Microsoft

Hindi Style Guide

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1 Welcome

A guide to the Microsoft voice in Hindi

2 About this style guide

This style guide is intended for the localization professional working on localized products that run on a Microsoft platform. It's not intended to be a comprehensive coverage of all localization practices, but to highlight areas where Microsoft has specific preferences or deviates from standard practices for Hindi localization.

The primary goal of this guide is to help you understand and learn how to address all of the necessary linguistic and stylistic nuances of Hindi during the localization of your products and services.

The style guide covers guidelines and recommendations for translating the Microsoft voice into Hindi including words, grammatical structures, the needs of the audience, and the intent of the text that are to be considered. Each of these areas is supplemented with samples.

Other language considerations covered in this style guide are accessibility, trademarks, geopolitical concerns and specific software considerations.

We welcome your feedback, questions and concerns regarding the style guide.
Please send your feedback via Microsoft Language Portal.

2.1 Recommended style references

Unless this style guide or the Microsoft Language Portal provides alternative instructions, use the orthography, grammar, and terminology in the following publications:

1. www.shabdkosh.com/: A good online dictionary.
2. http://www.websters-online-dictionary.org/Hindi/: An online Hindi > English Dictionary.

3. वैज्ञानिक व तकनीकी शब्दावली आयोग द्वारा प्रकाशित शब्द संग्रह: A technical dictionary by Govt of India available at Commission for Scientific & Technical Terminology
4. भारत सरकार के सूचना और प्रसारण मंत्रालय, प्रकाशन विभाग द्वारा प्रकाशित डॉ. विजय अग्रवाल की पुस्तक 'अपनी हिंदी सुधारें': For Hindi Grammar
5. Father Camille Bulcke's English to Hindi Dictionary.

Microsoft User interface reference

A helpful reference is the Windows User Experience Interaction Guidelines.

3 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design of Microsoft products, services, and experiences hinges on crisp simplicity.

Three principles form the foundation of our voice:

- **Warm and relaxed**: We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- **Crisp and clear**: We're to the point. We write for scanning first, reading second. We make it simple above all.
- **Ready to lend a hand**: We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

The Microsoft voice targets a broad set of users from technology enthusiasts and casual computer users. Although content might be different for different audiences, the principles of Microsoft voice are the same. However, Microsoft voice also means keeping the audience in mind. Choose the right words for the audience: use technical terms for technical audiences, but for consumers use common words and phrases instead.

These key elements of Microsoft voice should extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different. The following guidelines are relevant for US English as well as many other languages.

Guidelines

Keep the following guidelines in mind:

- Write short, easy-to-read sentences.
- Avoid passive voice—it's difficult to read and understand quickly.
- Be pleasant and ensure that explanations appear individualized.
- Avoid slang and be careful with colloquialisms—it's acceptable to reassure and connect with customers in a conversational tone, but be professional in doing so.

3.1 Choices that reflect Microsoft voice

Translating Hindi in a way that reflects Microsoft voice means choosing words and grammatical structures that reflect the same style as the source text. It also means considering the needs of the audience and the intent of the text.

The general style should be clear, friendly and concise. Use language that resembles conversation observed in everyday settings as opposed to the formal, technical language that's often used for technical and commercial content.

When you're localizing source text written in Microsoft voice, **feel free to choose words that aren't standard translations** if you think that's the best way to stay true to the intent of the source text.

Because Microsoft voice means a more conversational style, literally translating the source text may produce target text that's not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to successfully complete the task.

3.1.1 Word choice

Terminology

Use terminology from the Microsoft Language Portal where applicable, for example key terms, technical terms, and product names.

Short word forms and everyday words

Microsoft voice text written in US English prefers short, simple words spoken in everyday conversations. In English, shorter words are friendlier and less formal. Short words also save space on screen and are easier to read quickly. Precise, well-chosen words add clarity, but it's important to be intentional about using everyday words that customers are accustomed to.

The following table lists some common words that are used for Microsoft voice in US English.

en-US word	en-US word usage
App	Use *app* instead of *application* or *program*.
Pick, choose	Use *pick* in more fun, less formal or lightweight situations ("pick a color," not "choose a color") and *choose* for more formal situations (don't use *select* unless necessary for the UI).
Drive	For general reference to any drive type (hard drive, CD drive, external hard drive, etc.). Use specific drive type if necessary.
Get	Fine to use as a synonym for "obtain" or "come into possession of" but avoid for other general meanings.
Info	Use in most situations unless "information" better fits the context. Use "info" when you point the reader elsewhere ("for more info, see <link>").
PC	Use for personal computing devices. Use *computer* for situations about PCs and Macs. Don't switch between *PC* and *computer*.
You	Address the user as *you*, directly or indirectly through the use of first- and second-person pronouns like "you." Avoid third-person references, such as "user," as they sound formal and impersonal. For information on localizing *you*, see the section Pronouns.

