase, a sentence, or a paragraph.

References to interface elements really only refer to translatable texts associated with those interface elements.

Example translations in this document are only intended to illustrate the point in question. They are not a source of approved terminology.

Sample Text

भूकंप के आठ दिन बाद जीवित मिला व्यक्ति

जापान में भूकंप और सुनामी के आठ दिन बाद राहतकर्मियों को एक जीवित व्यक्ति मिला है.

जापानी रेडियो के मुताबिक कतसुहारू मोरिया नाम का यह युवक ध्वंस हो चुके एक मकान की दूसरी मंज़िल से बाहर निकाला गया.

उसकी हालत स्थिर बताई जा रही है लेकिन वह सदमे में है और कुछ बोल नहीं पा रहा है.

उसे इलाज के लिए क़रीब के एक अस्पताल में ले जाया गया है.

सदमे में है व्यक्ति

एक राहतकर्मी ने समाचार एजेंसी एपी को बताया, "मुझे कंबल में लिपटा एक आदमी मिला. वह बुरी तरह थका हुआ लग रहा था".

इससे पहले समझा जा रहा था कि भारी बर्फ़बारी की वजह से अब किसी के जीवित होने की आशा नहीं है.

स्रोत: http://www.bbc.co.uk/hindi/news/2011/03/110319_japan_survivor_sz.shtml

19 मार्च 2011 को रात 8 बजे तैयार किया गया.

Recommended Reference Material

Normative References

Microsoft normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is allowed in these sources, look for the recommended one in other parts of the Style Guide. For example, adhere to Microsoft terminology available on Language Portal: http://www.microsoft.com/Language/en-US/Default.aspx

Informative References

There are no official rule books for Hindi grammar, but following are the dictionaries and grammar books are recommended.

1) www.shabdkosh.com : A good online dictionary.

2) वैज्ञानिक व तकनीकी शब्दावली आयोग द्वारा प्रकाशित शब्द संग्रह: A technical dictionary by Govt of India available at Commission for Scientific & Technical Terminology.

3) http://www.websters-online-dictionary.org/Hindi/ : An online Hindi > English Dictionary.

4) भारत सरकार के सूचना और प्रसारण मंत्रालय, प्रकाशन विभाग द्वारा प्रकाशित डॉ. विजय अग्रवाल की पुस्तक 'अपनी हिंदी सुधारें' : For Hindi Grammar.

Language Specific Conventions

This part of the style guide contains information about standards specific to Hindi.

Country/Region Standards

Characters

Hindi is written in the Devanagari script. Like other Indian languages, the letters in the Devanagari script are grouped together based on the way they are pronounced. The first 11 letters are all vowels. Then follows the velar, the palatal, the retroflex, the dental, and the labial consonants. This division indicates place where the consonants are formed.

Country/region	India
Lower-case characters	n/a
Upper-case characters	n/a
Characters in caseless scripts	n/a
Extended Latin characters	n/a
Note on alphabetical order	Hindi is written in a Devanagari script. Hindi is normally spoken using a combination of 52 sounds - 10 vowels, 40 consonants, nasalisation and a kind of aspiration. These sounds are represented in the Devanagari script by 52 symbols: for 10 vowels, 2 modifiers and 40 consonants. Language speakers also need to learn to recognize a character that traditionally represented a vowel but does not any longer, and four common conjunct consonants, which is actually a total of 57 symbols to remember to begin with.
Total number of characters	57
Unicode codes	Hindi Unicode range is 0901 – 0970.
Notes	n/a

Date

Country/region	India
Calendar/Era	Gregorian Calendar/AD
First Day of the Week	सोमवार (Monday)

Country/region	India
First Week of the Year	n/a
Separator	/
Default Short Date Format	DD/MM/YY
Example	17/03/11
Default Long Date Format	dd/MM/YYYY
Example	17/03/2011
Additional Short Date Format 1	d Month YYYY
Example	17 मार्च 2011
Additional Short Date Format 2	n/a
Example	n/a
Additional Long Date Format 1	n/a
Example	n/a
Additional Long Date Format 2	n/a
Example	n/a
Leading Zero in Day Field for Short Date Format	yes
Leading Zero in Month Field for Short Date Format	yes
No. of digits for century for Short Day Format	2
Leading Zero in Day Field for Long Date Format	It is used but not necessary
Leading Zero in Month Field for Long Date Format	It is used but not necessary
Number of digits for	4

Country/region	India
century for Long Day Format	
Date Format for Correspondence	DD Month YYYY
Example	17 मार्च 2011
Notes	n/a
Abbreviations in Format Codes	**d** is for day, number of d's indicates the format (d = digits without leading zero, dd = digits with leading zero, ddd = the abbreviated day name, dddd = full day name) **M** is for month, number of M's gives number of digits. (M = digits without leading zero, MM = digits with leading zero, MMM = the abbreviated name, MMMM = full name) **y** is for year, number of y's gives number of digits (yy = two digits, yyyy = four digits)

Time

भारत	India
24 hour format	Yes
Standard time format	HH:mm:ss
Standard time format example	03:24:12
Time separator	Colon (:)
Time separator examples	03:24:12
Hours leading zero	yes
Hours leading zero example	03:24:12
String for AM designator	पूर्वान्ह
String for PM designator	अपरान्ह
Notes	n/a

Days

Country/region: India

Day	Normal Form	Abbreviation
Monday	सोमवार	सोम
Tuesday	मंगलवार	मंगल
Wednesday	बुधवार	बुध
Thursday	गुरूवार	गुरू
Friday	शुक्रवार	शुक्र
Saturday	शनिवार	शनि
Sunday	रविवार	रवि

First Day of Week: सोमवार

Is first letter capitalized?: n/a

Notes: There is no capitalization in Hindi.

