

State Level Awareness Workshop for the state of Kerala on  
e-Governance Standards & Guidelines, 20<sup>th</sup> -21<sup>st</sup> Jan 2023

C-DAC, TechnoPark, Thiruvananthapuram

# Localization and Language Technology Standards

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*Standards ensure seamless sharing of information & interoperability of e-Governance applications*

# Outline of the Presentation

- Background and Importance of Localization
- Basics of Indian Language Computing
- Linguistic scenario in India
- Working with English vis-à-vis Indian Languages
- Standards & Guideline for Language Computing
- Availability of tools for Indian languages
- Database and Website search
- Localization Standards and Best Practices
- Localization Guidelines Minimal Set -  
Recommendations

# Background – Importance of Localization

- Most computer systems, software solutions and devices even today are designed and developed keeping **English as primary language**.
- Digital India aims to transform India into a **digitally empowered society and knowledge** economy.
- Also, aims to ensure that the Government's services are made available to citizens electronically.
- More than **90% of the population** of the country are **Non-English** speakers.
- Attempt to reach out to these 90% population **through localisation** of applications, data, reports, code, services, devices..... for Indian Languages



# Pradhan Mantri Jan Dhan Yojana (PMJDY)



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# प्रधानमंत्री जन धन योजना (पीएमजेडीवाई)



अ अ अ अंग्रेज़ी स्क्रीन रीडर

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लाभार्थियों के खाते में ₹168,514.72 करोड़ रुपये की धनराशि जमा  
है

उप सेवा क्षेत्रों में 1.26 लाख बैंक मित्र  
शाखा रहित बैंकिंग सेवाएं प्रदान कर रहे हैं।

और यह जारी....

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# Basics of Indian Language Computing

All systems can be broken down into three parts

- Inputting

- First INSCRIPT keyboard standard was published by BIS in 1991 ([IS 13194: 1991](#))
- Enhanced INSCRIPT keyboard layouts ([IS 16350: 2016](#)).
- Indian Language Support for Mobile Phones as per [IS 16333 \(Part 3\) : 2016](#)
- Phonetic / Transliteration, Typewriter

- Storage / Processing

- UNICODE de-facto standard for storage of Multilingual text. Current [version is 15.0 releases on 13<sup>th</sup> Sept 2022](#).

- Output

- UNICODE compliant Open Font format Fonts

**Applications for Indian Languages should have support throughout the lifecycle of the system – rather than being an after thought.**

## Enhanced INSCRIPT keyboard layouts (IS 16350: 2016)



- Bureau of Indian Standards (BIS), the national standards body of India has published a standard on 'Enhanced Inscript keyboard layouts' (IS 16350: 2016) on 07th June 2016.
- The standard covers code charts, characters and character names for 11 Indian scripts which cover all 22 official languages of India which are identical to ISO/IEC 10646 (Universal Coded Character Set).
- Additionally, this standard gives enhanced versions of the Inscript keyboard layouts and mapping of the code points with the respective keyboard layouts.
- Further, this standard is also referred in published standards IS 16333: 2016 Indian Language Support for Mobile Phone Handsets