The following table describes how short words and everyday words are to be used to convey the Hindi Microsoft voice.

en-US source term	hi-IN word	hi-IN word usage
Make it easier to use	उपयोग करने में आसान बनाएँ	उपयोग में आसान बनाएँ
Learn how to change settings	सीखें कि सेटिंग्स कैसे परिवर्तित करें	सेटिंग्स बदलने का तरीका जानें
You will also be able to copy.	आप प्रतिलिपि बनाने में भी समर्थ होंगे.	आप प्रतिलिपि भी बना सकेंगे.

3.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists US English words that add formality without adding meaning, along with more common equivalents.

en-US word/phrase to avoid	Preferred en-US word/phrase
Achieve	*Do*
As well as	*Also, too*
Attempt	*Try*
Configure	*Set up*
Encounter	*Meet*
Execute	*Run*
Halt	*Stop*
Have an opportunity	*Can*
However	*But*
Give/provide guidance, give/provide information	*Help*
In addition	*Also*
In conjunction with	*With*
Locate	*Find*
Make a recommendation	*Recommend*
Modify	*Change*
Navigate	*Go*
Obtain	*Get*
Perform	*Do*
Purchase	*Buy*
Refer to	*See*
Resolve	*Fix*
Subsequent	*Next*
Suitable	*Works well*
Terminate	*End*
Toggle	*Switch*
Utilize	*Use*

Here are examples of words and phrases to avoid.

en-US source	hi-IN word to avoid	hi-IN word/phrase
Select	चयनकरें	चुनें
Furthermore	इसकेअतिरिक्त	साथही
Therefore	अत:	इसलिए
Refer to	संदर्भ लें	देखें
Change	परिवर्तित करें	बदलें
Deselect	इसका चयन रद्द करें	अचयनित करें
Rewrite	फिर से लिखें	पुनः लिखें
Pump	पम्प	पंप
Engine	इन्जिन	इंजन / इंजिन
Computer	कम्प्यूटर	कंप्यूटर
Show	दिखाएं	दिखाएँ
For	लिये	लिए

3.2 Sample Microsoft voice text

The source and target phrase samples in the following sections illustrate the intent of the Microsoft voice.

3.2.1 Address the user to take action

US English	hi-IN target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	पासवर्ड सही नहीं है, इसलिए कृपया दुबारा कोशिश करें. पासवर्ड केस-संवेदी होते हैं.	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again. Message is short and friendly.
This product key didn't work. Please check it and try again.	यह उत्पाद कुंजी कार्य नहीं कर रही है. कृपया इसे जाँचें और दुबारा कोशिश करें.	An error message for wrong product key. The user has entered incorrect product key. The message casually and politely asks the user to check it and try again.

All ready to go	सब कुछ तैयार है	Casual and short message to inform user that setup has completed, ready to start using the system. A short and compact sentence.
Would you like to continue?	क्या आप जारी रखना चाहेंगे?	Use of the second person pronoun "you" to politely ask the user if they would like to continue.
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	अपने PC को नाम दें – कोई भी नाम जो आप चाहें. यदि आप पृष्ठभूमि रंग बदलना चाहते हैं, तो PC सेटिंग में उच्च कॉन्ट्रास्ट बंद करें.	This message is asking the user to specify the preferred colour and name of the PC. Address the user directly using second person pronoun to take the necessary action.

3.2.2 Promote a feature

US English	hi-IN target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	आपके टचस्क्रीन PCकी सुरक्षा में मदद करने के लिए चित्र पासवर्ड एक नया तरीका है. आप स्वयं के लिए अद्वितीय पासवर्ड बनाने हेतु चित्र– और उसके साथ उपयोग किए जाने वाले जेस्चर– चुनते हैं.	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which in this situation is picture password.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	ऐप्स को आपके PC के स्थान, नाम, खाता चित्र,और अन्य डोमेन जानकारी के आधार पर आपको वैयक्तिकृत सामग्री उपलब्ध कराने दें.	Promoting the use of apps. Depending on the context of the string you can add familiarity to the text by using everyday words for example, PC.

3.2.3 Provide how-to guidelines

US English	hi-IN target	Explanation
To go back and save your work, click Cancel and finish what you need to.	वापस जाने और अपना कार्य सहेजने के लिए, रद्द करें क्लिक करें और अपना आवश्यक कार्य पूर्ण करें.	Short and clear action using second person pronoun.
To confirm your current picture password, just watch	अपने वर्तमान चित्र पासवर्ड की पुष्टि	Voice is simple and natural.

the replay and trace the example gestures shown on your picture.	करने के लिए, बस रीप्ले देखें और अपने चित्र पर दिखाए गए उदाहरण जेस्चर को ट्रेस करें.	The user isn't overloaded with information; we tell them only what they need to know to make a decision.