Months

Country/region: India

Month	Full Form	Abbreviated Form	Long Date Form
January	जनवरी	जन	Same as Full Form
February	फ़रवरी	फ़र	Same as Full Form
March	मार्च	मार्च	Same as Full Form
April	अप्रैल	अप्रै	Same as Full Form
May	मई	मई	Same as Full Form
June	जून	जून	Same as Full Form
July	जुलाई	जु	Same as Full Form
August	अगस्त	अग	Same as Full Form
September	सितंबर	सित	Same as Full Form
October	अक्टूबर	अक्टू	Same as Full Form
November	नवंबर	नव	Same as Full Form
December	दिसंबर	दिस	Same as Full Form

Is first letter capitalized?: n/a

Notes: There is no capitalization in Hindi.

Numbers

Hindi Number System follows a simple pattern of repeating itself after every ten numbers, known as Decimal system.

Phone Numbers

Country/region	International Dialing Code	Area Codes Used?	Number of Digits – Area Codes	Separator	Number of Digits – Domestic	Digit Groupings – Domestic
India	91	Yes	2; 3; 4; 5; 6	n/a	9; 10; 11; 12; 13; 14; 15; 16	(0##) ######; (0##) ####### (0##) ########; (0###) ### ###; (0###) #######; (0###) ########; (0####) ######; (0####) #######; (0####) ########

Country/region	Number of Digits – Local	Digit Groupings – Local	Number of Digits – Mobile	Digit Groupings – Mobile	Number of Digits – International	Digit Groupings – International
India	4; 5; 6; 7; 8	####; #####; ######; ### ####; #### ####	10	0##########, 91-0########## # (calling from abroad)	11; 12; 13; 14; 17	91-(0##) ######; +91-(0##) #######; +91-(0##) ########; +91-(0###) ### ###; +91-(0###) #######; +91-(0###) ########; +91-(0####) ######; +91-(0####) #######; +91-(0####) ##########

Notes: n/a

Addresses

Country/region: India

Disclaimer: Please note that the information in this entry should under no circumstances be used in examples as fictitious information.

Address Format:

1. Titel/Honorific] FirstName
   LastName
2. [CompanyName]
3. StreetName
4. [AreaName]
5. CityName,State
6. [Country]
7. PostalCode

Example Address:

Local Example	Example Guide
श्री अनिल शर्मा जे. जे. कंपनी लिमिटेड, एम. एम. मार्ग, भारत नगर, इन्दौर, म.प्र., भारत पिन - १२३ ४५६	श्री [= Title] अनिल शर्मा [= FirstName + SecondName] जे. जे. कंपनी लिमिटेड [= CompanyName] एम. एम. मार्ग [= StreetName] भारत नगर [= Area] इन्दौर, म.प्र. [=CityName, State] भारत [= Country] पिन - 123 456 [= PIN Code]

Local Postal Code Format: XXX XXX

- Notes: Postal codes consist of 6 digits with no separators or a space after 3 digits.
- MiddleName is very often abbreviated and sometimes omitted.
- Generally postal codes or PIN codes, as they are known locally, are not needed for addresses in major cities. However, it is better to include them for addresses in small towns or villages.

Currency

For each country/region covered by this language, provide the following, repeating the entire set for each variation in format:

Country/region	India
Currency Name	रुपया (Rupee)
Currency Symbol	₹
Currency Symbol Position	The symbol is always used before figure and a space is used.
Positive Currency Format	₹ 1.1
Negative Sign Symbol	For negative values, the ordinary hyphen accessible on the keyboard is placed before the currency symbol (no spaces) as a minus sign.
Negative Currency Format	-₹ 1.1
Decimal Symbol	Period (.)
Number of Digits after Decimal	3
Digit Grouping Symbol	Comma (,)
Number of Digits in Digit Grouping	3
Positive Currency Example	₹ 123,456,789.00
Negative Currency Example	-₹ 123,456,789.00
ISO Currency Code	INR 356
Currency Subunit Name	Paise (पैसा)
Currency Subunit Symbol	P
Currency Subunit Example	100 P

Digit Groups

The following are the norms for the digit groups:

Country/region: India

Decimal Separator: Period (.)

Decimal Separator Description: It is a period.

Decimal Separator Example: 12.23

Thousand Separator: (,)

Thousand Separator Description: Comma

Thousand Separator Example: 34,456 ; □ 62,879

Notes: n/a

Measurement Units

Metric System Commonly Used?: Yes

Temperature: Celsius

Category	English	Translation	Abbreviation
Linear Measure	Kilometer	किलोमीटर	किमी
	Meter	मीटर	मी
	Decimeter	डेसीमीटर	डेमी
	Centimeter	सेंटीमीटर	सेमी
	Millimeter	मिलीमीटर	मिमी
Capacity	Hectoliter	हेक्टोलीटर	हेमी
	Liter	लीटर	ली
	Deciliter	डेसीलीटर	डेली
	Centiliter	सेंटीलीटर	सेली
	Milliliter	मिलीलीटर	मिली
Mass	Ton	टन	N/A
	Kilogram	किलोग्राम	किग्रा
	Pound	पाउंड	N/A
	Gram	ग्राम	ग्रा
	Decigram	डेसीग्राम	डेग्रा
	Centigram	सेंटीग्राम	सेग्रा
	Milligram	मिलीग्राम	मिग्रा
English Units of Measurement	Inch	इंच	N/A
	Feet	फुट	N/A
	Mile	मील	N/A
	Gallon	गैलन	N/A

- **Notes:** When miles and pounds are used in the English document, add the conversion to km and kg, respectively, in parentheses.