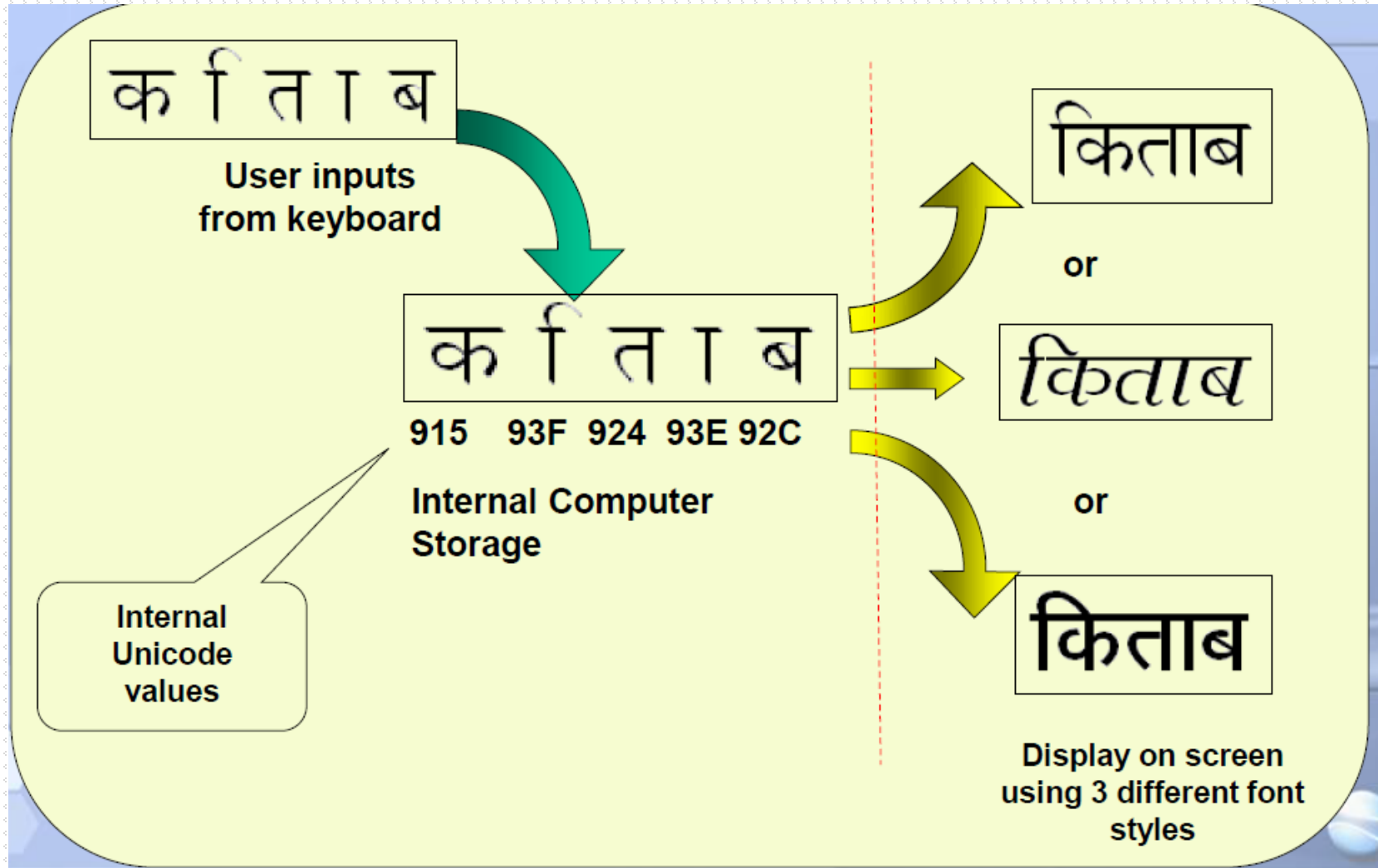


## Indian Language Support for Mobile Phones as per IS 16333 (Part 3) : 2016

- Indian Language Support for mobile phones as per IS 16333 (Part 3): 2016 was mandated by MeitY with effect from 1 July 2017 vide order dated 24 October 2016 bringing it under the provisions of "[Electronics and Information Technology Goods \(Requirements of Compulsory Registration\) Order, 2012](#)".
- As per the new mandate, all mobile phones in the country will have to provide [text reading support in all Indian languages](#) on their devices.
- The standard mandates mobile phone companies to [provide message typing facility](#) in English, Hindi and a regional language of their users choice.



# Akshara (Syllable) Formation



## Alternate Spellings

हिंदी : ह + ि + ं + द + ी

हिन्दी : ह + ि + न + ् + द + ी

तसवीर : त + स + व + ी + र

तस्वीर : त + स + ् + व + ी + र

## Alternate forms

अन्न : अ + न + ् + न

अन्न : अ + न + ् + ् + न

अन्न : अ + न + ् + INV (ZWJ) + न

बिट्टु : ब + ि + ट + ् + ् + ् + ट + ु

बिट्टु : ब + ि + ट + ् + ट + ु

ट्ठ : ट + ् + ठ : ठ्ठ : ट + ् + ् + ् + ठ

द्ध : द + ् + INV + ध : द्ध : द + ् + ध

ड्ड : ड + ् + ड : ड्ड : ड + ् + ् + ् + ड

## Reordering

क ि त । ब

क ि त । ब

(179+219+194+218+202)

किताब

(ि+क+त+।+ब)

# Linguistic Scenario in India

## One script: many languages

- **Devanagari** – Hindi, Marathi, Konkani, Rajasthani, Sindhi, Nepali, Dogri, Santhali, etc.
- Thus the data in Devanagari (code page) can support all languages using that particular script.
- However tools like synonym Dictionaries, spellcheckers, and search engine crawlers and indexers, etc. are language dependent and require language information along with the data.
- Though the contents would reveal the language used, it would be ideal if a special attribute code to indicate the language is inserted. `<p lang="mr-IN">सोलापुरातील डॉक्टरांना मिळणार एक हजार खोल्यांचा नवीन वसतिगृह.</p>`

## One language: many scripts

- Konkani is written in **Roman, Devanagari, Malayalam and Kannada**.
- Sindhi is written in Gurmukhi (Punjabi), Arabi (Perso-Arabic), Devanagari, Gujarati and also Roman.
- Sindhi has adopted the Perso-Arabic script for representing their language. In case of Konkani, Devanagari is used as official script.

| Language | ISO 639 code | Official Language  | Family        | Script                      |
|----------|--------------|--|---------------|-----------------------------|
| Assamese | asm          | Assam  | Indo-Aryan    | Assamese                    |
| Bengali  | ben          | Tripura and West Bengal  | Indo-Aryan    | Bangla                      |
| Manipuri | mni          | Meitei   | Tibeto-Burman | Bangla<br>Meitei-Meyek      |
| Boro     | brx          | Assam  | Tibeto-Burman | Devanāgarī<br>(modified)    |
| Dogri    | dgo          | Jammu and Kashmir  | Indo-Aryan    | Devanāgarī<br>(modified)    |
| Hindi    | hin          | Andaman and Nicobar Islands,<br>Bihar, Chandigarh,<br>Chhattisgarh, Delhi, Haryana,<br>Himachal Pradesh, Jharkhand,<br>Madhya Pradesh, Rajasthan,<br>Uttar Pradesh and Uttaranchal | Indo-Aryan    | Devanāgarī                  |
| Konkani  | kok          | Goa  | Indo-Aryan    | Devanāgarī<br>Roman (Latin) |
| Maithili | mai          | Bihar  | Indo-Aryan    | Devanāgarī                  |
| Marathi  | mar          | Maharashtra  | Indo-Aryan    | Devanāgarī                  |
| Nepali   | nep          | Sikkim   | Indo-Aryan    | Devanāgarī                  |

| Language  | ISO 639 code | Official Language                                  | Family     | Script  |
|-----------|--------------|--|------------|---|
| Sanskrit  | san          | Pan-Indian   | Indo-Aryan | Devanāgarī  |
| Gujarati  | guj          | Dadra and Nagar Haveli, Daman and Diu, and Gujarat | Indo-Aryan | Gujarati  |
| Punjabi   | pan          | Punjab   | Indo-Aryan | Gurmukhi  |
| Kannada   | kan          | Karnataka  | Dravidian  | Kannada   |
| Malayalam | mal          | Kerala and Lakshadweep                             | Dravidian  | Malayalam   |
| Santali   | sat          | Jharkhand  | Munda      | Ol Ciki   |
| Oriya     | ori          | Orissa   | Indo-Aryan | Oriya   |
| Kashmiri  | kas          |  | Indo-Aryan | Perso-Arabic<br>Devanāgarī                              |
| Sindhi    | snd          | Pan-Indian   | Indo-Aryan | Perso-Arabic<br>Devanāgarī<br>Gujarati<br>Roman (Latin) |
| Urdu      | urd          | Jammu and Kashmir                                  | Indo-Aryan | Perso-Arabic  |
| Tamil     | tam          | Tamil Nadu and Pondicherry                         | Dravidian  | Tamil   |
| Telugu    | tel          | Andhra Pradesh                                     | Dravidian  | Telugu  |

