Microsoft

Marathi Localization Style Guide

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1 Welcome

Welcome to the *Microsoft Localization Style Guide* for Marathi. This guide will help you understand how to localize Marathi content in a way that best reflects the Microsoft voice.

Before you dive in:

- Make sure you understand the key tenants of the Microsoft voice.
- Familiarize yourself with the recommended style references in Marathi.

1.1 Reference material

Unless this style guide or Microsoft Terminology - Globalization | Microsoft Learn provides alternative instructions, use the orthography, grammar, and terminology in the following publications:

Normative References

These normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. शास्त्रीय मराठी व्याकरण - मोरो केशव दामले
2. मराठी व्याकरणाचा पुनर्विचार – श्री.अर्जुनवाडकर
3. An Intensive Course for Marathi – डॉ. विजया चिटणिस
4. सुगम मराठी व्याकरण लेखन – कै. मो. रा. वाळंबे

Informative References

These sources are meant to provide supplementary information, background, comparison, etc.

1. मोल्सवर्थ - मराठी इंग्रजी शब्दकोश
2. अग्निहोत्री - मराठी शब्दरत्नाकर
3. दाते - वाक्य संप्रदायकोश
4. विश्वनाथ नरवडे - कहावतकोश
5. फडके - मराठी लेखनकोश
6. नवनीत ऍडव्हान्स्ड डिक्शनरी - इंग्रजी इंग्रजी मराठी
7. एम.के.देशपांडे यांची - मराठी इंग्रजी डिक्शनरी
8. अब्दुस्-सलाम चाऊस - चाउस मराठी- इंग्रजी डिक्शनरी

Microsoft User Interface Reference

A helpful reference is the Windows User Experience Interaction Guidelines, available for download at https://docs.microsoft.com/en-us/windows/apps/desktop/.

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design renaissance across 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 also 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 and for many other languages.

2.1 Choices that reflect Microsoft voice

Translating Marathi 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 is often used for technical and commercial content.

When you are 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 is 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.

2.1.1 Transliteration

Microsoft voice emphasizes to use terms which people use in daily life even if they used in transliteration form. Since these days some of the English words are most commonly used and if there is no simple and easy to understand local language words for respective language then English words (TRANSLITERATION) should be used.

Technical words should be TRANSLITERATED (if there is no correct word in the regional language). Ideally Keeping English should be less as Transliteration should be used, a list

could be prepared and discussed. So the objective of language translation should be to make the product user interface easy to use and represent the local language to its core strength, hence using Transliteration form is quite acceptable, provided these terms must be used in daily life by target users. Some of the examples of such terms are:

Source	Translation	Transliteration
wallet	पाकीट	वॉलेट
cloud	ढग	क्लाउड
device	उपकरण	डिव्हाइस

2.1.2 Word choice

Terminology

Use approved terminology from Microsoft Terminology - Globalization | Microsoft Learn where applicable, for example for key terms, technical terms, and product names

Glossaries

Microsoft Terminology - Globalization | Microsoft Learn

Short word forms and everyday words

Microsoft voice text written in US English prefers the short, simple words spoken in everyday conversations. In English, shorter words are generally 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 is 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 light-weight 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, 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 should be avoided 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.
You	Address the user as *you*, directly or indirectly through the use of first- and second-person pronouns like "you." Third-person references, such as "user," should be avoided as they sound formal and impersonal. For information on localizing *you*, go to the section Pronouns.

Here is how short words and everyday words are to be used to convey the Marathi in Microsoft voice.

en-US source term	mr-IN word	mr-IN word usage
...is in use	...वापरात आहे	...वापर सुरू आहे
...is working	...कार्य करत आहे	...काम सुरू आहे
...is showing	...दर्शवत आहे	...दाखवत आहे

2.1.3 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists some 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 is how short words and everyday words are to be used to convey the Marathi in Microsoft voice.

en-US source	mr-IN classic word/phrase	mr-IN modern word/phrase
But	परंतु	पण
In addition	यासह	यासोबत
Therefore	तथापि	म्हणून

2.2 Sample Microsoft voice text

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

2.2.1 Address the user to take action

US English	Marathi target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	हा पासवर्ड बरोबर नाही, त्यामुळे पुन्हा प्रयत्न करा. पासवर्ड्स केस-संवेदनशील आहेत.	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again.
This product key didn't work. Please check it and try again.	या उत्पाद की ने कार्य केले नाही. कृपया ती तपासा आणि पुन्हा प्रयत्न करा.	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	पुढे जाण्यासाठी सर्व तयारी झाली आहे	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	आपण सुरू ठेऊ इच्छिता?	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.	आपल्या PC ला एक नाव द्या – आपल्या आवडीचे कोणतेही नाव द्या. आपण पार्श्वभूमी रंग बदलू इच्छित असल्यास, PC सेटिंग्ज मध्ये उच्च कॉन्ट्रास्ट बंद करा.	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Promoting a feature

US English	Marathi 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.	चित्र पासवर्ड हा आपला टचस्क्रीन PC सुरक्षित करण्यासाठी उपयुक्त असा नवा पर्याय आहे. त्यासोबत आपल्याला वापरायचे असलेले त्याचे जेश्चर निवडा—हा फक्त आपल्यासाठी असलेला एकमेव पासवर्ड असेल.	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which in this case is picture password.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	आपल्या PC चे स्थान, नाव, खाते चित्र, आणि इतर डोमेन माहिती यांच्या आधारे अनुप्रयोगांना आपल्याला वैयक्तिककृत सामग्री देऊ द्या.	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g. PC.

2.2.3 Providing how-to guidelines

US English	Marathi target	Explanation
To go back and save your work, click Cancel and finish what you need to.	मागे जाऊन आपले काम सुरक्षित करण्यासाठी, रद्द करा वर क्लिक करा आणि आवश्यक बाबी पूर्ण करा.	Short and clear action using second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	आपल्या सध्याच्या चित्र पासवर्डची पुष्टि करण्यासाठी, त्याचा रिप्ले पाहा आणि तुमच्या चित्रावर दाखविलेले नमुना जेश्चर ट्रेस करा	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.