3.2.4 Explanatory text and support

US English	hi-IN target	Explanation
The updates are installed, but Windows 10 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	अद्यतन स्थापित कर दिए गए हैं, लेकिन वे कार्य कर सकें, इसके लिए Windows 10 सेटअप को पुनरारंभ करना होगा. इसके पुनरारंभ हो जाने पर, हम वहीं से शुरू करेंगे जहाँ से हमने छोड़ा था.	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work. Use of "we" provides a more personal feel.
If you restart now, you and any other people using this PC could lose unsaved work.	यदि आप अभी पुनरारंभ करते हैं, तो आपका और इस PC का उपयोग करने वाले अन्य लोगों का सहेजा नहीं गया कार्य खो जाएगा.	Voice is clear and natural informing the user what will happen if this action is taken.
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	आपके द्वारा अमान्य या गुम गुणों को ठीक करने के बाद यह दस्तावेज़ स्वचालित रूप से सही लायब्रेरी और फ़ोल्डर में चला जाएगा.	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	कुछ गलत हुआ है! आपकी बूटेबल USB फ़्लैश ड्राइव बनाने के लिए डाउनलोड की गई फ़ाइलें ढूँढने में असमर्थ है.	Without complexity and using short sentences inform the user what has happened.

4 Language-specific standards

Information about Hindi-specific standards, such as phone number formats, date formats, currency formats, and measurement units are available from the GoGlobal Developer Center.

4.1 Grammar, syntax and orthographic standards

This section includes information on how to apply the general language and syntax rules to Microsoft products, online content, and documentation.

Make sure to always use current terminology and phrases for the product being localized by checking the Microsoft Language Portal and 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.

4.1.1 Abbreviations

Common abbreviations

You might need to abbreviate some words in the UI (mainly buttons or options names) 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:

Expression (Eng)	Hindi (full)	Acceptable abbreviation (Hindi)
meter	मीटर	मी
kilometer	किलोमीटर	किमी
centimeter	सेंटीमीटर	सेमी
millimeter	मिलीमीटर	मिमी
gram	ग्राम	ग्रा
kilogram	किलोग्राम	किग्रा
Liter	लीटर	ली
milliliter	मिलीलीटर	मिली
TV	टेलीविज़न	टीवी
IT	इन्फॉर्मेशन टेक्नोलॉजी	आईटी
PIN	पीआईएन	पिन

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

Temperature is always measured using Celsius scale. All other temperature scales (for example, 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°*से*** (x is the temperature, then goes the degree sign and then ***से***, the abbreviation in Hindi for Celsius).

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, for example, **–273°C, 0°C, 25°C.**

Don't abbreviate these words:

Expression (Eng)	Hindi (full)
Pound	पाउंड
Degree	डिग्री
Ruble	रूबल
Yuan	यूआन
Yen	येन

4.1.2 Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Common examples are WYSIWYG (What You See Is What You Get), DNS (Domain Name Server), and HTML (Hypertext Markup Language).

Some well-known examples of acronyms are WYSIWYG (What You See Is What You Get), OLE (Object Linking and Embedding), or RAM (Random Access Memory). For the purpose of this guide, we will refer to them collectively as "acronyms".

Acronyms are not as common in Hindi as they are in English. If possible, spell out the words in Hindi on the first occurrence of the acronym in the text (or in the most

appropriate section of your text, such as the section where a feature is described), followed by the acronym in parentheses.
Example: UNESCO (*यूनेस्को*)

Many acronyms are standardized in Hindi and used in a standard manner.
Example: USA (*संयुक्त राज्य*).
Otherwise, simply keep the acronym as is.

परिवर्णी शब्द - *संक्षिप्ति {शब्दों के प्रथम अक्षर से बने शब्द}*
उदाहरण: P.T.O. (Please turn over) = *कृ.प.उ. (कृपया पन्ना उलटिए)*

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), DNS (Domain Name Server) or HTML (Hypertext Markup Language).

Acronyms are generally not localized in Hindi.

4.1.3 Adjectives

In Hindi, handle adjectives in the following manner.

There are four types of adjectives in Hindi:

गुणवाचक (Quality)

संख्यावाचक (Numeral)

परिमाणवाचक (Quantity)

संकेतवाचक (Demonstrative)

Adjective of quality: Adjective showing the kind or quality of nouns or pronouns are called Adjective of Quality.

Numeral adjective: Adjective which expresses the number of persons or things is called the Adjective of Number or Numeral Adjective.

Adjective of Quantity: Adjective which shows the quantity of thing is called the Adjective of Quantity.

Demonstrative adjective: This Adjective straight=away points out the person or thing concerned.

Here are some examples for Hindi:

en-US source	Hindi target
New York is a beautiful city.	न्यूयॉर्क एक सुंदर शहर है.
I have learnt many languages.	मैंने कई भाषाएँ सीखी हैं.
Adding some sugar will make the coffee tastier.	थोड़ी सी शक्कर मिलाने से कॉफ़ी और भी स्वादिष्ट हो जाएगी.
This is the best day of my life.	यह मेरी ज़िंदगी का सबसे बढ़िया दिन है.

Possessive adjectives

The frequent use of possessives is a feature of English language. However, in Hindi, possessive adjectives are handled in the following way:

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 (respectfully)), *उनका* (their),*उसका* (his),*हमारा* (our).

4.1.4 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.

Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language.

Localized feature names

Translated feature names are handled in the following way:
Hindi does not have a definite article and indefinite articles are not used with product names in Hindi.