# Working with English

## Inputting

- The keys on the keyboard are mapped to ASCII characters.
- One to One mapping between keys and the English characters

## Display

- The glyph representing the character pressed is displayed.
- The English font contains the glyphs at the position specified by the ASCII character set.
- One to One mapping between the characters and the glyphs

Example: **Hi = H + I**

## Storage

- The ASCII value of the characters is stored.

## Printing

- The glyphs representing the ASCII characters are printed.

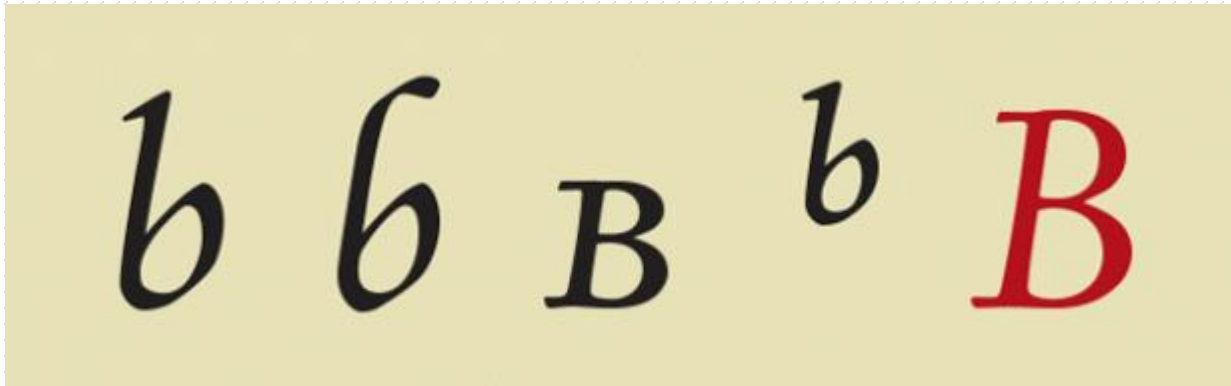
# Character vs. Glyph

A character is the symbol representing a letter.

A glyph is the specific shape, design, or representation of a character.



Collection of glyphs representing the character “a”.



(left) The lowercase “b” character is represented by four glyphs in Jenson italic: the standard b, an alternate, a small cap, and the superscript. (right) The capital “B” is a different character.



# Complexity of Indian Languages

- Character Set
  - Consonants (k, kh, g, gh)
  - Vowels (Ae, e, E)
  - Vowel Sign (Matras)
  - Vowel Modifiers (Chandrabindu, anuswar, visarg)
  - Others (Halant, Nukta)
- Shape of a character does not remain constant

Example: क्या

According to Devnagari Script Rules      क + <sub>ˆ</sub> + य + | = क्या

- Here the shape of the क gets modified.
- Hence no one to one mapping between character and its shape.

# Working with Indian Languages

Enhanced INSCRIPT keyboard layouts (IS 16350: 2016)

Hindi - Enhanced inscript keyboard

सी डैक  
CDAC  
Gist

|           |           |         |         |       |         |       |         |         |           |         |         |
|-----------|-----------|---------|---------|-------|---------|-------|---------|---------|-----------|---------|---------|
| ! ZWJ 1 १ | @ ZWJ 2 २ | # ॢ ३   | \$ ॢ ४  | % ॢ ५ | ^ ॢ ६   | & ॢ ७ | * ॢ ८   | ( १ ९   | ) ० ०     | _ ॢ ३   | ॢ+ॢ ॢ=ॢ |
| Q औ ौ     | W ऐ ै     | E आ ा   | ॢ R ई ी | T ऊ ू | Y भ ब   | U ङ ह | I घ ग   | O ध द   | P झ ज     | { ढ [ड  | } ञ ] ण |
| A ओ ो     | S ए े     | D अ ॢ   | ॢ F इ ि | G उ ु | ॢ H फ प | J र   | ख K ख क | L थ त   | : छ ; च   | “ ठ ‘ ट | ओ ॉ     |
| ~ ,       | Z         | ॢ X ॢ ॢ | C ण म   | V न   | B व     | ळ N ल | M श स   | < ष ॢ , | S >   ॢ . | ? / य   | AltGR   |

# Working with Indian Languages

## Inputting

- All the combinations of consonants and vowels cannot be mapped to limited set of keyboard keys.
- So a standard set of characters representing all the basic shapes is defined by Bureau of Indian Standards called as Indian Script Code for Information Interchange (ISCII).
- Each character in the set is assigned a unique value.
- One to one mapping between the keys and the ISCII characters possible.

# Working with Indian Languages

## Display

- The characters that are inputted through keyboard are mapped to glyphs in the font.
- There is many to many mapping between characters entered and the glyphs displayed due to complexity of Indian Languages.
  - e.g. क्या will be entered as क + , + य + ।  
क + , will be represented by single glyph के
- There might be repositioning of characters before the actual display
  - e.g. किताब will be entered as क + ि + त + । + ब  
but ि will be displayed before क

# Working with Indian Languages

## Storage

- The data can be stored in various formats like **ISCII**, **ISFOC**, **Unicode** etc.