It’s time to enter the product key. When you connect to the Internet, we’ll activate Windows for you.	आता आपल्याला उत्पाद की नोंदवावी लागेल. आपण इंटरनेटशी कनेक्ट केल्यावर, आम्ही आपल्यासाठी Windows सक्रिय करू.	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

2.2.4 Explanatory text and providing support

US English	Marathi target	Explanation
The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we’ll keep going from where we left off.	हे अपडेट स्थापित झाले आहेत, परंतु त्यांनी काम करण्यास सुरुवात करण्यासाठी Windows सेटअप पुनरारंभ करणे आवश्यक आहे. याचा पुनरारंभ झाल्यानंतर, आपण पूर्वी जेथे होतो त्याच क्रियेपासून पुढे जाऊ देऊ.	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.	जर आपण आता पुनरारंभ केला तर आपण आणि हा PC वापरत असलेले इतर कोणतेही लोक सुरक्षित न केलेले कार्य गमावू शकतात.	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.	हा दस्तऐवज आपण अमान्य किंवा गमावलेले गुणधर्म दुरुस्त केल्यानंतर स्वयंचलितपणे योग्य लायब्ररी आणि फोल्डरमध्ये हलविला जाईल.	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.	काहीतरी चूक झाली! आपला बूट करता येणारा USB फ्लॅशड्राइव्ह तयार करण्यासाठी डाउनलोड केलेल्या फाइल्स शोधण्यात अक्षम	Without complexity and using short sentences inform the user what has happened.

3 Inclusive language

Microsoft technology reaches every part of the globe, so it's critical that all our communications are inclusive and diverse. These guidelines provide examples on how to use inclusive language and avoid habits that may unintentionally lead to marginalization, offense, misrepresentation, or the perpetuation of stereotypes.

General guidelines

Comply with local language laws.

Use plain language. Use straightforward, concrete, and familiar words. Plain and accessible language will help people of all learning levels and abilities. Some examples include using a two-syllable word over a three-syllable word or several clear words instead of one complicated term or concept.

Be mindful when you refer to various parts of the world. If you name cities, countries, or regions in examples, make sure they're not politically disputed. In examples that refer to several regions, use equivalent references—for example, don't mix countries with states or continents.

In text and images, represent diverse perspectives and circumstances. Depict a variety of people from all walks of life participating fully in activities. Show people in a wide variety of professions, educational settings, locales, and economic settings.

Don't generalize or stereotype people by region, culture, age, or gender, not even if the stereotype is positive. For example, when representing job roles, choose names that reflect a variety of gender identities and cultural backgrounds.

Don't use profane or derogatory terms.

Don’t use slang that could be considered cultural appropriation.

Don't use terms that may carry unconscious racial bias or terms associated with military actions, politics, or controversial historical events and eras.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
primary/subordinate	master/slave	प्राथमिक/साहाय्यक	प्रमुख/गौण
perimeter network	demilitarized zone (DMZ)	पेरीमीटर नेटवर्क	नि:शस्त्रीकरण केलेले क्षेत्र
stop responding	hang	प्रतिसाद देणे थांबवा	वाट पहा
expert	guru	तज्ञ	गुरू

meeting	pow wow	मीटिंग	सम्मेलन
colleagues; everyone; all	guys; ladies and gentlemen	सहकारी; प्रत्येकजण; सर्व	मुले; महिला आणि सज्जन पुरूष
lunch and learn; learning session	brown bag session	दुपारचे भोजन आणि शिकणे; शैक्षणिक सत्र	सहभोजनादरम्यानचे सत्र
parent	mother or father	पालक	आई किंवा वडिल

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms (पुरूष, महिला, ई.).

The table below contains examples of gender-biased words or compounds that should be avoided in Marathi and the alternative that should be used to promote gender inclusivity.

Use this	Not this	Comments
		Target examples
व्यक्ती	पुरूष	It is generic term which can be used for all genders, and it is not gender biased.
व्यक्ती	महिला	It is generic term which can be used for all genders, and it is not gender biased.
मूल	मूल	It is generic term which can be used for all genders, and it is not gender biased.
मूल	मूल	It is generic term which can be used for all genders, and it is not gender biased.
विक्री प्रतिनिधी	विक्रेता	It is generic term which can be used for all genders, and it is not gender biased.

विक्री प्रतिनिधी	विक्रेती	It is generic term which can be used for all genders, and it is not gender biased.

When presenting generalization, use plural noun forms (for example, लोक, व्यक्ती विद्यार्थी, ई.).

Don't use gendered pronouns (ती**,** तिचे**,** तो**,** त्याचे**,** ई.**) in generic references.** Instead:

- Rewrite to use the second or third person (*तुम्ही किंवा ते*).
- Avoid gendered pronouns (for example, दस्तऐवज instead of त्याचा दस्तऐवज).
- Refer to a person's role (*वाचक, कर्मचारी, ग्राहक किंवा क्लायंट* for example).
- Use *माणूस* or *व्यक्ती*.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
A user with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	योग्य अधिकार असलेल्या वापरकर्त्याला इतर वापरकर्त्यांचे पासवर्ड सेट करता येतात.	वापरकर्त्याकडे योग्य अधिकार असल्यास, तो इतर वापरकर्त्यांचे पासवर्ड सेट करू शकतो.
Developers need access to servers in their development environments, but they don't need access to the servers in Azure.	A developer needs access to servers in his development environment, but he doesn't need access to the servers in Azure.	विकासकांना त्यांच्या विकासाच्या वातावरणांमधील सर्व्हरचा ॲक्सेस गरजेचा असतो, परंतु त्यांना Azure मधील सर्व्हरचा ॲक्सेस गरजेचा नसतो.	विकासकाला त्याच्या विकासाच्या वातावरणामधील सर्व्हरचा ॲक्सेस गरजेचा असतो परंतु त्याला Azure मधील सर्व्हरचा ॲक्सेस गरजेचा नसतो.
To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial.	To call someone, select his name, select Make a phone call, and then select his number.	एखाद्या व्यक्तीला कॉल करण्यासाठी, व्यक्तीचे नाव निवडा, फोन कॉल करा निवडा आणि त्यानंतर तुम्हाला डायल	एखाद्यास कॉल करण्याकरिता, त्याचे नाव निवडा, फोन कॉल करा निवडा आणि त्यानंतर तुम्हाला जो नंबर डायल

		करायचा असलेला नंबर निवडा.	करायचा आहे तो निवडा.