Example:

en-US source	Hindi target
The Windows Server is installed on this computer.	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 these options:

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Hindi language? None for Hindi
- Analogy: Is there an equivalent Hindi term whose article could be used? N/a 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.

Check the Microsoft Language Portal to confirm the user of a new loan word and its proper article to avoid inconsistencies.

4.1.5 Conjunctions

For en-US Microsoft voice, conjunctions can help convey a conversational tone. Starting a sentence with a conjunction can be used to convey an informal tone and style.

If the Hindi Microsoft voice can be conveyed through conjunctions, then this section is applicable.

en-US source text	hi-IN old use of conjunctions	hi-IN new use of conjunctions
As <product> gains features, there is a risk that older content may not display correctly.	जैसे-जैसे <product> की सुविधाएँ बढ़ेंगी, पुरानी सामग्री के ठीक से प्रदर्शित न होने का जोखिम रहेगा.	दिन प्रति दिन बढ़ती सुविधाओं के कारण हो सकता है पुरानी सामग्री ठीक से न दिखे.
While the document is open, it's not possible to create a copy.	दस्तावेज़ खुला होने के कारण प्रति नहीं बनाई जा सकती.	दस्तावेज़ खुला होने पर प्रतिलिपि बनाना संभव नहीं है.

While your computer is being updated, you can keep working.	आपके कंप्यूटर के अद्यतन के दौरान आप कार्य जारी रख सकते हैं.	आपका कंप्यूटर अद्यतित किए जाते समय आप कार्य जारी रख सकते हैं.

4.1.6 Gender

All nouns in Hindi are divided into one of two grammatical types, called genders. These genders are masculine—*पुल्लिंग* and feminine—*स्त्रीलिंग*. 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—*स्त्रीलिंग*

Examples:

en-US source	hi-IN target
boy	लड़का
girl	लड़की
father	पिता
mother	माता

4.1.7 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 genitive case

Convention 1 (for example, attaching a genitive "s" to (trademarked) product names is not feasible, as it could be interpreted as a modification of such names.)

Examples:

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

4.1.8 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism").

Choose from these options to express the intent of the source text appropriately.

- Don’t attempt to replace the source colloquialism with a Hindi colloquialism that fits the same meaning of the particular context unless it’s a perfect and natural fit for that context.
- Translate the *intended* meaning of the colloquialism in the source text (not the literal translation of the original colloquialism in the source text), but only if the colloquialism’s meaning is an integral part of the text that can’t be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.

en-US source	hi-IN target
Let’s see if you have to do anything first.	देखते हैं कि आपको पहले कुछ करना तो नहीं होगा.
Pick the people and apps you can share stuff with	वे लोग और ऐप चुनें जिनके साथ आप चीज़ें साझा कर सकते हैं.
Here are some nearby networks—pick one to get online right away.	आसपास के कुछ नेटवर्क ये हैं—तुरंतऑनलाइन होने के लिये कोई एक चुनें.

Here's how to change your password.	अपना पासवर्ड ऐसे बदलें.
You're almost done customizing these settings.	आपने इन सेटिंग्स को अनुकूलित करना लगभग पूरा कर लिया है.
To configure the settings, go the settings page.	सेटिंग्स कॉन्फ़िगरकरने के लिए,सेटिंग पृष्ठ परजाएं.
To know more about the tool, visit the following site.	उपकरण के बारे मेंअधिक जानने के लिएनिम्नलिखितसाइट पर जाएँ.
To comment on the article, please write in the comment box.	लेख पर टिप्पणीकरने के लिए,टिप्पणी बॉक्समेंलिखें.

4.1.9 Nouns

General considerations

Follow normative rules for nouns.

1. ***व्यक्तिवाचक संज्ञा*** (Proper Noun)—Proper Noun is a name of specific people, place things, or ideas. For example, *दिल्ली* (Delhi), *गांधी* (Gandhi), *रामायण* (Ramayana), *गीतांजली* (Geetanjali), *हिमालय* (Himalaya), *ताजमहल* (Tajmahal)
2. ***जातिवाचक संज्ञा*** (Common Noun)—Common noun is a name of non-specific people, place things, or ideas. For example, *मोर* (peacock), *पुस्तक*(book), *महिला* (lady), *बालक* (boy), *बालिका* (girl)
3. ***भाववाचक संज्ञा*** (Abstract Noun)—Abstract nounrefer to intangible things, like feelings, ideals, concepts and qualities. For example, *बचपन* (childhood), *सत्य*(truth), *सुंदरता* (beauty), *नम्रता* (politeness)
4. ***समुदायवाचक संज्ञा*** (Collective Noun)—A count noun that denotes a group of individuals. For example, *सेना* (armed forces), *सभा* (assembly), *मंडली* (group)
5. ***द्रव्यवाचक संज्ञा*** (Material Noun)—A material noun is a word for a material, a substance, or an ingredient that other things are made from For example, *सोना* (gold), *लोहा*(iron), *पानी* (water)

Examples:

en-US source	hi-IN target
My favorite drink is Soda.	मेरा पसंदीदा पेय सोडा है.
Many people like to eat Asian food.	कई लोग एशियाई भोजन पसंद करते हैं.
The education of children should be our number one priority.	बच्चों की शिक्षा हमारी पहली प्राथमिकता होनी चाहिए.

