

# राष्ट्रभाषा छोड़िये, आइये हिंदी को क्षेत्रीय भाषा के अधिकार दिलाएं - सरकार क्या कर सकती है

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एक कहावत आपने सुनी होगी कि जिसका कोई वाली नहीं होता, उसका हाल बहुत बुरा होता है। कहने को सब उसके होते हैं पर वास्तव में उसका अपना कोई नहीं होता। हिंदी के साथ भी ऐसा ही कुछ हुआ। हिंदी को राष्ट्रभाषा/ राजभाषा बनाने की जितनी बार जुगत हुई उतनी बार हासिल जमा शून्य रहा। सच कहा जाए तो इन कोशिशों में उसका कोई माई-बाप ही नहीं रह गया। आप तमिल लीजिए या मराठी या बांग्ला, हर भाषा का एक घर है, उसके अपने चाहने वाले हैं। उनके लिए राज्य सरकारें हैं जो ढुल-मुल ही सही पर भाषा का स्तर बनाये रखने का प्रयास तो कर ही रही है। भारतेंदु हरिश्चंद्र की बात हर कोई मानता है कि 'निज भाषा उन्नति अहै, सब उन्नति को मूल', लेकिन हर किसी की निज भाषा उसकी प्रांतीय भाषा है, जिसे वह अपनी मान रहा है, उसकी उन्नति के लिए लड़-भिड़ रहा है। हिंदी तो राम भरोसे चल रही है, उसकी जिम्मेदारी कोई भी नहीं उठाना चाहता। इसकी वजह भी साफ़ है हिंदी के बिना किसी का काम नहीं अड़ता। आप दक्षिण भारत चले जाइए, वहां के लोग या तो उनकी अपनी मातृ भाषा समझते हैं या अंग्रेजी के जानकार हैं। वहां हिंदी की पूछ-परख ही नहीं है। उत्तर भारत में हिंदी है लेकिन उसके अलावा तमाम स्थानीय बोलियां और ज़ाहिरन अंग्रेजी का वर्चस्व तो है ही।

अन्य भाषाओं के बारे में कह नहीं सकता लेकिन हिंदी के लिए कंप्यूटर पर एक मानक कुंजीपटल तक नहीं बन पाया है। भारत सरकार ने मंगल फॉन्ट को मानक बताया है लेकिन उसे भी सभी इस्तेमाल नहीं करते। हिंदी को इंटरनेट पर लाने में एक दिक्कत सार्वत्रिक कुंजीपटल के न होने से हो रही है। यदि किसी ने एक कुंजीपटल का इस्तेमाल किया है और किसी और ने दूसरे का, तो उसे कन्वर्ट किए बिना नहीं पढ़ा जा सकता। फिर क्रियोलीकरण की प्रक्रिया हावी होने लगती है। भाषा को उसकी लिपि से दूर करने की इस प्रक्रिया ने अफ्रीका की कई बोलियों-भाषाओं को लोप की कगार पर पहुंचा दिया। भारत में भी इसके खतरे को नकारा नहीं जा सकता। हिंदी को रोमन लिपि में लिखने का चलन हावी हो रहा है और कई

बड़े नामी लेखक उसे सही भी करार दे रहे हैं। किसी भाषा से उसकी लिपि छीनना मतलब देह में से प्राण निकाल लेने जैसा है, फिर उसके जीवित रहने के आसार कितने बचेंगे भला? यदि कोई एक राज्य सरकार भी अपनी सोच बदलकर हिंदी पर भी अपना उतना ही अधिकार दर्शा दें तो चीज़ें बदल सकती है। कोई एक राज्य सरकार कह दें कि व्यावसायिक तौर पर हिंदी को रोमन में नहीं लिखा जा सकता तो देखिए विज्ञापन जगत में हिंदी की मांग में कितनी तेजी से बढ़ जाती है। ज़रूरत इस तरह के ठोस कदम उठाने की है।

किसी भी एक राज्य सरकार की तरफ़ से यह बात आ जाए कि हिंदी फिल्मों या हिंदी धारावाहिकों में काम करने वालों के लिए हिंदी माध्यम से शिक्षा प्राप्त करना अनिवार्य है। या वे हिंदी की अमुक स्तर की परीक्षा देने के बाद ही उस माध्यम में काम कर सकते हैं, तो फिर देखिए सार्वजनिक जीवन में हिंदी कैसे 'कूल' बनती है। जबकि अभी हालात पूरी तरह जुदा है। हिंदी फिल्म और टीवी इंडस्ट्री में काम करने वाले हिंदी नहीं जानते और दुःखद यह है कि वे इसे स्वीकार करने में शर्म नहीं, शान महसूस करते हैं। उन्हें जो पटकथा दी जाती है उसकी भाषा हिंदी होती है पर लिपि रोमन। इक्का-दुक्का अभिनेता-अभिनेत्री धाराप्रवाह हिंदी में बात करते हैं तो वह ख़बर बन जाती है, जबकि ख़बर तो तब होनी चाहिए जब वे बात न कर पाए। ख़बर बनती है क्योंकि ऐसा कभी-कभार, छठें-चौमासे होता है।

यदि कोई एक राज्य सरकार कानून बना दे कि हिंदी मीडिया- प्रिंट और इलेक्ट्रॉनिक, दोनों में वे ही लोग काम कर सकते हैं, जिन्होंने हिंदी माध्यम से शिक्षा प्राप्त की है या हिंदी की एक स्तरीय परीक्षा उत्तीर्ण की है, तो देखिएगा पत्रकारिता में हिंदी का स्तर कैसे ऊँचा उठता है। और इस कानून को पूरे प्रबंधन के लिए, संपूर्ण मैनेजमेंट के लिए लागू कर दिया जाना चाहिए। उम्मीद की जा सकती है तब हिंदी अख़बारों को भी अंग्रेजीदां होने से बचाया जा सके। अभी तो हिंदी के बड़े अख़बारों ने भी अंग्रेजी को अपनाया, पेज थ्री की ख़बरों को अंग्रेजी भाषा-रोमन लिपि तक में देना शुरू कर दिया है। यदि हिंदी के अख़बार ही ऐसा करते हो तो हिंदी अपना दुखड़ा रोने भी कहां जाए?