In Marathi, if you can't write around the problem, it's OK to use a plural pronoun (*ते, त्यांचे किंवा त्यांना*) in generic references to a single person. Don't use constructions like तो/ *ती.*

When you're writing about a real person, use the pronouns that the person prefers, It's OK to use gendered pronouns (like तो, *ती, त्याचे,* and तिचे) when you're writing about real people who use those pronouns themselves.

3.2 Accessibility

Microsoft devices and services empower everyone, including people with disabilities, to do the activities they value most.

Focus on people, not disabilities. Don't use words that imply pity, such as *याने त्रस्त* or हा आजार आहे. The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
person with a disability	handicapped	दिव्यांग	अपंग
person without a disability	normal person; healthy person	दिव्यांग नसलेली व्यक्ती	सामान्य व्यक्ती; सुदृढ व्यक्ती

Use generic verbs that apply to all input methods and devices. In procedures and instructions, avoid verbs that don't make sense with alternative input methods used for accessibility.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
Select	Click	निवडा	क्लिक करा

Keep paragraphs short and sentence structure simple—aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

Spell out words like *and, plus,* and *about.* Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

4 Language-specific standards

This part of the style guide contains information and guidelines specific to Marathi.

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.

4.1.1 Abbreviations

The abbreviations are formed by taking the first letter of the word followed by full stop (.) They are also formed by taking the first letter or the first syllable of the word.

Example: महा. is the abbreviated form of महाराष्ट्र.

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:

This refers to all Home, Profile, People, Mail, etc., which should be consistently translated in the localized product

English	Marathi
Home	(+) होम
Profile	(+) प्रोफाइल

People	(+) लोक
Mail	(+) मेल

List of common abbreviations:

The following table lists common Marathi expressions and their associated, acceptable abbreviations.

Expression	Acceptable abbreviation
क्रिया विशेषण	(+) क्रि. वि.
महाराष्ट्र	(+) महा.
उदाहरणार्थ	(+) उदा.
इत्यादी	(+) इ.
रूपये	(+) रू.
क्रमांक	(+) क्र.
भूतकाळ	(+) भू. का.
दैनिक	(+) दै.
दिनांक	(+) दि.
प्राध्यापक	(+) प्रा.

Additional guidelines:

- Use a non-breaking space (CTRL+SHIFT+SPACEBAR) in any abbreviation.
- If non-breaking spaces cannot be used (in Help files, for example) it is also acceptable to write these abbreviations without a space to avoid having one letter move to the beginning of the next line.

Dictionary usage

श.	अव्य शब्दयोगी अव्यय	"post position
ना.	नाम	"noun"
वि.	विशेषण	"adjective"
क्रि. वि.	क्रिया विशेषण	"adverb"
सर्व.	सर्वनाम	"pronoun"
पु.	सर्वनाम	"masculine"
स्त्री.	स्त्रीलिंग	"feminine"
महा.	महाराष्ट्र	"Maharashtra"
इं.	इंग्रजी	"English"

Geographical/Directional

उ.	उत्तर	"north"
द.	दक्षिण	"south"
मुं.	मुंबई	"Mumbai"

Administrative/Commercial

मुं.पो.	मुंबई पोलिस	"Mumbai Police"
कं.	कंपनी	"company"

प्रा.लि.	प्रायव्हेट लिमिटेड	"Private Limited"
पृ.	पृष्ठ	page
ता.क.	ताजा कलम	"nota bene"

Matrimonial usage

डॉ.	डॉक्टर	"Doctor"
इंजि.	इंजिनिअर	"engineer"
ॲड.	ॲडव्होकेट	"Advocate"
उं. इं.	उंची इंच	"height in inches"

Measurements

से.	सेल्सिअस	"Celsius"
कि.मी.	किलोमीटर	"kilometer"
से.मी.	सेंटिमीटर	"centimeter"
कि. ग्रॅ.	किलोग्रॅम	"kilogram"
ग्रॅ.	ग्रॅम	"gram"

Don’t abbreviate such words as:

तारीख as ता.
वकील as व.
क्रियापद as क्रि.

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

Localized Acronyms

The acronyms listed below are originally English acronyms which are used very frequently in Marathi in the manner listed below.

Example:

List of common acronyms:

(+)सिटू	सेंटरफॉरट्रेडयुनियन	"CITU"
(+)उल्फा	युनायटेडलिबरेशनफ्रंटऑफआसाम	"ULFA"
(+)टाडा	टेररिस्ट & डिसरप्टिवऍक्टिव्हिटिजप्रिव्हेन्शनएक्ट	"TADA"
(+)पोटा	प्रिव्हेन्शनऑफटेररिस्टऍक्टिव्हिटिज	"POTA"
(+)पोटो	प्रिव्हेन्शनऑफटेररिझमऑर्डिनन्स	"POTO"
(+)सार्क	साउथएशियनअसोसिएशनफॉररिजनलको-ऑपरेशन	"SAARC"
(+)युनेस्को	युनायटेडनेशन्सएज्युकेशनलसायंटिफीक & कल्चरलऑर्गनायझेशन	"UNESCO"
(+)युनिसेफ	युनायटेडनेशन्सइंटरनॅशनलचिल्ड्रेन्सइमर्जन्सीफंड	"UNICEF"
(+)हू	वर्ल्डहेल्थऑर्गनायझेशन	"WHO"

Examples of Marathi Acronyms:

(+)अंनिस	अंधश्रद्धानिर्मूलनसमिती	"ANS"
(+)भाविसं	भारतीयविद्यार्थीसंघटना	"SFI"
(+)अभाविप	अखिलभारतीयविद्यार्थीपरिषद	"ABVP"
(+)यशदा	यशवंतरावचव्हाणअकेडेमीऑफडेव्हलपमेंट	"YASHDA"

(+)मनपा	महानगरपालिका	"CORP"
(+)पीएमटी	पुणेम्युन्सिपलट्रान्स्पोर्टेशन	"PMT"
(+)मनसे	महाराष्ट्रनवनिर्माणसेना	"MNS"
(+)आरएसएस	राष्ट्रीयसेवासंघ	"RSS"
(+)बसप	बहुजनसमाजवादीपक्ष	"BSP"
(+)आरसीपी	राष्ट्रवादीकाँग्रेसपक्ष	"RCP"

Unlocalized Acronyms

Many acronyms are standardized and remain untranslated. They are only followed by their full spelling in English if the acronym needs to be explained to the speakers of a different language. In other cases, where the acronym is rather common, adding the fully spelled-out form will only confuse users. In these cases, the acronym can be used on its own.