## Printing

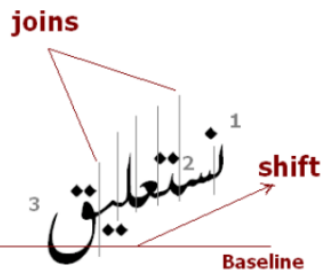
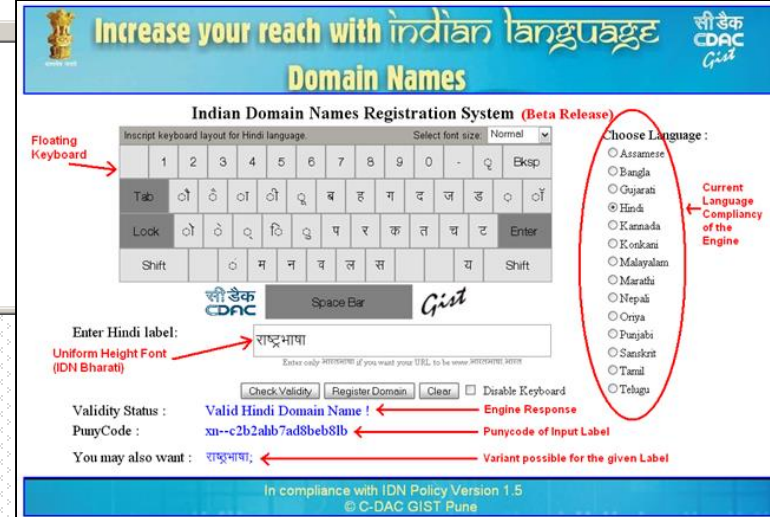
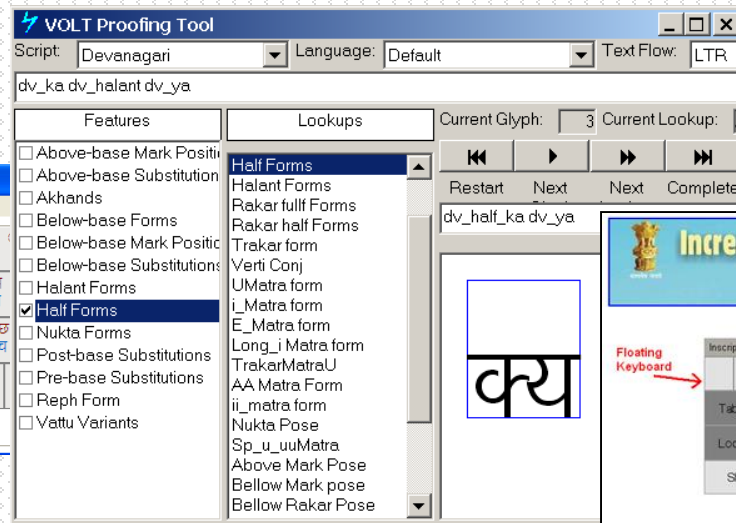
- Printing is also based on storage.
- If the storage is in font code, the font information should be there with the data.
- If the storage is ISCII based, the printer should be enabled to print ISCII else the data should be converted to font code before sending to printer.

# Standard

“a document, established by **consensus** and **approved** by a recognized body, that provides, for **common and repeated use, rules, guidelines** or characteristics for activities or their results, aimed at the achievement of the optimum degree of order **in a given context**”.

Adherence to standards ensures **compatibility**, **safeguarded** data, **avoids vendor locking**, proper **exchange of data** between various systems, applications, databases, devices, etc.

# Indian Language Standards



ISCII ,  
INSCRIPT,  
PASCII

W3C for IL on Browsers  
and Mobile devices

UNICODE  
IDN - ICANN, IANA  
Enhanced INSCRIPT



# Indian language standards

Storage (UNICODE)

Inputting (INSCRIPT)

Display (Open Font Format)



# Pre-Unicode Era

न = ण + ण

त = त + त

व = व + व

श = श + श

र्षि = ण + त + णि

# UNICODE

- Storage standard
- What ASCII is for English, Unicode is for other languages of the world
- Enables seamless exchange of data – desktops, printers, databases, browsers, devices.

# UNICODE



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Emoji



Basic Info



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Events

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Press



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U+141B



U+0937



U+2013



U+1F605



U+02CA



U+1D55



U+03A8



U+00BA



U+2033



U+0939



U+30CE



U+2B06



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U+1F37E



U+15E3



U+0B1A



U+2606



U+1F64C



U+1F49C



U+25C8



U+1F9E2



U+27AB



U+2325

Latest stable version – 15.0

# UNICODE

- Unicode consortium defines Unicode as :
- “Unicode is the universal character encoding, maintained by the Unicode consortium. This encoding standard provides the basis for processing, storage and interchange of text data in any language in all modern software and information technology protocols.”
- It is the superset of all the languages in the world which also includes punctuation, special characters (shapes), currency symbols, mathematical symbols etc. Using Unicode, more than 65000 different characters can be represented. Unicode comprises of many code charts.
- The Unicode code charts can be referred at:  
<http://www.unicode.org/charts>

# UNICODE

- Various editors / applications / development environments / databases / browsers need to understand how to read in the given Unicode data and interpret the same.
- Various encoding schemes to represent Unicode are **UTF-8, UTF-16, UTF-32** with a combination of endianness. (Little & Big Endian -two ways of storing multi-byte data-types)
- There are **normalization** rules which are required to be followed for data compatibility between various applications / underlying environment.
- Non adherence to some of these may lead to wrong interpretation of data and will also pose problems in searches as well.



# Normalization in Unicode

- The Unicode data requires normalization.
- There are many cases where a **character can be entered** in more than one ways.
- If application or database does not normalize, searching becomes difficult.