Singular and plural of nouns in the direct case:

Masculine: Ending in -a
Singular: *लड़का* = boy
Plural: *लड़के* = 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

Singular and plural of nouns in the oblique case:

Masculine: Ending in -a
Singular: *लड़के*
Plural: *लड़कों*

Masculine: Ending in other vowel (very few):
Singular: *गुरु*
Plural: *गुरुओं* (for *आदमी* /man/ – *आदमियों*)

Masculine: Ending in a consonant
Singular: *दोस्त*
Plural: *दोस्तों*

4.1.10 Prepositions

Be aware of proper preposition use in translations. Many translators, influenced by the English language, omit them or change the word order.

For the Microsoft voice, use of prepositions is another way to help convey a casual or conversational tone. Starting or ending a sentence with a preposition is acceptable practice in conveying Microsoft voice.

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.

Source text expression	hi-IN expression
about	के बारे में
after	के बाद
behind	के पीछे
before	से पहले

4.1.11 Pronouns

In Hindi, Pronouns are called "सर्वनाम."

There are five main types of pronouns in Hindi:

1. Personal Pronouns, known as *पुरुषवाचक सर्वनाम*

Definition: Personal pronouns represent people or things. The personal pronouns are: I; you; he; she; it; we; they.

2. Demonstrative Pronoun, known as *निश्चयवाचक सर्वनाम*

Definition: Demonstrative pronouns are used to replace specific people or things that have been previously mentioned (or are understood from context).

3. Indefinite Pronoun, known as *अनिश्चयवाचक सर्वनाम*

Definition: An indefinite pronoun is a pronoun that refers to non-specific beings, objects, or places.

4. Relative Pronoun, known as *संबंधवाचक सर्वनाम*

Definition: A relative pronoun is a pronoun that introduces a relative clause. It's called a "relative" pronoun because it "relates" to the word that its relative clause modifies.

5. Interrogative Pronoun, known as *प्रश्नवाचक सर्वनाम*

Definition: The interrogative pronoun represents the thing that we don't know (what we are asking the question about).

Examples:

en-US source	hi-IN target
What is your favorite color?	आपका पसंदीदा रंग कौन-सा है?
Sometimes I wonder why **anyone** shops at this store.	कभी-कभी मुझे आश्चर्य होता है कि कोई भी इस स्टोर से खरीदारी क्यों करता है.
This is the book **that** everyone is talking about.	यह वह पुस्तक है जिसके बारे में सभी बातें कर रहे हैं.
Jennifer and **I** are meeting in San Francisco in July.	जेनिफ़र और मैं जुलाई में सैन फ़्रांसिस्को में मिल रहे हैं.

Known sue: 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*.

Possessive pronouns
are often used in English. However, we should avoid overusing them in Hindi.
In fact, Hindi sounds more natural using the definite article, especially when the possessor is obvious.

Examples:

Double-click the Skype Name in your Contact List or the search result.

अपनी संपर्क सूची में Skype*नाम या खोज परिणाम पर डबल-क्लिक करें।*

If these products are not available for shipment to your area, please visit your local computer or electronics store.

यदि ये उत्पाद आपके क्षेत्र में शिपमेंट के लिए उपलब्ध नहीं है, तो कृपया अपने स्थानीय कंप्यूटर या इलेक्ट्रॉनिक्स स्टोर में जाएँ।

Where is your home PC located?

आपका होम PC *कहाँ स्थित है*?

4.1.12 Punctuation

Bulleted lists

In Hindi the sign of bulleted lists is the same as in English.

Punctuation in bulleted lists

Punctuation marks: (:), (;), (!), (.), (,), and (?)
Generally, and unless otherwise specified, insert a space before the following elements:
- A value and its symbol, such as: 16 MB
Leave one single space after a period (.).
Do put a space between an email address and a punctuation mark or a URL and a punctuation mark:
Bulleted Elements: we should keep them as they are written in English source text.

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

Three different dash characters are used in English:

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. You can find it on numeric keyboard.

The hyphen (-) is the shortest of the three dash characters. Use hyphens for:

- Compound words
- Breaking words at the end of a line
- Page number, dates and other number intervals (Example: The name should be 8-15 characters long)
- To establish relationships between two concepts (Example: *धन-ऋण, जोड़-घटाव)*
- In dates (Example: 15-11-06)

En dash

The en-dash (–) is shorter than the em-dash and longer than the hyphen. It's obtained by pressing Alt + 0150 OR ctrl + - (num) in Windows and is used in arithmetic operations and negative numbers.
Example: Temperature is -10°C - *तापमान -10°*से है

Em dash

The em-dash is the longest of the three characters (—), and is obtained by pressing Alt + 0151 or ctrl + alt + - [num]) in Windows. In Hindi it's used in dialogues in order to introduce each successive thought. Note this usage is not correct in Hindi. Try to avoid extensive use of the English em-dash and use commas or parentheses instead. You can also start a new sentence. In Hindi, we tend to use em dashes differently than in English. Feel free to change the sentence (you can remove the em dash) so that it will look and sound more natural in Hindi.