The following list contains examples of acronyms that are considered commonly understood; these acronyms should not be localized or spelled out in full in English:

- ANSI (American National Standards Institute)
- ISO (International Standards Organization)

Caution: Do not include a generic term after an acronym or abbreviation if one of the letters in the acronym stands for that term. Even though this might occur in the US-English version, it should be “corrected” in the localized version.

- (-) HTML language
- (-) TCP/IP-Protocol
- (-) PIN Number

Marathi Examples

(+)भाजपपक्ष	"BJP Party"
(+)एसजीझेडझोन	"SGZ Zone"
(+)मगोपपक्ष	"MGPParty

4.1.3 Adjectives

The changing word which indicates and covers limitation specific information about noun is called as an adjective. In Marathi, adjectives should be handled in the following manner.

Example:

हुशार मुलगा. Here हुशार is an adjective.

Possessive adjectives

The frequent use of possessives is a feature of English language. However, in Marathi, possessive adjectives are handled like हा मनुष्य. Here हा is possessive adjective.

4.1.4 Articles

General considerations

An article is a word that combines with a noun to indicate the type of reference being made by the noun. The articles in the English language are "a," "an" and "the." But in Marathi it is not used. We should give those examples also: an apple = सफरचंद, a book = पुस्तक, the door = दरवाजा.

Unlocalized Feature Names

Microsoft product names and Unlocalized (non-translated) feature names are used without definite or indefinite articles in the English language. For instance, attaching a genitive "s" to trademarked product names is not feasible as it could be interpreted as a modification of such names. Additions to a product or component name are either added with a hyphen or a periphrastic construction needs to be used. For example, instead of expressing a possessive relationship by using the genitive marker "s" in English, a periphrastic construction should be used:

Example:

- (-) Microsoft's products
- Microsoft products
- Products by Microsoft

Product names and unlocalized feature names should also be treated as proper nouns in Marathi:

English example	Marathi example
Windows Mail shares your Internet Connection settings with Microsoft Edge	(+) Windows Mail आपल्या इंटरनेट कनेक्शन सेटिंग्ज Microsoft Edge सह शेअर करते.
Website addresses will be sent to Microsoft	(+) वेबसाइटचे पत्ते Microsoft ला पाठवण्यात येतील.

Localized Feature Names

By contrast, translated feature names are used with a definite or indefinite article as they are not treated as proper names.

Example:

English example	Marathi example
Activate a window by hovering over it with the mouse	(+) विंडो वर माऊस फिरवून ती सक्रिय करा
Select a location closest to your office	(+) आपल्याकार्यालयाच्याअगदीजवळअसलेलेस्थानसिलेक्टकरा

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 the Marathi language?
- Analogy: Is there an equivalent Marathi term whose article could be used?
- 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.

Please always consult Microsoft Terminology - Globalization | Microsoft Learn to confirm the user of a new loan word and its proper article to avoid inconsistencies. In case of Marathi, the article "the", which is always used in English language, in front of some words, is not used in Marathi. See example below:

Example: The Homepage = मुखपृष्ठ

4.1.5 Compounds

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

Example:

English examples	Marathi example
Internet Accounts	(+) इंटरनेट खाते
Logon script processing	(+) लिपी प्रक्रिया लॉग-ऑन करा
Internet News Server Name	(+) इंटरनेट बातम्या सर्व्हरचे नाव

Marathi Examples of compound
(+) उच्च न्यायालय
(+) संकेतस्थळ
(+) सहाध्यायी
(+) उलथापालथ
(+) शेतवाडी

4.1.6 Conjunctions

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

en-US old use of conjunctions	en-US new use of conjunctions
As <product> gains features, there is a risk that older content may not display correctly.	But because of these features older content may not display correctly.

en-US source text	mr-IN old use of conjunctions	mr-IN new use of conjunctions
While data are saved on storage, it is not possible to add a new reader.	डेटा संग्रहावर सेव्ह करताना, नवीन वाचक जोडला जाऊ शकत नाही.	डेटा संग्रहावर सेव्ह केला जात असताना, नवीन वाचक जोडला जाऊ शकतनाही.
While the document is open, it is not possible to create a copy.	दस्तऐवज उघडे असताना, कॉपी तयार करणे शक्य नसते.	जेव्हा दस्तऐवज उघडे असते तेव्हा एखादी कॉपी तयार करणे शक्य नसते.
While you are working in the file, you can not close this window.	आपण फाइलमध्ये काम करताना, आपण ही विंडो बंद करू शकत नाही. (करत असताना)	जेव्हा आपण फाइलमध्ये काम करता तेव्हा आपण ही विंडो बंद करू शकत नाही.

4.1.7 Gender

There are three Genders in Marathi: Masculine, Feminine and neuter gender.

Example:

Masculine: तो गाणे गात आहे.

Feminine: ती गाणे गात आहे.

Neuter: ते गाणे गात आहेत.

In Marathi Language Pronoun also changes according to these three genders. For example:

Masculine: तो काम करत आहे.
Feminine: ती काम करत आहे.
Neuter: ते काम करत आहेत

Exception:

This plural pronoun is used for all genders:
1. त्यांना आमंत्रण दिले आहे.

4.1.8 Genitive

In Marathi grammar there are different types of possessive postposition. चे**, चा, ची ,च्या** are the most common possessive postpositions in Marathi ,called as **"षष्ठी विभक्ती"** (Shashthi Vibhakti)

1. **चे** , For example, **त्याचे पुस्तक** (Masculine), and **तिचे पुस्तक** (Feminine), the term **पुस्तक** is singular noun and has neuter gender in Marathi. Generally in Marathi चे Applies neuter gender, singular.
2. **ची** ,For example, **त्याची पुस्तके** Masculine, and **तिची पुस्तके** Feminine, **"पुस्तके"** is a plural noun . Generally in Marathi **ची** applies to masculine and feminine if the relative noun is plural.
3. **चा** ,e.g.; **जॉनचा मुलगा** (Masculine), and **जेनेटचा मुलगा** (Feminine)**" ,मुलगा"** (boy) is singular and masculine noun in Marathi . Generally in Marathi **चा** comes when relative noun is singular and has masculine gender.
4. **ची** ,e.g.; **जॉनची मुलगी** (Masculine) and **जेनेटची मुलगी** (Feminine),The term **"मुलगी"** (girl) in Marathi is singular noun and has feminine gender. Generally **ची** comes when relative noun is singular and has feminine gender.
5. **च्या** ,e.g.; **जॉनच्या मुली** (Masculine) and **जेनेटच्या मुली** (Feminine), generally **च्या** postposition comes when the relative noun plural and feminine.