रिज़र्व

ज + ्र = 091C+093C

ज़ = 095B

रिज़र्व = र + ि + ज + . + र + ् + व

Also = र + ि + ज़ + र + ् + व

# Character semantics

- The Unicode standard includes an extensive database that specifies a large number of *character properties*, including:
  - Name
  - Type (e.g., letter, digit, punctuation mark)
  - Decomposition (Å can be formed with U+00C5 or U+0041 & U+030A)
  - Case and case mappings (for cased letters)
  - Numeric value (for digits and numerals)
  - Combining class (for combining characters)
  - Directionality (Left to Right or Right to Left)
  - Line-breaking behavior
  - Cursive joining behavior (in Arabic, a character used at the beginning of a word looks completely different when it is used as the last character of a word)

<https://util.unicode.org/UnicodeJsps/character.jsp>

# Advantages of UNICODE

- Character based encoding.
- Can be ported on any platform and any OS.
- Can be ported on hand held and mobile devices
- Different scripts have different code page.
- All Indian languages are supported along with all other languages.
- Allows multiple languages in the same data.

# UNICODE Devanagari Code Page

0900

Devanagari

097F

|   | 090       | 091       | 092       | 093       | 094       | 095       | 096       | 097        |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| 0 | ै<br>0900 | ऐ<br>0910 | ठ<br>0920 | र<br>0930 | ी<br>0940 | ॐ<br>0950 | ॠ<br>0960 | ॡ<br>0970  |
| 1 | ँ<br>0901 | औ<br>0911 | ड<br>0921 | ॠ<br>0931 | ॡ<br>0941 | ँ<br>0951 | ॠ<br>0961 | ॡ<br>0971  |
| 2 | ं<br>0902 | ओ<br>0912 | ढ<br>0922 | ल<br>0932 | ॡ<br>0942 | ॡ<br>0952 | ॡ<br>0962 | अँ<br>0972 |
| 3 | ः<br>0903 | ओ<br>0913 | ण<br>0923 | ळ<br>0933 | ॡ<br>0943 | ॡ<br>0953 | ॡ<br>0963 | अ<br>0973  |
| 4 | ऐ<br>0904 | औ<br>0914 | त<br>0924 | ळ<br>0934 | ॡ<br>0944 | ॡ<br>0954 | ।<br>0964 | आ<br>0974  |
| 5 | अ<br>0905 | क<br>0915 | थ<br>0925 | व<br>0935 | ॠ<br>0945 | ॠ<br>0955 | ॥<br>0965 | औ<br>0975  |
| 6 | आ<br>0906 | ख<br>0916 | द<br>0926 | श<br>0936 | ॠ<br>0946 | ॠ<br>0956 | ॠ<br>0966 | अ<br>0976  |
| 7 | इ<br>0907 | ग<br>0917 | ध<br>0927 | ष<br>0937 | ॠ<br>0947 | ॠ<br>0957 | ॠ<br>0967 | अ<br>0977  |
| 8 | ई<br>0908 | घ<br>0918 | न<br>0928 | स<br>0938 | ॠ<br>0948 | ॠ<br>0958 | ॠ<br>0968 | ॠ<br>0978  |
| 9 | उ<br>0909 | ङ<br>0919 | न<br>0929 | ह<br>0939 | ँ<br>0949 | ख<br>0959 | ॠ<br>0969 | ॠ<br>0979  |
| A | ऊ<br>090A | च<br>091A | प<br>092A | ं<br>093A | ो<br>094A | ग<br>095A | ॠ<br>096A | य<br>097A  |
| B | ॠ<br>090B | छ<br>091B | फ<br>092B | ी<br>093B | ो<br>094B | ज<br>095B | ॠ<br>096B | ग<br>097B  |
| C | ॠ<br>090C | ज<br>091C | ब<br>092C | ॠ<br>093C | ौ<br>094C | ड<br>095C | ॠ<br>096C | ज<br>097C  |
| D | ँ<br>090D | झ<br>091D | भ<br>092D | ॠ<br>093D | ॠ<br>094D | ढ<br>095D | ॠ<br>096D | ॠ<br>097D  |
| E | ऐ<br>090E | ज<br>091E | म<br>092E | ा<br>093E | ि<br>094E | फ<br>095E | ॠ<br>096E | ड<br>097E  |
| F | ए<br>090F | ट<br>091F | य<br>092F | ि<br>093F | ौ<br>094F | य<br>095F | ॠ<br>096F | ब<br>097F  |

# Availability of tools

- UNICODE is not vendor specific
- It is Backward compatible
- Major database, OS, browser players support some form UNICODE encoding
- Data Migration services can be provided for e-governance developers
- Office documents such as .doc/.docx, .xls/xlsx, .txt can be converted to UNICODE
- Database migration tools can also be made available.

<https://localisation.gov.in/>

# Enhanced INSCRIPT (2.0)

- INSCRIPT is part of BIS ISCII document (IS 13194:1991)
- Enhanced INSCRIPT allows user to type latest UNICODE characters such as **Rupee symbol**.
- Unlike the phonetic or transliteration mechanism, **it does not expect the user to know English** to type Indian language and so caters to rural audiences as well.
- Fast typing is possible as consonants are typed by one hand while vowels are typed by left hand

# Enhanced INSCRIPT Standardization for Latest Unicode Version

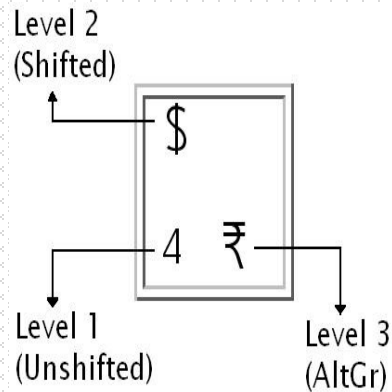
- Study and Research for Keyboards of various languages Normal layer and Extended layer
- Along with teams from – Microsoft, Redhat and IBM



- The Enhanced INSCRIPT keyboard layout provides three layers and this to accommodate all the extra characters and yet make the keyboard as ergonomic and efficient as possible