   For example   5 miles   *becomes*   ५ मील (८ किमी)

Percentages

Percentage is indicated by the following sign: %

Example: व्यापार में वृद्धि 28% है।

Sorting

Sorting rules	In the Index section, the following sorting order is applied: 1. Non-alphabetical characters (i.e. symbols like ! " # $ % & ( ) * , . / : ; ? @ [\ ]) 2. Digits (0-9) 3. alphabetical characters
Character sorting order	n/a
Examples of sorted words	@ 1 अंबर कमल वाहन Aaron andere ändere chaque chemin cote coté côte côté čučēt Czech chaque chemin hiša irdisch lävi lie lire

	llama
	lõug
	Löwen
	lòza
	Lübeck
	luč
	luck
	lye
	Männer
	màšta
	mîr
	möchten
	myndig
	pint
	pylon
	piña
	sämtlich
	šàran
	savoir
	Šerbūra
	Sietla
	ślub
	subtle
	symbol
	verkehrt
	vox
	waffle
	wood
	yen
	yuan
	yucca
	žal
	žena
	Ženēva
	zoo
	Zürich
	Zviedrija

	zysk
	zzlj
	zzlz
	zznj
	zznz

Geopolitical Concerns

Part of the cultural adaptation of the US-product to a specific market is the resolving of geopolitical issues. While the US-product should have been designed and developed with neutrality and a global audience in mind, the localized product should respond to the particular situation that applies within the target country/region.

Sensitive issues or issues that might potentially be offensive to the users in the target country/region may occur in any of the following:

- Maps
- Flags
- Country/region, city and language names
- Art and graphics
- Cultural content, such as encyclopedia content and other text where historical or political references may occur

Some of these issues are relatively easy to verify and resolve: the objective should be for the localizer to always have the most current information available. Maps and other graphic representations of countries/regions and regions should be checked for accuracy and existing political restrictions. Country/region, city and language names change on a regular basis and need to be checked, even if previously approved.

A thorough understanding of the culture of the target market is required for checking the appropriateness of cultural content, clip art and other visual representations of religious symbols, body and hand gestures.

Grammar, Syntax & Orthographic Conventions

This section includes information on how to apply the general rules of the Hindi language to Microsoft products and documentation.

Adjectives

There are four types of adjectives in Hindi:

गुण वाचक (Quality)

संख्या वाचक (Numeral)

परिमाण वाचक (Quantity)

संकेत वाचक (Demonstrative)

Possessive adjectives

The frequent use of possessives is a feature of English language. In Hindi too, possessive adjectives are frequently used. Examples are मेरा (mine), तुम्हारा (your), आपका (Your (respectfull)), उनका (their), उसका(his), हमारा(our).

Articles

General considerations

There are no articles in Hindi language. Equally important is, there is no need to translate every A or AN used in English into Hindi.

Example	Translation
Create a document	+ दस्तावेज़ बनाएँ
	- एक दस्तावेज़ बनाएँ

Unlocalized Feature Names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. Microsoft product names and non-translated feature names are used as it is in Hindi. No article is added.

Localized Feature Names

Hindi does not have a definite article and indefinite articles are not used with product names in Hindi.

Example: इस कंप्यूटर पर Windows सर्वर स्थापित है।

Articles for English Borrowed Terms

When faced with an English loan word previously used in Microsoft products, consider the following options:

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of Hindi language? - None for Hindi
- Analogy: Is there an equivalent Hindi term whose article could be used? - None for Hindi
- Frequency: Is the term used in other technical documentation? If so, what article is used most often?
  The internet may be a helpful reference here. - None for Hindi

Please always consult Microsoft terminology (for example, available via Language Portal: http://www.microsoft.com/Language/en-US/Default.aspx) to confirm the use of a new loan word and its proper article to avoid inconsistencies.

Capitalization

This section doesn't apply to Hindi.

Compounds

This section doesn't apply to Hindi.

Gender

All nouns in Hindi are divided into one of two grammatical types, called genders. These genders are masculine- पुल्लिंग and feminine- स्त्री लिंग. Nouns often modify other words in the sentence according to their gender. All male living beings are masculine. All female living beings are feminine. In the case of names of inanimate things and abstract, collective and material nouns, gender is determined mainly by usage.

Masculine gender- पुल्लिंग
Feminine gender- स्त्री लिंग

लड़का
boy
लड़की
girl
आदमी
man
औरत
woman
पिता
father
माता
mother
बेटा
son
बेटी
daughter
बच्चा
boy baby
बच्ची
girl baby
भाई
brother
बहन
sister

अध्यापक
male teacher
अध्यापिका
female teacher

Genitive

In Hindi, genitives are indicated with kaa/ke/kii as morpho-word. Choice of kaa/ke/kii depends on the gender, number and case ending of the head noun. Table 1 explains and illustrates the usage of kaa/ke/kii for different variations of head noun.

TABLE 1: Usage of का/के/की in genetive case

Gender of head noun	Number of head noun	Case-ending of head noun	का/के/की	Example(s)
Masculine	Singular	Absent	का	लड़के का भाई
Masculine	Plural	Absent	के	लड़के के भाई
Masculine	Don't care	Present	के	लड़के के भाई ने, लड़के के भाइयों ने
Feminine	Don't care	Don't care	की	लड़के की बहन, लड़के की बहन ने, लड़के की बहनों ने, लड़के की बहनें

Modifiers

This section doesn't apply to Hindi

Nouns

General considerations

Please follow normative rules related to nouns.

1. व्यक्ति वाचक संज्ञा (Proper Noun) - e.g. दिल्ली, गांधी, रामायण, गीतांजली, हिमालय, ताजमहल
2. जाति वाचक संज्ञा (Common Noun) - e.g. मोर (peacock), पुस्तक (book), महिला (lady), बालक (boy), बालिका (girl)
3. भाव वाचक संज्ञा (Abstract Noun) - e.g. बचपन (childhood), सत्य (truth), सुंदरता (beauty), नम्रता (politeness)
4. समुदाय वाचक संज्ञा (Collective Noun) - e.g. सेना (armed forces), सभा (assembly), मंडली (group)
5. द्रव्य वाचक संज्ञा (Material Noun) - e.g. सोना (gold), लोहा (iron), पानी (water)

Inflection

This section doesn't apply to Hindi.