Exception: postposition **चे** also applies to relative noun which is masculine and plural, e.g.; **जॉनचे मुलगे** or **जेनेटचे मुलगे**' .**मुलगे** stands for boys in Marathi.

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

Example:

Microsoft Office Word = It is protocol to write as "Microsoft Office Word," not as Microsoft Office Word's.

4.1.9 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 the following options to express the intent of the source text appropriately.

- Do not attempt to replace the source colloquialism with an Marathi colloquialism that fits the same meaning of the particular context unless it is a perfect and natural fit for that context.
- Translate the *intended meaning* of the colloquialism in the source text (as opposed to literally translating 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.

4.1.10 Nouns

General considerations

Many languages differentiate between different noun classes based on features such as animacy, shape, gender, and so on. English loan words must be integrated into the noun class system of your language. When faced with an English loan word not 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 your language?

• **Analogy**: Is there an equivalent Nepali term that could be used to justify the noun class the noun gets assigned to?

• **Frequency**: Is the term used in other technical documentation? If so, what noun class is it assigned to most often? The Internet may be a helpful reference here.

Example:

English example	Marathi example
Delete it from server.	(+) Server वरून हटवा
Enter a password to log into the server	(+) Server मध्ये लॉग करण्यासाठी पासवर्ड वापरा.
DNS cannot resolve the server IP address	(+) DNS server आय.पी. पत्ता ठरवू शकत नाही.
Verify the name of the server's certificate	(+) Server प्रमाणपत्राच्या नावाची पडताळणीकरा.

Inflection

The examples below show how English loanwords inflect for number in Marathi.

Example:

English example	Marathi example
Clients	(+) क्लायंट्स
Websites	(+) वेबसाइट्स
Downloads	(+) डाउनलोड्स
Proxies	(+) प्रॉक्सीस्

Plural Formation

For Marathi, the words **ए ,इ ,च्या** should be added in plural formation

Example:

(+) रामची मुले, रामच्या मुली.

4.1.11 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.

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.

US Expression	Marathi Expression	Comment
migrate to	(+) **...ला स्थलांतर करणे**	In Marathi there is no preposition. Instead of this we use postposition.
Migrate from	(+) **...तून स्थलांतर करणे**	Following examples are kept in noun forms.
import to	(+) **...ला आयात करणे**	
import from	(+) **...तून आयात करणे**	
export to	(+) **...ला निर्यात करणे**	
export from	(+) **...तून निर्यात करणे**	
update to	(+) **...ला अद्ययावत करणे**	Given example doesn't indicate postposition.
upgrade to	(+) **मध्ये उन्नतीकरण करणे.**	Given translation is in verb form which doesn't indicate postposition.

4.1.12 Pronouns

In Marathi, there are many words few are here; those same words pronunciation is different.

Example:

(+) चहा, चमचा, जीभ, जहाज, भजन, वजन

4.1.13 Punctuation

Bulleted lists

Must be retained in Marathi "as is in English."

Comma

Comma is used as a separator when several names or items are written consecutively and also short pauses.

Example: (+) मी, आम्ही, तो, ते

Colon

: (":" colon) informs that what follows proves, clarifies, explains, or simply enumerates elements of what is referred. Colon has been used while giving details at the end of sentence.

Example: (+) कृपया अधिक जाणून घेण्यासाठी येथे संपर्क साधावा:

Do not use colons to use simple sentence.

Example:

US English	Marathi	Comment
Go to your Profile to save this photo.	हा फोटो सुरक्षित करण्यासाठी आपल्या प्रोफाईलवर जा.	Here the sentence is simple and no need to give colon.

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.

Example: drop-down (+) ड्रॉप-डाउन
e-mail ई-मेल drop-down (+) ड्रॉप-डाउन
e-mail ई-मेल Drop-down = ड्रॉप-डाउन, e-mail = ई-मेल

En Dash

The en dash is used as a minus sign, usually with spaces before and after.

Example:

(+) 10–5 p.m.

The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case.

Example: from page No. 1-5, (+) पान क्र5–1

Em Dash

The em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence.

The em dash is most often used to indicate a break in thought or to set an appositive off from the rest of the sentence. It can also be used to show a date when the time frame in question has not yet ended (Example: Robin Cook, 1976—).

Em dash (—), denotes a pause in thought, a parenthetical statement. Use of the em dash sparingly in formal writing. In informal writing, em dashes may replace commas, semicolons, colons, and parentheses to indicate added emphasis, an interruption, or an abrupt change of thought.

The em dash is used in much the way a colon or a set of parentheses is used; it can show an abrupt change in thought or be used where a full stop (or "period") is too strong and a comma too weak. EM dashes are sometimes used in lists or definitions, but that is a style guide issue; a colon is often recommended for use instead.

Example:

(+) तो म्हणाला की — जशास तसे ही म्हण आज खरी ठरली.

Ellipses (Suspension Points)

Omission from a sentence of words needed to complete the construction or meaning. The triple-dot punctuation mark is also called a suspension point, points *of* ellipses.

Example: (+) तो अचानक पडला...

Period

A punctuation mark (.) indicating a full stop, placed at the end of declarative sentences and other statements thought to be complete, and after many abbreviations.

Example: (+) भारताचे पहिले राष्ट्रपती डॉ. राजेंद्र प्रसाद होत.

Quotation Marks

Quotation marks are used when referring to Marathi.

“” used to denote either speech or a quotation.

‘’ used to denote either speech or a quotation**.**

Example:

(+) आज “गणेश चतुर्थी”

(+) ‘शासन’ आपल्या दारी

Parentheses

There is no space between the parentheses and the text inside them.