Consider the following examples:

English	Correct Hindi
So, no matter if you're on a PC, Windows Phone, Mac, tablet, iPhone or Android device—Skype keeps you connected and always available.	इसलिए, चाहे आप PC, Windows Phone, Mac, टेबलेट, iPhone या Android डिवाइसमेंसेकिसीकाभीउपयोगकररहेहों — Skype कीमददसेआपकनेक्टऔरहमेशाउपलब्धरहसकतेहैं।

Go to support site for trouble-shooting and how-to guides	समस्या निवारण और कार्यविधि दिशानिर्देशों के लिएसहायता साइट पर जाएँ

Ellipses (suspension points)

This section does not apply to Hindi.

Period

The end of a sentence should be indicated in Hindi by an English full stop (.).

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.

US English	hi-IN target	Comment
5 mile (8 km)	5 मील (8 किमी)	Same as english

Percentage

In Hindi don't leave a space between the number and the % sign:

b>	Incorrect	Correct
50%	50 %	50%

4.1.13 Sentence fragments

For the Microsoft voice, use of sentence fragments helps convey a conversational tone. They are used whenever possible as they are short and to the point.

Here are some examples to convey the Hindi Microsoft voice.

US English source text	hi-IN long form	hi-IN sentence fragment
Use the following steps.	आप इसे इस प्रकार कर सकते हैं	इसे ऐसे करें
If you want you can...	यदि आप चाहें तो आप...	चाहें तो आप...
Try to open in a browser window.	किसी ब्राउज़र विंडो में खोलने का प्रयास करें	ब्राउज़र में खोलकर देखें

4.1.14 Verbs

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you're describing something that will really happen in the future and the simple present tense is inapplicable. Use simple past tense when you describe events that have already happened.

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*

Examples:

US English source text	hi-IN use of verb tense	Comments
Saving file....	फ़ाइल सहेजी जा रही है....	Continuous operations are usually expressed in English with a gerund, which should be translated into Hindi in passive voice.
Updating...	अद्यतन किया जा रहा है....	-do-
Processing....	संसाधित किया जा रहा है....	-do-
The message has been sent.	संदेश भेज दिया गया है.	

You can only merge with one Skype account.	आप केवल एक Skype खाते के साथ मर्ज कर सकते हैं.	

5 Localization considerations

Localization means that the translated text needs to be adapted to the local language, customs and standards.

The language in Microsoft products should have the "look and feel" of a product originally written in Hindi, using idiomatic syntax and terminology, while at the same time maintaining a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

Make sure to always use current terminology and phrases for the product being localized by checking the Microsoft Language Portal and 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.

5.1 Accessibility

Accessibility options and programs are designed to make the computer usable by people with cognitive, hearing, physical, or visual disabilities.

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements.

General accessibility information can be found at https://www.microsoft.com/en-us/accessibility/.

5.2 Applications, products, and features

Product and application names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense™). Before translating any application, product, or feature name, verify that it's in fact translatable and not protected in any way. This information can be obtained here.

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

Version numbers

Version numbers always contain a period (for example, Version 4.2). Note punctuation examples of "Version x.x":

US English	hi-IN target
WCAG 6.2	WCAG 6.2

Version numbers are usually also a part of version strings, but technically they are not the same.

5.3 Trademarks

Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is here.

5.4 Geopolitical concerns

Part of the cultural adaptation of the US-product to a specific market is the resolution of geopolitical issues. While the US-product is 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 are present

Some issues are easy to verify and resolve. The localizer should have the most current information available. Maps and other graphical representations of countries/regions should be checked for accuracy and existing political restrictions. Country/region, city, and language names change on a regular basis and should 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, and body and hand gestures.

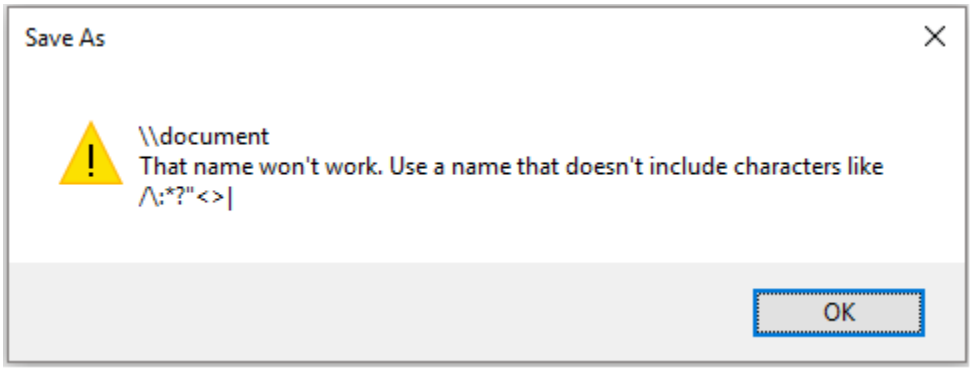
Guideline

5.5 Software considerations

This section refers to all menus, menu items, commands, buttons, check boxes, and other UI elements that should be consistently translated in the localized product.