Plural Formation

Singular and Plural of Nouns in the Direct Case:

Masculine: Ending in -a

Singular: लडका = boy Plural: लडके = boys

Masculine: Ending in other vowel (very few):

Singular: गुरु = teacher Plural: गुरु = teacher

Masculine: Ending in a consonant

Singular: दोस्त = friend Plural: दोस्त = friends

Feminine: Ending in -i

Singluar: लडकी = girl Plural: लड़कियाँ = girls

Feminine: Ending in a consonant

Singular: किताब = book Plural: किताबें = books

Feminine: Ending in -a or -u

Singular: अध्यापिका = female teacher Plural: अध्यापिकाएँ = female teachers

Singular and Plural of Nouns in the Oblique Case:

Masculine: Ending in -a

Singular: लडके Plural: लडकों

Masculine: Ending in other vowel (very few):

Singular: गुरु Plural: गुरुओं (for आदमी /man/ - आदमियों)

Masculine: Ending in a consonant

Singular: दोस्त Plural: दोस्तों

Feminine: Ending in -i

Singluar: लडकी Plural: लड़कियों

Feminine: Ending in a consonant

Singular: किताब Plural: किताबों

Feminine: Ending in -a or -u

Singular: अध्यापिका Plural: अध्यापिकाओं

Prepositions

Pay attention to the correct use of the preposition in translations. Influenced by the English language, many translators omit them or change the word order.

Hindi prepositions link nouns, pronouns and phrases to other words in a sentence. The word or phrase that the preposition introduces is called the object of the preposition. Hindi (like other Indian languages) uses postpositions instead of prepositions. Postpositions are like prepositions except that they are written *after* the noun.

US Expression	Hindi Expression	Comment
about	के बारे में	n/a
after	के बाद	n/a
behind	के पीछे	n/a
before	से पहले	n/a

Pronouns

Pronouns in Hindi are called "सर्वनाम".

There are five main types of pronouns in Hindi:

1. Personal Pronouns, known as पुरुष वाचक सर्वनाम
2. Demonstrative Pronoun, known as निश्चय वाचक सर्वनाम
3. Indefinite Pronoun, known as अनिश्चय वाचक सर्वनाम
4. Relative Pronoun, known as संबंध वाचक सर्वनाम
5. Interrogative Pronoun, known as प्रश्न वाचक सर्वनाम

Known Issue: It's a common error to use आप आपके खाते, हम हमारी फ़ाइल को..., etc. It should be always आप अपने, हम अपने, and वो अपने. Please keep this in mind.

Punctuation

Comma

In Hindi the sign of comma is the same as in English.

Colon

In Hindi the sign of colon is the same as in English.

Dashes and Hyphens

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form. In Hindi also the sign of hyphen is the same as that in English.

Example: अलग–अलग

Ellipses (Suspension Points)

This section doesn't apply to Hindi

Period

The end of a sentence is indicated in Hindi by a vertical line " | " . All the other punctuation marks are used in Hindi just as they are in English.

Quotation Marks

Quotation marks are used when you want to emphasize something.

In US source strings, you may find software references surrounded by English quotation marks. Same for Hindi.

Parentheses

In English, there is no space between the parentheses and the text inside them. Same for Hindi.

Example: 5 मील (8 किमी)

Singular & Plural

Plural and Singular have a very important role in Hindi, therefore they need very special attention.

Example: पुस्तक Singular पुस्तकें Plural

बच्चा Singular

बच्चे Plural

रोटी Singular

रोटियाँ Plural

Split Infinitive

This section doesn't apply to Hindi.

Subjunctive

This section doesn't apply to Hindi.

Symbols & Non-Breaking Spaces

This section doesn't apply to Hindi.

Syntax

Hindi uses a different word order than English. The main differences are that verbs are placed at the end of the sentence (like in German) and that Hindi (like other Indian languages) uses postpositions instead of prepositions. Postpositions are like prepositions except that they are written *after* the noun.

Declarative sentences

English: Subject Verb Preposition Object => I go to the shop
Hindi: Subject Object Postposition Verb => I shop to go > मैं दुकान जाता हूं।

Imperative sentences

English: Verb Negative Verb Adverb => Do not eat quickly
Hindi: Adverb Negative Verb => Quickly not eat > जल्दी जल्दी मत खाओ।

Interrogative sentences

English: Adverb Aux.Verb Subject Verb => What are you drawing?
Hindi: Subject Adverb Verb => You what draw? > तुम क्या ड्रॉ कर रहे हो?

Verbs

Hindi verbs are inflected with respect to gender of the subject (masculine, feminine), number of the subject (singular, plural), tense (present, past, future), action (perfect, imperfect, continuous), degree of respect (intimate, familiar, respect). Verbs are referred to in their infinitive noun form which ends in na. But in the US where Edit, Save, Delete etc words are used, the verb is used as first person, i.e. संपादन करें, सहेजें, हटाएँ

Example:

Continuous operations are usually expressed in English with a gerund, which should be translated into Hindi in passive voice. A translation of <searching image> as <छवि खोज रहा है> looks odd. It should be छवि खोजी जा रही है.

Example	Translation
Saving file….	+ फ़ाइल सहेजी जा रही है... - फ़ाइल सहेज रहा है...

Word Order

The word-order in Hindi is *SOV (Subject, Object and Verb).*

Example: Windows is unable to open this file.

Windows इस वक्त इस फ़ाइल को खोलने में असमर्थ है.