Example:

(+) (कृपया आपले खाते सक्रिय न झाल्यास आपल्या प्रशासकाशी संपर्क साधावा)

4.1.14 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.

en-US long form	en-US sentence fragment
Use the following steps.	Here's how

en-US source text	mr-IN long form	mr-IN sentence fragment
For details, go to:	तपशीलांसाठी, येथेजा:	तपशील, हे आहेत:
To know more, do this:	अधिक जाणून घेण्यासाठी, हे करा:	अधिक जाणण्यासाठी असे करा:

4.1.15 Split infinitive

A split infinitive is an English-language grammatical construction in which a word or phrase, usually an adverb or adverbial phrase, comes between the marker to and the bare infinitive (uninflected) form of a verb.

Example:

To go nearby that mountain where nobody has gone before. (+) जिथे यापूर्वी कोणीही गेला नाही अशा पर्वताजवळ जाण्यासाठी. Here, the adverb, nearby/जवळ splits the full infinitive "to go."

4.1.16 Subjunctive

Expressing a condition, a possibility or a hypothesis, is a verb mood typically used in subordinate clauses to express a wish.

Example:

(+) निर्णय, मत, आवश्यकता, शक्यता

4.1.17 Symbols & non-breaking spaces

A symbol is something such as an object, picture, written word, sound, or particular mark that represents something else by association, resemblance, or convention. See some traffic signs.

Example: (+) थांबा, हॉस्पिटल, शाळा, पादचारी मार्ग.

The non-breaking space is also known as a hard space or fixed space. In HTML non-breaking space is created by replacing the space with " ."

Example: (+) लोड होत आहे...

(+) आणि ती माहिती शोधा जी आपण इच्छिता.

4.1.18 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 are 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.

Be consistent in how you translate verbs in error messages. If it is grammatical to omit the predicate "be" in your language, you can omit it in error messages, but you should be consistent in your usage across all error messages. Be concise without changing the meaning of the source string.

Example:

English example	Marathi example	Explanation
The document is too large. Document too large.	(+) हा दस्तावेज फार मोठा आहे.	Be consistent in your usage of the verb "to be"
Access was denied. Access denied.	(+) प्रवेश नाकारण्यात आला.	In complete sentences, use verbs and the same tense as in the source string.
The file "%s" is an unknown graphics format.	(+) फाइल % ला अज्ञात ग्राफिक्सचे स्वरूप आहे.	Rephrase "is" with "have" if necessary to produce an appropriate translation.
The application may attempt to convert the graphic.	(+) अनुप्रयोग ग्राफिक्सचे रुपांतर करण्याची शक्यता आहे.	may + Verb can be rephrased as Verb + possibly

Continuous operations are usually expressed in English with a gerund, which should be translated into Marathi e.g. जाणे - जात आहे, येणे - येत आहे, पाहणे - पहात आहे.

Example: To go—going, To come—coming, See—seeing.

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 Marathi, 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.

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. Some accessible products and services may not be available in Marathi-speaking markets. Please double-check with the appropriate resources.

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

5.2 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™).

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

Version Numbers

Version numbers always contain a period (e.g. Version 4.2). Please note the following punctuation examples of "Version x.x":

US English	Marathi
WCAG 6.3	WCAG 6.3

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

Translation of Version Strings

Product, feature and component names are often located in the so-called "version strings" as they appear in the software.

Version strings that contain copyright information should always be translated.

Example:

US English	Marathi target
© 2023 Microsoft Corporation. All rights reserved.	Please refer to Microsoft Terminology - Globalization | Microsoft Learn to check the correct translations "All rights reserved" and "Microsoft Corporation."

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 available for your reference at the following location: https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks

5.4 Software considerations

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

5.4.1 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires rebooting 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 Marathi translation
Something went wrong.	काहीतरी चूक झाली.
Not enough memory to process this command.	या आदेशावर प्रक्रिया करण्यासाठी पुरेशी मेमरी नाही.

Marathi Style in Error Messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product. Error messages are messages sent by the system or a program, informing the user that there is an error that must be corrected for the program to keep running. The messages can e.g. prompt the user to insert a disk in the disk drive, or inform of an error that requires rebooting the computer. In Marathi, the sentences can be formed by placing the negative marker after the main verb or even by placing the adjective (describing the negative quality) before the verb.

Standard Phrases in Error Messages

The phrases below commonly occur in error messages. When you are translating 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	Comment
Cannot … Could not …	शक्य नाही	(+) File cannot be found	Those construction usually being used

		(+) File could not be found	for "unable to affect an outcome."
Failed to ... Failure of ...	यात अयशस्वी	(+) Failed to connect (+) Failure of connect	
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	सापडणे शक्य नाही ...	(+) Cannot find driver software (+) Could not find driver software (+) Unable to find driver software (+) Unable to locate driver software	
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	पुरेशी मेमरी नाही	(+) No sufficient memory on disk (+) Not enough memory on disk (+) No enough memory is available on disk	
... is not available ... is unavailable	... उपलब्ध नाही	(+) ... enough space is not available (+) ... enough space is unavailable	Meaning is same.

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."

If your language has agreement between adjectives and nouns, and the noun is a placeholder, it can be important to know what exact string will be in the placeholder, so that a preceding adjective can be inflected

Accordingly, the wording of most source strings has already been adjusted to avoid such localization issues and a syntactic construction has been chosen in which a placeholder is not modified by an adjective. However, be mindful of such issues when localizing software. In some languages there is also agreement between a noun subject and the verb. If your language has syntactic agreement, try to reword the translation to avoid a potentially ungrammatical sentence.

Example:

English example	Message User will see	Marathi example
(+) Replace invalid %s?	Replace invalid data? Replace invalid file?	(+) अमान्य %s पुनर्स्थापित करायचे?
(+) %s already exists	File already exists Name already exists	(+) %s आधिच अस्तित्वात आहे.

(+) %s is now set as your personal contact.	Regina is now set as your personal contact Mr. Kim is now set as your personal contact	(+) %s आता आपल्या वैयक्तिक संपर्कात आले आहे.
(+) %s stopped working and was closed	The application stopped working and was closed The program stopped working and was closed	(+) %s ने काम थांबविले आणि बंद झाले.

5.4.2 Keys

In English, References to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). Names of keys appearing on keyboard should not be translated.