5.5.1 Error messages

Here is an example:



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

Considering the underlying principles of Microsoft voice, translators are encouraged to apply them to ensure target translation is more natural, empathetic and not robot-like.

English term	Correct Hindi translation
Oops, that can't be blank...	ओह, यह रिक्त नहीं हो सकता...
Not enough memory to process this command.	इस आदेश को संसाधित करने के लिए पर्याप्त मेमोरी नहीं है.

Hindi style in error messages

Use consistent terminology and language style in the localized error messages, and not just translate them 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 can’t use the error message as if the computer is talking to the user. We should use passive voice instead for making such sentence.

Standard phrases in error messages

When translating usual 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's the proper Hindi way of instructing and informing. The computer talking in the first person just does not get with the flow.

These phrases commonly occur in error messages. When you translate them, try to use the provided target phrases. However, feel free to use other ways to express the source meaning if they work better in the context.

Examples:

English	Translation	Example
Can't ... Could not ...	किया नहीं जा सकता... किया नहीं जा सका...	इस फ़ाइल को हटाया नहीं जा सकता/सका.
Failed to ... Failure of ...	...करने में विफल ...करने में विफलता	सहेजनेमेंविफल सहेजने की विफलता
Can't find ... Could not find ... Unable to find ... Unable to locate ...	...ढूढाँ नहीं जा सकता/सका ...ढूँढने में असमर्थ	फ़ाइल नहीं ढूँढ सकता फ़ाइल ढूँढनेमेंअसमर्थ
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	पर्याप्तमेमोरीनहींहै अपर्याप्त मेमोरी पर्याप्त मेमोरी उपलब्ध नहीं है	पर्याप्तमेमोरीनहींहै अपर्याप्त मेमोरी है पर्याप्त मेमोरी अनुपलब्ध है
... is not available ... is unavailable	उपलब्धनहींहै... अनुपलब्धहै...	उपलब्धनहींहै अनुपलब्धहै

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 anticipate 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.

5.5.2 Keys

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

Key names:

English key name	Hindi key name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	नीचे तीर
End	End

English key name	Hindi key name
Enter	Enter
Esc	Escape
Home	Home
Insert	Insert
Left Arrow	बायाँ तीर
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	दायाँ तीर
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	स्पेसबार
Tab	Tab
Up Arrow	ऊपर तीर
Windows key	Windows कुंजी
Menu Key	मेनू कुंजी
Print Screen	Print Screen

5.5.3 Keyboard shortcuts

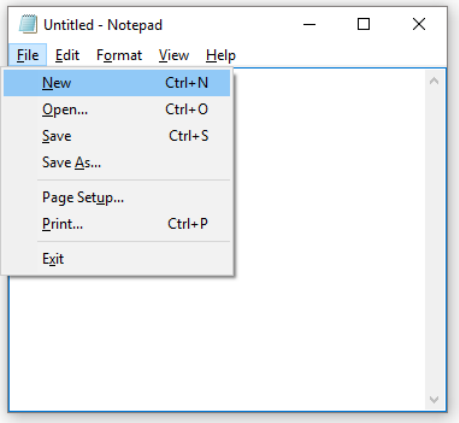
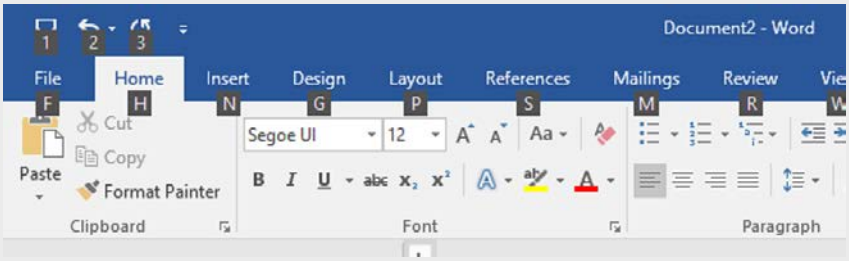
Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly

There are no Hindi specific keyboard shortcuts. English keys apply.

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim character," such as I, l, t, r, f can be used as keyboard shortcuts	No	n/a
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	No	n/a
Extended characters can be used as keyboard shortcuts	No	n/a
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcut	No	n/a
A number, appearing between brackets after item name, can be used as a keyboard shortcut	No	n/a
A punctuation sign, appearing between brackets after item name, can be used as a keyboard shortcut	No	n/a
Duplicate keyboard shortcuts are allowed when no other character is available	No	n/a
No keyboard shortcuts is assigned when no more characters are available (minor options only)	No	n/a

Content writers usually just refer to “keyboard shortcuts” in content for a general audience. In localization, however, we distinguish the following terms:

Term	Usage
access key	A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly. Example: F in Alt+F Example in UI localization: H&ome

	 In keyboard shortcuts, most access keys are used with the Alt key.
key tip	The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the "`" character. Example: In UI localization Home`H 
shortcut key	A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command. Example: Ctrl+N, Ctrl+V In keyboard shortcuts, most shortcut keys are used with the Ctrl key. Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

5.5.4 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.