Style and Tone Considerations

This section focuses on higher-level considerations for audience, style, tone, and voice.

Audience

The English forms often do not distinguish between various uses of verbs (command, function name, description of an ongoing process, etc.). Find out what is really meant with the string, and translate accordingly.

For commands, instructions, suggestions, etc., always use the personal imperative form, not impersonal forms, infinitives or deverbal nouns.

Tone

Use formal 2nd person to address the user. Normally, the pronoun *आप* itself will not be needed, but its relevant possessive form should be used.

Enter your name	+अपना नाम लिखें.
If you don't want to ..	+ यदि आप...नहीं करना चाहते हैं...

Use the formal 2nd person to address the system, without using the pronoun itself.

Replace	+ प्रतिस्थापित करें

Use continuous verbs refer to system status, ongoing processes, etc.

Saving the file	+ फ़ाइल सहेजी जा रही है

In questions to the user about actions of the system, start the question with "*क्या...*".

Save the file?	+ क्या फ़ाइल सहेजें?

The same solution (to start the question with "*क्या ...*") should be used when a question is phrased as a command to the user. When an option is phrased as a command to the user it should be used formal 2nd person (imperative mood).

View the file now	QUESTION + क्या अभी फ़ाइल देखें? OPTION + अभी फ़ाइल देखें.

The first person may be used for personalized creatures like the Office Assistant.

आप is the only form that can be used for "you" in written in Hindi.

English	Translation
You are now connected to the Internet.	अब आप इंटरनेट से कनेक्ट हैं.

Style

The style of writing should be simple and straight. There should be no confusion in the text. Hindi language should be written as it is written, rather than translating literally from the dictionary and on the basis of English sentences. It has been seen that there is an effort to copy the English style of making sentence.

English	Translation
If you delete the file, you will loose all data.	+ यदि आप फ़ाइल हटाते हैं, तो आपका सारा डेटा नष्ट हो जाएगा। - यदि आप फ़ाइल हटाते हैं, आप सारा डेटा खो देंगे।

Voice

Avoid the impersonal as much as possible. Only in cases where the passive is used intentionally in English, i.e. the agent is not known or is not relevant, the term may be translated as impersonal in Hindi.

The message has been sent	+ संदेश भेज दिया गया है.

Localization Guidelines

This section contains guidelines for localization into Hindi.

General Considerations

The following sections will provide a set of guidelines for handling different elements while localizing UI and user assistance content.

Please, make sure to always use current terminology and phrases for the product being localized by looking for the translations in the most recent version of the Microsoft terminology databases and other approved glossaries. Consistent use of Microsoft approved terminology in all localized products is one of the major factors in achieving the required quality for localized products.

Abbreviations

Common Abbreviations

You might need to abbreviate some words in the UI (mainly on buttons or names of options) due to lack of space. This can be done in the following ways:

In Hindi, there are no standardized abbreviations for words, so try to use the shortest available version of the word. Also, in the menus, try to use the imperative, to avoid longer words.

List of common abbreviations:

Commonly measuring units are abbreviated, such as किमी for KM, and किग्रा for KG.

English	Hindi (full)	Hindi (abbrev.)
meter	मीटर	मी
kilometer	किलोमीटर	कि.मी.
centimeter	सेंटीमीटर	सें.मी.
millimeter	मिलीमीटर	मि.मी.
gram	ग्राम	ग्रा
kilogram	किलोग्राम	कि.ग्रा./ किलो
Liter	लीटर	ली

Some units of the International System of Units (usually these ones which are abbreviated as single capital letter) should be written in Latin, e.g. W (watt), V (volt), J (joule), Hz (hertz), kHz (kilohertz); other are written either in Latin or Hindi, e.g. *kg* as कि.ग्रा, *cm* as सें.मी. , etc.

Temperature is always measured using Celsius scale. All other temperature scales (e.g. Fahrenheit) must be recalculated into Celsius in the localized products.

The standard way to display temperature is: **x°C** (x is the temperature, then goes the degree sign and then the capital Latin letter C, even in Hindi). Although in Hindi it may also be written as **x°सें** (x is the temperature, then goes the degree sign and then **सें**, the abbreviation in Hindi)

If the temperature is below zero, then the minus sign (–) is displayed before the temperature. However, if the temperature is equal or above zero, the plus sign (+) is optional and is rarely used, e.g. –**273°C, 0°C, 25°C**

<u>Information units</u>

Units of information are often abbreviated. Always use the following:

English	Hindi
KB	kB
MB	MB
bit	bit
bit/s	bit/s

Accessibility

Localizers should use such a language that is simple, yet serious, easily understood, yet not cheap. Thats a tall order while translating, but then translating is a serious art. A software is used by all the segments of the society. It should be easily understood by all! It does not mean that most of the words should be transliterated. If we focus enough, there are always simple word to translate anything. The best example is, as we all know, the song that nobody can say whether it was originally written in English or Hindi.

Example: We Shall overcome some day! O Deep in my heart! I do believe!

Translation: हम होंगे कामयाब एक दिन! मन में है विश्वास! पूरा है विश्वास!

Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Some well-known examples are WYSIWYG (What You See Is What You Get), OLE (Object Linking and Embedding), or RAM (Random Access Memory).

Acronyms are generally not localized in Hindi.

Applications, Products, and Features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g. IntelliSense™). Before translating any application, product, or feature name, please verify that it is in fact translatable and not protected in any way.

There are no specific rules for Hindi regarding trade marking of the applications, product, and features.