# Standardization of Rupee Symbol Inputting



|         |      |      |   |     |  |  |      |    |     |       |     |     |        |
|---------|------|------|---|-----|--|--|------|----|-----|-------|-----|-----|--------|
|         | !    | @    |   | \$  |  |  |      |    |     |       |     | + ₹ | BS     |
|         | 1 ZW | 2 ZW |   | 4 ₹ |  |  |      |    |     |       |     | = ॠ |        |
| TAB     |      |      | E | R ल |  |  |      | I  |     | P     | { ढ |     |        |
|         |      |      | ं | ॠ   |  |  |      | रा |     | ज     | [ ढ |     |        |
| CONTROL |      |      | D | F ल |  |  | H फ़ |    | K ख |       |     |     | RETURN |
|         |      |      | ं | ॠ   |  |  |      |    | क   |       |     |     |        |
| SHIFT   |      | X ॐ  |   |     |  |  | N ळ  |    | < , | > S . |     |     | SHIFT  |
|         |      |      |   |     |  |  |      |    | ॥   |       |     |     |        |



Made available for free download on  
<http://tdil-dc.in>

## ZWJ and ZWNJ

- Two special characters in Unicode
- ZWJ - 200D, ZWNJ - 200C

क + ् + ष = क्ष

क + ् + ZWJ + ष = क्ष

क + ् + ZWNJ + ष = क्ष

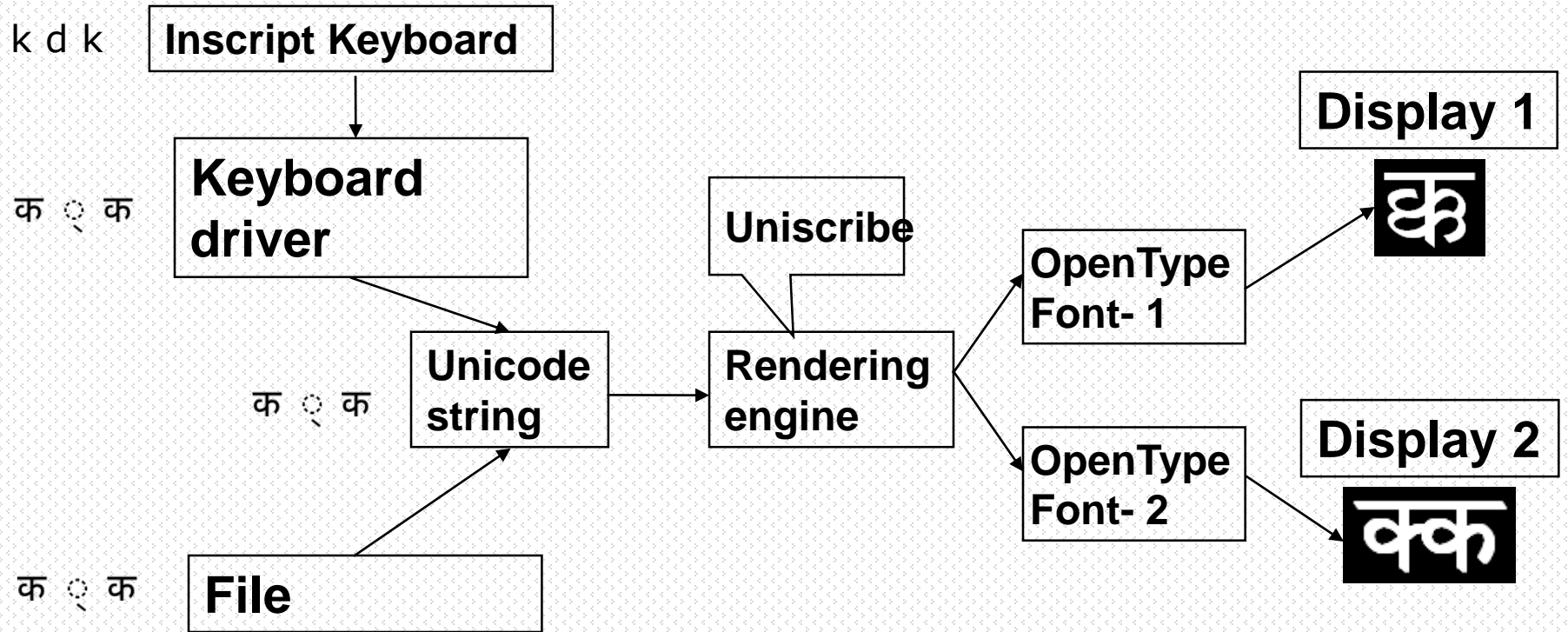
# Tools Availability

- UNICODE typing Tool is available for free download from <http://ildc.in> and <http://www.cdac.in>
- It has all 22 languages and supports enhanced INSCRIPT layout including the ₹ Symbol
- The keyboard sticker layouts are also available for download from <http://ildc.in>
- Onscreen Javascript code for websites is made available free of cost to all e-governance developers

# Display : Open Font format -Fonts

- Joint effort by Adobe and Microsoft.
- 16-bit Unicode compliant, more glyphs possible.
- Glyph substitution & positioning logic built into the font
- Storage-to-display conversion is done by the rendering engine
- Data is not stored in glyph codes rather in Unicode
- No issue of data portability
- No need to have a font glyph standard

# Unicode and OpenType Fonts



Windows Rendering Mechanism

# Sakal Bharati font

- A single font which contains all the Indic scripts has been developed by CDAC Pune. This font has got consistent look and feel across various Indian Scripts including English language.
- This font can be downloaded from the url: <http://www.tdil-dc.in>