5.5.5 Numeric keypad

Avoid distinguishing numeric keypad keys from the other keys, unless it's required by a given application. If it's not obvious which keys need to be pressed, provide necessary explanations.

5.5.6 Shortcut keys

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

Standard shortcut keys

US command	US English shortcut key	Hindi command	Hindi shortcut key
General Windows shortcut keys			
Help window	F1	मदद विंडो	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 मोड सक्रिय/निष्क्रियकरें	n/a
Switch to the next primary application	Alt+Tab	अगले प्राथमिक अनुप्रयोग पर स्विच करें	n/a
Display next window	Alt+Esc	अगली विंडो प्रदर्शित करें	n/a
Display pop-up menu for the window	Alt+Spacebar	विंडो के लिए पॉप-अप मेनू प्रदर्शित करें	n/a
Display pop-up menu for the active child window	Alt+-	सक्रिय चाइल्ड विंडो के लिए पॉप-अप मेनू प्रदर्शित करें	n/a

US command	US English shortcut key	Hindi command	Hindi shortcut key
Display property sheet for current selection	Alt+Enter	वर्तमान चयन के लिए गुण पत्रक प्रदर्शित करें	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	अनुप्रयोग (मोडरहित-सम्मत) के भीतर अगली विंडो पर स्विच करें	n/a
Capture active window image to the Clipboard	Alt+Prnt Scrn	सक्रिय विंडो छवि को क्लिपबोर्ड पर कैप्चर करें	n/a
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 प्रदर्शित करें	n/a
Display next tabbed pane	Ctrl+Tab	अगली टैब्ड पेन प्रदर्शित करें	n/a
Launch Task Manager and system initialization	Ctrl+Shift+Esc	कार्य प्रबंधक व सिस्टम सिस्टम इनिशियलाइज़ेशन लॉन्च करें	n/a
File menu			
File New	Ctrl+N	नई फ़ाइल	n/a
File Open	Ctrl+O	फ़ाइल खोलें	n/a
File Close	Ctrl+F4	फ़ाइल बंद करें	n/a

US command	US English shortcut key	Hindi command	Hindi shortcut key
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 मुद्रण पूर्वावलोकन	n/a
File Print	Ctrl+P	फ़ाइल प्रिंट करें	n/a
File Exit	Alt+F4	फ़ाइलसे बाहर निकलें	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
Edit Replace	Ctrl+H	संपादन बदलें	n/a
Edit Go To	Ctrl+G	संपादन जाएँ	n/a
Help menu			
Help	F1	मदद	n/a
Font format			

US command	US English shortcut key	Hindi command	Hindi shortcut key
Italic	Ctrl+I	इटैलिक	n/a
Bold	Ctrl+B	बोल्ड	n/a
Underlined\Word underline	Ctrl+U	रेखांकित\शब्द रेखांकन	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	बाएँसंरेखित	n/a
Right aligned	Ctrl+R	दाएँ संरेखित	n/a
Justified	Ctrl+J	समायोजित	n/a

5.5.7 English pronunciation

5.5.7.1 General rules

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, “Microsoft” must be pronounced the English way. However, if your language has an established pronunciation for a common term (such as "server"), use the local pronunciation. Pronunciation can be adapted to the Hindi phonetic system if the original pronunciation sounds very awkward in Hindi.

Example	Phonetics	Comment
SecurID	[sɪ’kjuər aɪ di:]	n/a
.NET	[dot net]	n/a
Skype	[skaip]	sky (skai) + pe (p)

Acronyms and abbreviations

Acronyms are pronounced like real words, adapted to the local pronunciation:

Example	Phonetics
RADIUS	रेडियस
RAS	रैस
ISA	आइएसए
LAN	लैन
WAN	वैन
WAP	वैप
MAPI	मैपी
POP	पॉप
URL	यूआरएल

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	आइसीएमपी
IP	आइपी
TCP/IP	टीसीपी/आइपी
XML	एक्सएमएल
HTML	एचटीएमएल
OWA	ओडबल्यूए
SQL	एसक्यूएल

5.5.7.2 URLS

"http://" should be omitted; the rest of the URL should be read entirely.

"www" should be pronounced as डब्ल्यू डबल्यू डब्ल्यू.

The "dot" should be omitted, but can also be read out. If you read it out, then it must be pronounced the Hindi way, as डॉट.

Example	Phonetics
http://www.microsoft.com/	डब्ल्यू डब्ल्यू डब्ल्यू डॉट माइक्रोसॉफ़्ट डॉट कॉम

5.5.7.3 Punctuation marks

Most punctuation marks are naturally implied by the sound of voice, for example, ? ! : ; ,

En dash (–) are used to emphasize an isolated element. It should be pronounced as a comma, i.e. as a short pause.

5.5.7.4 Special characters

- Pronounce special characters such as / \ ˇ < > + - using the Hindi approved translations.

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