Frequent Errors

There are many common errors that are found in software localization in Hindi. They include using I for computer, Using verb form when creating titles, such as फ़ाइल को संपादित करना instead of फ़ाइल का संपादन. Please note though, that opening a document will still be translated as दस्तावेज़ खोलना. Please see below some examples of frequent translation errors:

Example	Translation
Display unavailable	+ प्रदर्शन अनुपलब्ध - अनुपलब्ध को प्रदर्शित करें
Sticking out your tongue (usually in fun)	+ जीभ दिखाना (सामान्यत: मज़ाक में) - आपकी जीभ को चिपकाना (सामान्यत: मज़ाक में) (Here without considering the actual meaning intended of the sentence, the sentence has been translated with dictionary in hand.)

Glossaries

Microsoft glossaries are to be used for localization.

Fictitious Information

Fictitious content is legally sensitive material and as such cannot be handled as a pure terminology or localization issue.

Recurring Patterns

This section doesn't apply to Hindi.

Standardized Translations

There are a number of standardized translations mentioned in all sections of this Style Guide. In order to find them more easily, the most relevant topics and sections are compiled here for you reference:

Grammar, Syntax & Orthographic Conventions
Verbs
Word Order
Style and Tone Considerations

Unlocalized Items

Trademarked names and the name Microsoft Corporation shouldn't be localized. A list of Microsoft trademarks is available for your reference at the following location: http://www.microsoft.com/trademarks/t-mark/names.htm.

There are no words in Hindi that are written the same way as in English. There are words though that should be transliterated in Hindi as they are commonly used by general public.

Using the Word Microsoft

In English, it is prohibited to use MS as an abbreviation for Microsoft.

The word Microsoft is to be left in English for the purpose of software localization.

Example: Microsoft इसकी अनुमति नहीं देता.

Software Considerations

This section refers to all menus, menu items, commands, buttons, check boxes, etc., which should be consistently translated in the localized product.

Refer to http://msdn.microsoft.com/library/aa511258.aspx for a detailed explanation of the Windows user interface guidelines (English).

User Interface

Menu titles and menu items should be **consistently** translated in all localized products, the same US term should have identical translation in all localized applications.

When possible, try to use the following combinations of word classes in menus:

Menu title	Menu items	Example
A noun or deverbative noun	A noun, deverbative noun or noun phrase	On the Format menu: Font, Change Case..., Styles and Formatting...
A noun or deverbative noun	A noun, deverbative noun or noun phrase	On the Table menu: Insert, Select, Sort..., Formula...
A noun or deverbative noun	A verb	On the File menu: Close, Exit

The word classes of the US term and the localized term do not have to coincide, i.e. please do consider the possibility of translating a verb as a noun or vice versa, if that improves the result. Adjectives are used relatively rarely and adverbs only in exceptional cases.

Nouns and deverbative nouns should normally be in singular or plural nominative, verbs in informal 2nd person (singular) imperative mood. Verb in menu items followed by an ellipsis or right arrowhead should also be translated as informal 2nd person (singular) imperative mood.

Menu titles should always contain only one word, since a two-word menu title would be undistinguishable from two single-word ones.

In Hindi, the word order should normally reflect the order of user actions, even if it doesn't in English.

Click Save in the File menu	+ फ़ाइल मेनू पर सहेजें क्लिक करें
	− क्लिक करें फ़ाइल मेनू पर सहेजें

The preferred action to be performed with menu titles and menu items is *चुनें* (select), even if the original ignores a similar recommendation given for English.

Click Save in the File menu	फ़ाइल मेनू पर सहेजें क्लिक करें
Select Save from the File menu	+ फ़ाइल मेनू पर सहेजें चुनें

Messages

Status Messages

What is a Status Bar Message?

A status bar message is an informational message about the active document or a selected command as well as about any active or selected interface item. Messages are shown in the status bar at the bottom of the window when the user has chosen a menu, a command or any other item, or has started a function. The status bar messages refer to actions being performed or already complete (for example in Outlook below).
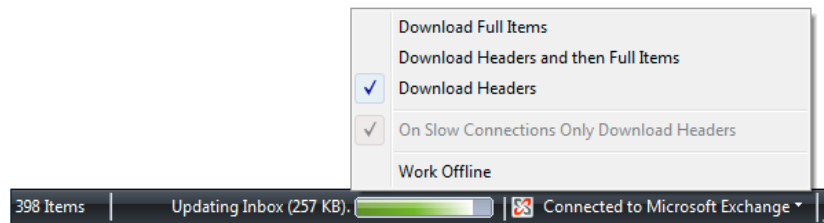
Hindi Style in Status bar Messages

In English, the status bar messages have different forms dependent on the information they must convey. In *Hindi,* menu and commands status bar messages should follow the format below.

In Hindi menu status bar messages and commands status bar messages differ as shown in the tables. When the message is a direct instruction, the imperative mode is used, formal for addressing the user and informal for the system. Periods are used at the end of sentences in status bar messages, if they are full sentences.

Name	Hindi Name	Category	English Status Bar message	Hindi Status Bar message
Edit	संपादन	menu	Contains editing commands	इसमें संपादन आदेश हैं
Copy to Folder...	फ़ोल्डर में प्रतिलिपि बनाएँ	menu	Copies the selected items to a new location	यह चयनित आइटमों की नए स्थान पर प्रतिलिपि बनाता है
New	नया	command	Creates a new document	नया आदेश बनाता है
			Make object visible?	ऑब्जेक्ट दृश्य बनाएँ?
			Word is converting the document. Press Esc to stop.	Word दस्तावेज़ को रूपांतरित कर रहा है। रोकने के लिए Esc दबाएँ।
			Datasheet View	डेटाशीट दृश्य
			Done	पूर्ण

The importance of standardization

In the US product you can often find messages that are phrased differently even though they have the same meaning. Try to avoid this in the localized <Hindi> version. Use one standard translation as in the examples below:

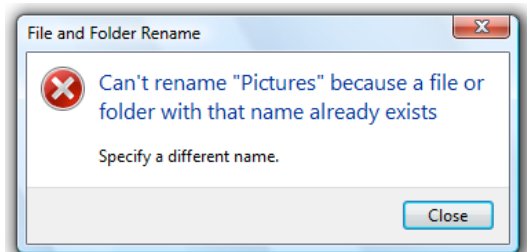| English term	Correct Hindi translation
Press F1 to get Help	मदद के लिए F1 दबाएँ
If you want Help press F1	

To get Help press F1	
Not enough memory	अपर्याप्त मेमोरी
Insufficient memory	
There is not enough memory	
Save changes to %1?	परिवर्तनों को %1 में सहेजें?
Do you want to save changes to %1?	