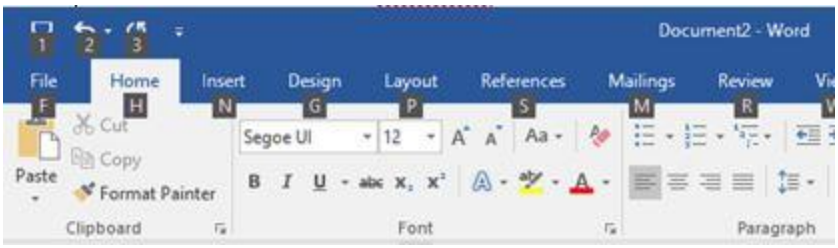
Key Names

English Key Name	Marathi Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	खाली बाण
End	End
Enter	Enter
Esc	Escape
Home	Home
Insert	Insert

English Key Name	Marathi Key Name
Left Arrow	डावा बाण
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	उजवा बाण
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	स्पेसबार
Tab	Tab
Up Arrow	वर बाण
Windows key	Windows की
Menu Key	मेनू की
Print Screen	Print Screen

5.4.3 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.



Marathi have a common keyboard layout, InScript—Devanagari, while many languages have their own script and unique keyboard layout, physical and soft version. The decisions will be taken/considered based on the extent to which physical keyboards or soft keyboards are used, use of transliteration as a main means of input, Internet contribution and target population's perspective (rural and urban areas).

This document is made on account of the information collected from Microsoft contacts, friends and acquaintances native to different regions in India.

The keyboard layout followed is predominantly InScript Keyboard which is standardized by the Indian government. InScript is the standard keyboard layout for Devanagari (main script used to write Marathi).

Marathi use the same Devanagiri InScript Keyboard layout. The words (for the keyboard shortcuts like copy, paste, etc) of Marathi.

Though Phonetic keyboards are used for soft keyboards in several applications and are very different, the phonetic or "Bolnagri" keyboard input methods are used mainly on *Linux* platforms. So we can consider InScript keyboard (soft and physical) which is supported by windows.

Keyboard shortcut key	Marathi	Transliterate
Save—CrtlS	सुरक्षित करा	Surakshit kara
Find—CrtlF	मिळवा/ शोधणे	Milva/Shodhane
Cut—CrtlX	कापा	kaapa
Copy—CrtlC	प्रतिलिपी	Pratilipi (kopy)
Paste—CrtlV	चिकटवा	Chikatva
Undo—CrtlZ	पूर्ववत करा	Poorvavat kara
Select all—CrtlA	निवडा	Nivda
Print—CrtlP	मुद्रण	mudran
Open—CrtlO	उघडा/open	Ugdha (open)
Quit—CrtlQ	बाहेर	quit
Close—CrtlW	बंद करा/ मिटवा	Band kara/mitva
Bold—CrtlB	ठळक	Thalak
Italic—CrtlI	तिर्यक	tiryak
Underline—CrtlU	अधोरेखित	underline
New—CrtlN	नवीन	new
Help—Crtl?	मदत &?	&?

Suggestion for Marathi: TO LOCALIZE

Some of the reasons to localize the Marathi keyboard shortcuts are:

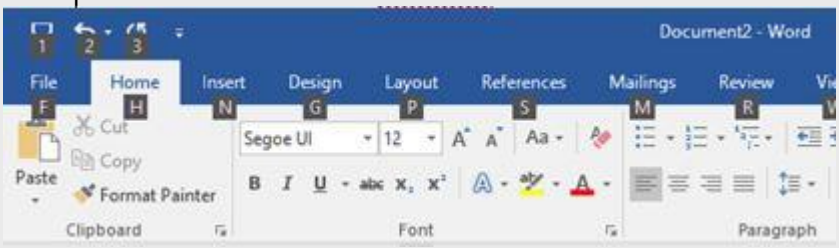
1. With a large population of Marathi end users among which a good proportion seems to use Marathi Keyboards.
2. Keyboards available are NOT PHONETIC i.e., the Marathi letters do not appear along with the English-sounding letters on the keyboard.
3. Soft keyboard (virtual) versions in several applications follow phonetic keyboards. The soft keyboards are not used much when compared to the transliteration Softwares.
4. There are no complications or multiple formats in localizing it to the Marathi version. There is only one format of typing which is the standard Devanagri (mangal) and CapsLock/Shift is used to type Diacritics and special cases.

The following table lists special options for keyboard shortcuts in US-English interfaces and describes whether each option is allowed in Marathi:

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as l, l, t, r, f can be used as keyboard shortcuts	yes	But Marathi characters cannot be termed as "slim" compared to the Roman ones.
Characters with down strokes, such as g, j, y, p and q can be used as keyboard shortcuts	no	Marathi characters are written necessarily with a line on their head. So we can use previous keyboard shortcut list, which are used in Windows product, for example: सु, कृ.
Extended characters can be used as keyboard shortcuts	no	Marathi conjuncts which are combinations of two consonants cannot be used as keyboard shortcuts.
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	no	Such additional letters, cannot be used as keyboard shortcuts.
A number, appearing between brackets after item name, can be used as keyboard shortcut	yes	Yes, it can be allowed.

A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut	no	Punctuation marks are not required to be used as keyboard shortcuts as there are many clear and simple letters which can be used.
Duplicate keyboard shortcuts are allowed when no other character is available	yes	It can be allowed only in special cases.
No keyboard shortcut is assigned when no more characters are available (minor options only)	no	No, it cannot be assigned.

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.

5.4.4 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.

5.4.5 Numeric keypad

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

It is not applicable for Marathi. e.g.: Inscript- it is applicable for Marathi, but for webdunia keyboard it is not applicable.