کنپیوٹر کی دوڑ میں ہم کہاں ہیں؟

Sakal Bharat Assamese Normal

কঁহুৱা বন মোৰ অশান্ত মন,

Sakal Bharat Devanagari Normal

भारतीय भाषाएं और सामाजीक परिवर्तन ।

Sakal Bharat Gujarati Normal

ભારતીય ભાષાઓ અને સામાજિક પરિવર્તન ।

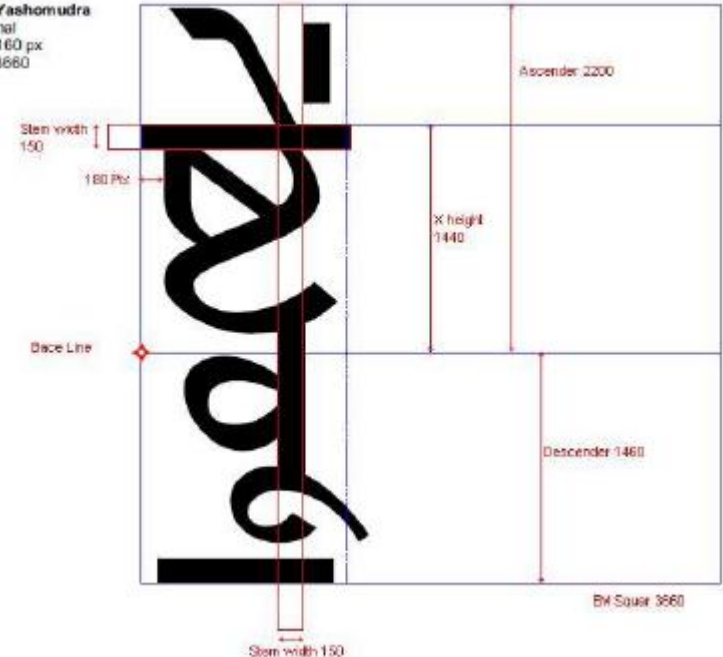
Sakal Bharat Oriya Normal

ଭାରତୀୟ ଭାଷାଓ ସାମାଜିକ ପରିବର୍ତ୍ତନ ।

Sakal Bharat Punjabi Normal

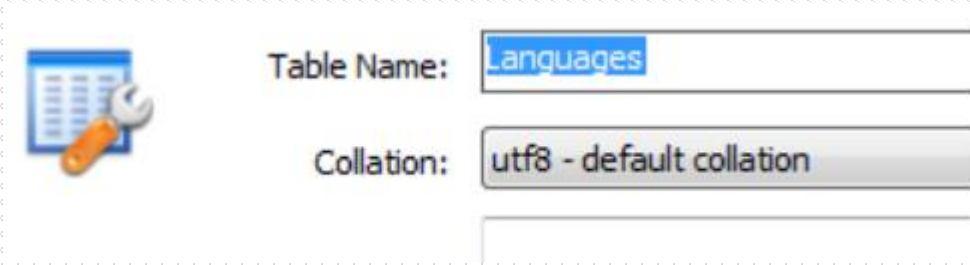
ਪੰਜਾਬ ਪੰਜ ਦਰਿਆਵਾਂ ਦੀ ਧਰਤੀ ਹੈ।

The Sharin: Yashomudra  
Weight: Normal  
Stem width: 160 px  
Em square: 3680



# Storing data in Databases

You need to **set UTF-8 Collation** for the Table to store the various languages text characters



```
INSERT INTO Languages VALUES('English', 'World is beautiful.');
```

```
INSERT INTO Languages VALUES('Hindi', 'दुनिया सुंदर है।');
```

```
INSERT INTO Languages VALUES('Marathi', 'जग सुंदर आहे.');
```

```
INSERT INTO Languages VALUES('Gujarati', 'વિશ્વ સુંદર છે.');
```

# Searching in Databases

- Several words have **multiple correct spellings** and **Alternate representation forms**
- E.g.: the word Hindi may be written with a bindi on top of the first syllable or with a half na.

हिंदी हिन्दी

- What should happen in case of using database queries
- So also with the representations of the word vitthal विठ्ठल विठ्ठल
- Indian Language numerals are not mapped to English numerals.



# Searching in Indian language Websites

- Provide Relevant titles for WebPages
- Main / summarized information of activity to appear in index page
- Images, pdfs, video, audio files should have proper naming convention and names should be appropriate to the contents of the images / pdf.
- Use of Search Engine optimization techniques.

# Terminology in Translations



# Localisation of strings

- Translation v/s Transliteration
- Technical Term v/s common man's Term
- Physical-size of localized equivalent strings
- 3 out of 22 languages are right to left oriented
- Location / Layout
  - Positioning of back-next buttons, scroll bar positions for applications supporting right to left scripts.
  - coexisting along with English (Bi-directional support)

# Localization of strings

- Context and Domain specific meanings
  - Example
    - the word 'Bank' (Financial Entity, River bank, to trust on someone/thing, etc.)
    - the word 'Fire' (may vary in meaning depending on context) – If it is as a verb (such as fire an event) then it may suggest some action to be undertaken, If noun then the meaning changes completely
- Multi-Domain expertise as well as context may be required apart from linguistic know-how

# Localization of strings

- Technical terminology
  - Differentiating between similar meaning such as cancel, abort, terminate
  - Translation v/s Transliteration (IPR and registered copyrights and trademarks)
- What should be Localized string for :
  - Windows
  - Mouse
  - FireFox
  - Internet Explorer
  - Double click
  - Dock Windows

- The locale is an explicit model and definition of a native-language environment.
- The notion of a locale is explicitly defined and included in the POSIX standard which can be accessed through <http://opengroup.org>.
- A program's locale defines its code sets, date and time formatting conventions, monetary conventions, decimal formatting conventions, and collation (sort) order.