Error Messages

What Is An Error Message?

Here is an example:

Error messages are messages sent by the system or a program, informing the user that there is an error that must be corrected in order for the program to keep running. For example, the messages can prompt the user to take an action or inform the user of an error that requires rebooting the computer.

Hindi Style in Error Messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate as they appear in the US product.

The common error is using First Person Singular Number in Hindi for Error messages. As the concept of computer telling the user does not gel with the tone of the language, we cannot use the error message as if the computer is talking to the user. We should use passive voice instead for making such sentence.

Example	Translation
Cannot save the document.	+ दस्तावेज़ सहेजा नहीं जा सकता - दस्तावेज़ सहेज नहीं सकता

Standard Phrases in Error Messages

When translating standard phrases, standardize. Note that sometimes the US uses different forms to express the same thing.

Same here for Hindi, whatever the form the US is using, we should use passive voice in the error message as that is the proper Hindi way of instructing and informing. The computer talking in the first person just does not get with the flow.

Examples:

English	Translation	Example	Comment
Cannot … Could not …	किया नहीं जा सकता किया नहीं जा सका	इस फ़ाइल को हटाया नहीं जा सकता/सका	n/a
Failed to … Failure of …	...करने में विफल ...करने में विफलता	सहेजने में विफल	n/a
Cannot find … Could not find … Unable to find … Unable to locate …	...ढूंढा नहीं जा सकता/सका ...ढूंढने में असमर्थ	फ़ाइल ढूंढने में असमर्थ	n/a
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	पर्याप्त मेमोरी नहीं है	पर्याप्त मेमोरी नहीं है	n/a
... is not available ... is unavailable	उपलब्ध नहीं है अनुपलब्ध है	उपलब्ध नहीं है अनुपलब्ध है	n/a

Error Messages Containing Placeholders

When localizing error messages containing placeholders, try to find out what will replace the placeholder. This is necessary for the sentence to be grammatically correct when the placeholder is replaced with a word or phrase. Note that the letters used in placeholders convey a specific meaning, see examples below:

%d, %ld, %u, and %lu means <number>

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>".

"INI file "%1!-.200s!" section" means "INI file "<string>" section".

Same applies for Hindi also. A translator should first try to find out what exactly is the placeholder, because that will decide whether the sentence should use feminine form or masculine, or singular form or plural. The entire sentence may become wrong if this is not done.
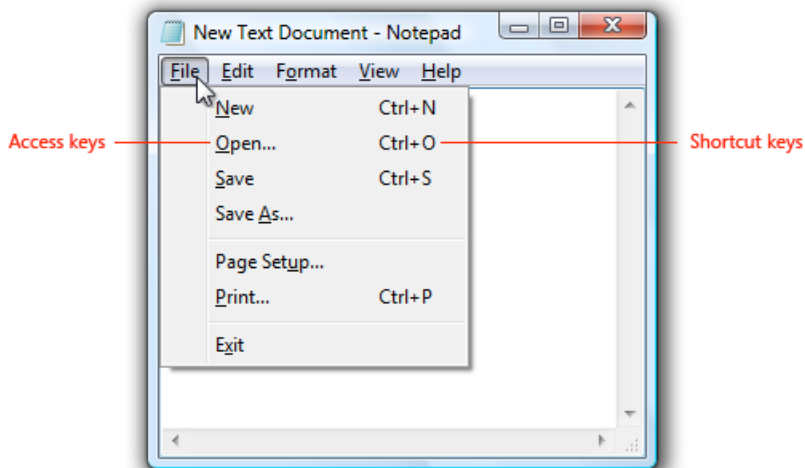
Keys

The *keyboard* is the primary input device used for text input in Microsoft Windows. For accessibility and efficiency, most actions can be performed using the keyboard as well. While working with Microsoft software, you use keys, key combinations and key sequences.

In English, References to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps).

All keys used in Hindi are in their English format. There are no Hindi names given to the function keys or any other keys.

Access Keys/Hot keys

Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to access keys (also known as hot keys) that allow you to run commands, perform tasks, etc. more quickly.

There are no Hindi specific Access Keys. English Keys apply.

Hot Key Special Options	Usage: Is It Allowed?	Notes
"Slim characters", such as I, l, t, r, f can be used as hot key	n/a	n/a
Characters with downstrokes, such as g, j, y, p and q can be used as hotkeys	n/a	n/a
Extended characters can be used as hotkeys	n/a	n/a
An additional letter, appearing between brackets after item name, can be used as hotkeys	n/a	n/a
A number, appearing between brackets after item name, can be used as hotkey	n/a	n/a
A punctuation sign, appearing between brackets after item name, can be used as hotkey	n/a	n/a
Duplicate hotkeys are allowed when no other character is available	n/a	n/a
No hotkey is assigned when no more characters are available (minor options only)	n/a	n/a

Additional notes: n/a

Arrow Keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can't navigate out of a control group using arrow keys.

Numeric Keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application. In case which keys to be pressed is not obvious, provide necessary explanations.

Shortcut Keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and they are sometimes given next to the command they represent. In opposition to the access keys, which can be used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.

There are no Hindi specific shortcut keys. English shortcut keys are used.