5.4.6 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 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	Marathi Command	Marathi Shortcut key
General Windows Shortcut keys			
Help window	F1	मदत विंडो	F1
Context-sensitive Help	Shift+F1	संदर्भ-संवेदनशील मदत	Shift+F1

Display pop-up menu	Shift+F10	पॉप-अपमेनू डिस्प्ले	Shift+F10
Cancel	Esc	रद्द करा	Esc
Activate\Deactivate menu bar mode	F10	मेनू बार मोड सक्रिय\निष्क्रिय करा	F10
Switch to the next primary application	Alt+Tab	पुढील प्राथमिक अनुप्रयोगावर स्विच करा	Alt+Tab
Display next window	Alt+Esc	पुढील विंडो प्रदर्शित करा	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	विंडोसाठी पॉप-अप मेनू प्रदर्शित करा	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	सक्रिय लहान विंडोसाठी पॉप-अप मेनू प्रदर्शित करा	Alt+-
Display property sheet for current selection	Alt+Enter	सद्य निवडीसाठी गुणधर्म पत्रक प्रदर्शित करा	Alt+Enter
Close active application window	Alt+F4	सक्रिय अनुप्रयोग विंडो बंद करा	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	अनुप्रयोग (मोडरहित-तक्रार) अंतर्गत पुढील विंडोवर स्विच करा	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	क्लिप बोर्डवर सक्रिय विंडो प्रतिमा कॅप्चर करा	Alt+Prnt Scrn

Capture desktop image to the Clipboard	Prnt Scrn	क्लिपबोर्डवर डेस्कटॉप प्रतिमा कॅप्चर करा	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	टास्कबार मधील प्रारंभ बटण ऍक्सेस करा	Ctrl+Esc
Display next child window	Ctrl+F6	पुढील छोटी विंडो प्रदर्शित करा	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	पुढील टॅब केलेला उपखंड प्रदर्शित करा	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	कार्यव्यवस्थापन आणि सिस्टम आरंभ सुरू करा	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	नवीन फाइल	Ctrl+N
File Open	Ctrl+O	फाइल उघडा	Ctrl+O
File Close	Ctrl+F4	फाइल बंद करा	Ctrl+F4
File Save	Ctrl+S	फाइल सुरक्षित करा	Ctrl+S
File Save as	F12	फाइल या रुपात सुरक्षित करा	F12
File Print Preview	Ctrl+F2	फाइल मुद्रण पूर्वावलोकन	Ctrl+F2
File Print	Ctrl+P	फाइल मुद्रण	Ctrl+P
File Exit	Alt+F4	फाइल निर्गमन	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	संपादन पूर्ववत करा	Ctrl+Z

Edit Repeat	Ctrl+Y	संपादन पुनरावृती	Ctrl+Y
Edit Cut	Ctrl+X	संपादन कापा	Ctrl+X
Edit Copy	Ctrl+C	संपादन प्रतिलिपी करा	Ctrl+C
Edit Paste	Ctrl+V	संपादन चिकटवा	Ctrl+V
Edit Delete	Ctrl+Backspace	संपादन हटवा	Ctrl+Backspace
Edit Select All	Ctrl+A	संपादन सर्व निवडा	Ctrl+A
Edit Find	Ctrl+F	संपादन शोधा	Ctrl+F
Edit Replace	Ctrl+H	संपादन यात बदला	Ctrl+H
Edit Go To	Ctrl+B	संपादन यावर जा	Ctrl+B
Help Menu			
Help	F1	मदत	F1
Font Format			
Italic	Ctrl+I	तीर्यक	Ctrl+I
Bold	Ctrl+G	ठळक	Ctrl+G
Underlined\Word underline	Ctrl+U	अधोरेखित\शब्दअधोरेखन	Ctrl+U
Large caps	Ctrl+Shift+A	Large caps	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Small caps	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	मध्यभाग	Ctrl+E
Left aligned	Ctrl+L	डावीकडे संरेखित	Ctrl+L

Right aligned	Ctrl+R	उजवीकडे संरेखित	Ctrl+R
Justified	Ctrl+J	समायोजित	Ctrl+J

5.5 Voice video considerations

A good Microsoft voice video addresses only one intent (one customer problem), is not too long, has high audio quality, has visuals that add to the information, and uses the right language variant/dialect/accent in voiceover.

Successful Techniques for Voicing Video Content

- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.

5.5.1 English pronunciation

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 some common term (such as "server") the local pronunciation should be used. Moreover, pronunciation can be adapted to the Marathi phonetic system if the original pronunciation sounds very awkward in Marathi.

Example	Phonetics	Comment
SecurID	[sɪ'kjʊər aɪ di:]	सिक्यूअरआयडी
.NET	[dot net]	डॉटनेट
Skype	[skaipe]	

Acronyms and Abbreviations

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

Example	Phonetics
RADIUS	रेडियस
RAS	आरएएस
ISA	आयएसए
LAN	लॅन
WAN	वॅन
WAP	वॅप
MAPI	मॅपी
POP	पॉप
URL	युआरएल

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	आयसीएमपी
IP	आयपी
TCP/IP	टीसीपी/आयपी
XML	एक्सएमएल
HTML	एचटीएमएल
OWA	ओडब्ल्यूए

SQL	एसक्यूएल

URLs

"http://" should be left out; 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 read out, then it must be pronounced the Marathi way, as डॉट.

Example	Phonetics
http://www.microsoft.com/en-in	डब्ल्यूडब्ल्यूडब्ल्यूडॉटमायक्रोसॉफ्टडॉटकॉमस्लॅशइएनडॅशआयएन

Punctuation Marks

Most punctuation marks are naturally implied by the sound of voice, e.g. ? ! : ; ,

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

Special Characters

Pronounce special characters such as / \ ˇ < > + - using the Marathi translations approved in Microsoft Terminology - Globalization | Microsoft Learn.

5.5.2 Tone

Use a tone matching the target audience, e.g. more informal, playful and inspiring tone may be used for most Microsoft products, games etc., or formal, informative, and factual in technical texts etc.

Tone should be formal. Please always keep in mind that target user audience and address the intended user with the appropriate tone and level of grammar & formality, as well as reading level. It should be easy to understand.

Example:

Cannot rename Image because a file or folder with that name already exists.

प्रतिमा पुनर्नामित करणे शक्य नाही कारण त्याच नावाची फाइल किंवा फोल्डर आधीच अस्तित्वात आहे.

5.5.3 Video voice checklist

Topic and Script

- Apply the following Microsoft voice principles:
    - Single intent
    - Clarity
    - Everyday language
    - Friendliness
    - Relatable context

Title

- Includes the intent
- Includes keywords for search

Intro: 10 Seconds to Set up the Issue

- Put the problem into a relatable context

Action and Sound

- Keep something happening, both visually and audibly, BUT…
- …maintain an appropriate pace
- Synchronize visuals with voice-over
- Fine to alternate between first and second person
- Repetition of big points is fine

Visuals

- Eye is guided through the procedure
    - Smooth, easily trackable pointer motions
    - Judicious callout use
- Appropriate use of motion graphics and/or branding-approved visuals

Ending

- Recaps are unnecessary