<http://cldr.unicode.org/>

# Common Locale Data Repository (CLDR)

- The CLDR provides key building blocks for software to support the world's languages.
- **Locale-specific patterns for formatting and parsing:** dates, times, timezones, numbers and currency values, measurement units.
- **Translations of names:** languages, scripts, countries and regions, currencies, eras, months, weekdays, day periods, time zones, cities, and time units, emoji characters and sequences (and search keywords)
- **Language & script information:** characters used; plural cases; gender of lists; capitalization; rules for sorting & searching; writing direction; transliteration rules; rules for spelling out numbers; rules for segmenting text into graphemes, words, and sentences; keyboard layouts
- **Country information:** language usage, currency information, calendar preference, week conventions
- **Validity:** Definitions, aliases, and validity information for Unicode locales, languages, scripts, regions, and extensions,



## Who uses using CLDR?

- Apple (macOS, iOS, watchOS, tvOS, and several applications; Apple Mobile Device Support and iTunes for Windows; ...)
- Google (Web Search, Chrome, Android, Adwords, Google+, Google Maps, Blogger, Google Analytics, ...)
- IBM (DB2, Lotus, Websphere, Tivoli, Rational, AIX, i/OS, z/OS,...)
- Microsoft (Windows, Office, Visual Studio, ...)

*and many others, including:* ABAS Software, Adobe, Amazon (Kindle), Amdocs, Apache, Appian, Argonne National Laboratory, Avaya, Babel (Pocoo library), BAE Systems Geospatial eXploitation Products, BEA, BluePhoenix Solutions, BMC Software, Boost, BroadJump, Business Objects, caris, CERN, CLDR Engine, Debian Linux, Dell, Eclipse, eBay, elixir-cldr, EMC Corporation, ESRI, Firebird RDBMS, FreeBSD, Gentoo Linux, GroundWork Open Source, GTK+, Harman/Becker Automotive Systems GmbH, HP, Hyperion, Inktomi, Innodata Isogen, Informatica, Intel, Interlogics, IONA, IXOS, Jikes, jQuery, Library of Congress, Mathworks, Mozilla, Netezza, OpenOffice, Oracle (Solaris, Java), Lawson Software, Leica Geosystems GIS & Mapping LLC, Mandrake Linux, OCLC, Perl, Progress Software, Python, Qt, QNX, Rogue Wave, SAP, Shutterstock, SIL, SPSS, Software AG, SuSE, Symantec, Teradata (NCR), ToolAware, Trend Micro, Twitter, Virage, webMethods, Wikimedia Foundation (Wikipedia), Wine, WMS Gaming, XyEnterprise, Yahoo!, Yelp



```
<ldml>
  <identity>
    <localeDisplayNames>
      <localeDisplayPattern>
      <languages>
      <scripts>
      <territories>
      <variants>
      <keys>
      <types>
      <measurementSystemNames>
        <measurementSystemName type="metric">मेट्रिक </measurementSystemName>
        <measurementSystemName type="UK">यूके </measurementSystemName>
        <measurementSystemName type="US">यूएस </measurementSystemName>
      </measurementSystemNames>
      <codePatterns>
    </localeDisplayNames>
    <characters>
    <delimiters>
    <dates>
      <calendars>
        <calendar type="buddhist">
          <eras>
            <eraNames>
              <era type="0" draft="contributed">इसवीसन पूर्व </era>
            </eraNames>
            <eraAbbr>
              <era type="0" draft="contributed">इसपू </era>
            </eraAbbr>
            <eraNarrow>
              <era type="0" draft="contributed">इसपू </era>
            </eraNarrow>
          </eras>
        </calendar>
      </calendars>
    </dates>
  </ldml>
```

## Internationalized Domain Names (IDNs)

- Internationalized Domain Names (IDNs) enable people around the world to use **domain names in local languages and scripts**.
- IDNs are formed using characters from different scripts, such as Arabic, Chinese, Cyrillic or Devanagari.
- National Internet Exchange of India (NIXI) is a not for profit organization who is responsible for .IN Registry, managing and operation of .IN country code domain and .भारत IDN domain for India

| Internationalized Domain Name (IDN) | Language                      |
|-------------------------------------|-------------------------------|
| .भारत                               | .Bharat in Devanagari         |
| .ভারত                               | .Bharat in Bangla             |
| .భారత్                              | .Bharat in Telugu             |
| .ભારત                               | .Bharat in Gujarati           |
| .بھارت                              | .Bharat in Urdu               |
| .இந்தியா                            | .Bharat in Tamil              |
| .ਭਾਰਤ                               | .Bharat in Gurmukhi (Punjabi) |

# **Localization Guidelines Minimal Set**

# Localization Guidelines Minimal Set



- Default Homepage in Local Language
- All Subsequent Web-Pages in Local Language. The subsequent linked pages should be in Local Language. Many of the pages, pdf files linked are in English.
- All Menu titles of the web pages in Local Language.
- All Web-pages should be developed using UTF-8 encoding.
- Lang attributes lang="mr" should be specified (replace “mr” with local language).
- Meta tags should be defined in Local Language. `<meta name="keywords" content="HTML,CSS,XML,JavaScript">`
- Image ALT/Captions, titles and text should be in Local Language.
- Font for the website should be provided through latest HTML5 Font SRC provisions.
- All Downloads (PDF, DOC, Excel, etc.) should be in Local Language with Unicode compliance.
- All page titles in Local Language.

# Localization Guidelines Minimal Set

- Numbers should be in Local Language on all pages, Documents, PDFs, Images, etc.
- Contact us information given in Local Language.
- All user defined alert/error/pop-up messages are in Local Language.
- Feedback form should be available in Local Language.
- Typing facility in Local Language should be given for Interactive website.
- Typing should support Enhanced / INSCRIPT layout.
- Onscreen Floating keyboard should be made available.
- Provision for increasing font size is available.
- In-site search support is available for Local Language.
- Website works on Hand held devices.
- Site map of website is in Local Language.



# अथवा धन्यवाद

*Nurturing living languages*

जीवित भाषाओं का पोषण