Standard Shortcut Keys

US Command	US English Shortcut Key	Hindi Command	Hindi Shortcut key
General Windows Shortcut keys			
Help window	F1	मदद	n/a
Context-sensitive Help	Shift+F1	प्रसंग संवेदी मदद	n/a
Display pop-up menu	Shift+F10	प्रदर्शन पॉप-अप मेनू	n/a
Cancel	Esc	रद्द करें	n/a
Activate\Deactivate menu bar mode	F10	मेनू बार कोड सक्रिय/निष्क्रिय करें	n/a
Switch to the next primary application	Alt+Tab	अगले प्राथमिक अनुप्रयोग पर जाएँ	n/a
Display next window	Alt+Esc	अगली विंडो दिखाएँ	n/a
Display pop-up menu for the window	Alt+Spacebar	विंडो के लिए पॉप-अप मेनू दिखाएँ	n/a
Display pop-up menu for the active child window	Alt+-	सक्रिय चाइल्ड विंडो के लिए पॉप-अप मेनू दिखाएँ	n/a
Display property sheet for current selection	Alt+Enter	वर्तमान चयन के लिए गुण पत्रक दिखाएँ	n/a
Close active application window	Alt+F4	सक्रिय अनुप्रयोग विंडो बंद करें	n/a
Switch to next window within (modeless-compliant) application	Alt+F6	(मोडरहित-अनुपालक) अनुप्रयोग के भीतर अगली विंडो पर जाएँ	n/a
Capture active window image to the Clipboard	Alt+Prnt Scrn	सक्रिय विंडो छवि को क्लिपबोर्ड पर कैप्चर करें	n/a

US Command	US English Shortcut Key	Hindi Command	Hindi Shortcut key
Capture desktop image to the Clipboard	Prnt Scrn	डेस्कटॉप छवि को क्लिपबोर्ड पर कैप्चर करें	n/a
Access Start button in taskbar	Ctrl+Esc	टास्कबार में प्रारंभ बटन पर जाएँ	n/a
Display next child window	Ctrl+F6	अगली चाइल्ड विंडो पर दिखाएँ	n/a
Display next tabbed pane	Ctrl+Tab	अगली टैब्ड पेन दिखाएँ	n/a
Launch Task Manager and system initialization	Ctrl+Shift+Esc	कार्य प्रबंधक व सिस्टम सिस्टम इनिशियलाइज़ेयशन प्रारंभ करें	n/a
File Menu			
File New	Ctrl+N	फ़ाइल नई	n/a
File Open	Ctrl+O	फ़ाइल खोलें	n/a
File Close	Ctrl+F4	फ़ाइल बंद करें	n/a
File Save	Ctrl+S	फ़ाइल सहेजें	n/a
File Save as	F12	फ़ाइल इस रूप में सहेजें	n/a
File Print Preview	Ctrl+F2	फ़ाइल प्रिंट पुनरावलोकन	n/a
File Print	Ctrl+P	फ़ाइल प्रिंट करें	n/a
File Exit	Alt+F4	फ़ाइल बाहर	n/a
Edit Menu			
Edit Undo	Ctrl+Z	संपादन पूर्ववत करें	n/a
Edit Repeat	Ctrl+Y	संपादन दोहराएँ	n/a
Edit Cut	Ctrl+X	संपादन काटें	n/a
Edit Copy	Ctrl+C	संपादन प्रतिलिपि बनाएँ	n/a
Edit Paste	Ctrl+V	संपादन चिपकाएँ	n/a
Edit Delete	Ctrl+Backspace	संपादन हटाएँ	n/a
Edit Select All	Ctrl+A	संपादन सब चुनें	n/a
Edit Find	Ctrl+F	संपादन ढूंढें	n/a

US Command	US English Shortcut Key	Hindi Command	Hindi Shortcut key
Edit Replace	Ctrl+H	संपादन बदलें	n/a
Edit Go To	Ctrl+B	संपादन जाएँ	n/a
Help Menu			
Help	F1	मदद	n/a
Font Format			
Italic	Ctrl+I	मदद	n/a
Bold	Ctrl+G	मदद	n/a
Underlined\Word underline	Ctrl+U	मदद	n/a
Large caps	Ctrl+Shift+A	n/a	n/a
Small caps	Ctrl+Shift+K	n/a	n/a
Paragraph Format			
Centered	Ctrl+E	केंद्रित	n/a
Left aligned	Ctrl+L	बाएँ संरेखित	n/a
Right aligned	Ctrl+R	दाएँ संरेखित	n/a
Justified	Ctrl+J	समायोजित	n/a

Document Translation Considerations

Document localization may require some specific considerations that are different from software localization. This section covers a few of these areas.

While translating a document, the flow of the text and simple, clear language is necessary. Many times the words used are archaic and cannot be understood by common users. Sometimes, a sentence is literally translated using the format of English text. Instead, Hindi sentence should be written as Hindi is written and should not be based on English.

Example	Translation
You are about to exit the setup wizard	+ आप सेटअप विज़ार्ड से बाहर निकलने वाले हैं - आप सेटअप विज़ार्ड से लगभग बाहर निकलने वाले हैं
If you think I should, I guess I will	+ यदि आपको लगता है कि मुझे यह करना चाहिए, तो शायद मैं ऐसा ही करूंगी

Example	Translation
	- यदि आपका मानना है कि मैं ऐसा करूं तो, मैं आशा करती हूं कि मैं ऐसा करूंगी

Titles

In English the titles for chapters usually begin with "How to …" or with phrases such as "Working with …" or "Using …". In the Hindi version of Microsoft documentation, titles should generally be created using a noun instead of in verb format.

Example	Translation
Managing account	+ खाते का प्रबंधन
	- खाते को प्रबंधित करना
How to delete the information	+ जानकारी को कैसे हटाएँ
	- जानकारी को हटाने की विधि

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