हिंदी का एक बड़ा बाज़ार है, आवश्यकता है कि उसे सही तरीके से भूनाया जाए। हिंदी को सामयिक, प्रासंगिक और प्रचलित करना होगा। जब तक बच्चों और उनके माता-पिता को ऐसा नहीं लगता कि हिंदी में पढ़-लिखकर भी अच्छी नौकरियाँ मिल सकती है, ज़मीनी स्तर पर कोई बदलाव होने से रहा। लॉर्ड मैकाले ने शिक्षा को नौकरी से जोड़ दिया, नौकरी को अंग्रेजी से जोड़ दिया। हम इतने सालों में उस गणित को उलट नहीं पाए कि शिक्षा, ज्ञान प्राप्ति के लिए हो, नौकरी

के लिए नहीं। अंग्रेजी भाषा के रूप में सीखी जाए, नौकरी मिलने के माध्यम के रूप में नहीं। ऐसा क्यों हुआ कि गरीब से गरीब तक को लगा कि यदि उसके बेटे को बड़ा बाबू बनना है तो उसे अंग्रेजी माध्यम में ही पढ़ाना होगा। अंग्रेजी आने पर ही यह जो नौकरी मिलने की अनिवार्यता है, क्या उसे खत्म नहीं किया जा सकता?

हाल-फिलहाल के हालात में मनोरंजन और मीडिया जगत से बड़ा ऐसा कोई बाज़ार नहीं है, जिसका काम हिंदी के बिना नहीं हो सकता और हमें इसी बाज़ार को हिंदीमय बनाना होगा। आप जिस भाषा में सोचते हैं, आप उसी में और उसी के बारे में लिख सकते हैं। इसमें काम करने वालों को हिंदी में सोचना-लिखना होगा। यह काम कुछ सांकेतिक प्रयोगों जैसे हिंदी फिल्मों के नाम हिंदी में लिखो, जैसे झून्झूनों से नहीं होगा। आधारभूत बदलाव करने होंगे जिससे की इन दोनों उद्योगों की आत्मा बदले और जिस भाषा की बदौलत इन माध्यमों में पैसा आता है, वे उस भाषा के लिए पैसा खर्च करना भी सीखें।

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## Young Indians are Regional and Responsible, a case study of Matrubharti

Matrubharti started as a self publishing platform for regional content creators, the idea was to unite the native literature writers. The goal was to create immense content to celebrate indian context and culture, filling the gap against english language on Indian Internet.

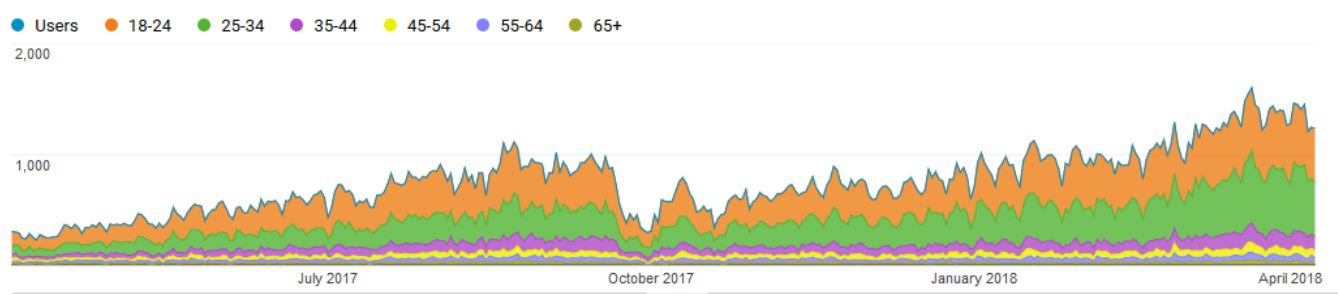
Soon after the brainstorming of promoters, a technology was created to make the sign up and content creation easier with the help of experienced designers and engineers. It was essential to **protect the content** from being plagiarized, a homegrown digital rights protection mechanism was built to win the confidence of the writers. An engaging platform was necessary to make the user feel at home, have a **social experience** that was lacking in mainstream regional media. In this digital era, **data is the new diesel**, we have to understand user behaviour to serve them well and keep them hooked to Matrubharti. With all this it took over 14 months to launch the official app of Matrubharti on google play store on 11th Feb 2015 and later in 3 months time we launched the iOS version of the same too.

Web version was taken on priority two due to the trending scenario of **Mobile first in technology** world. But it was essential part of the whole ecosystem to have full functional web platform as per google guidelines of searchable web, so in 2016 a full fledged web version also came in existence as **Matrubharti.com**.

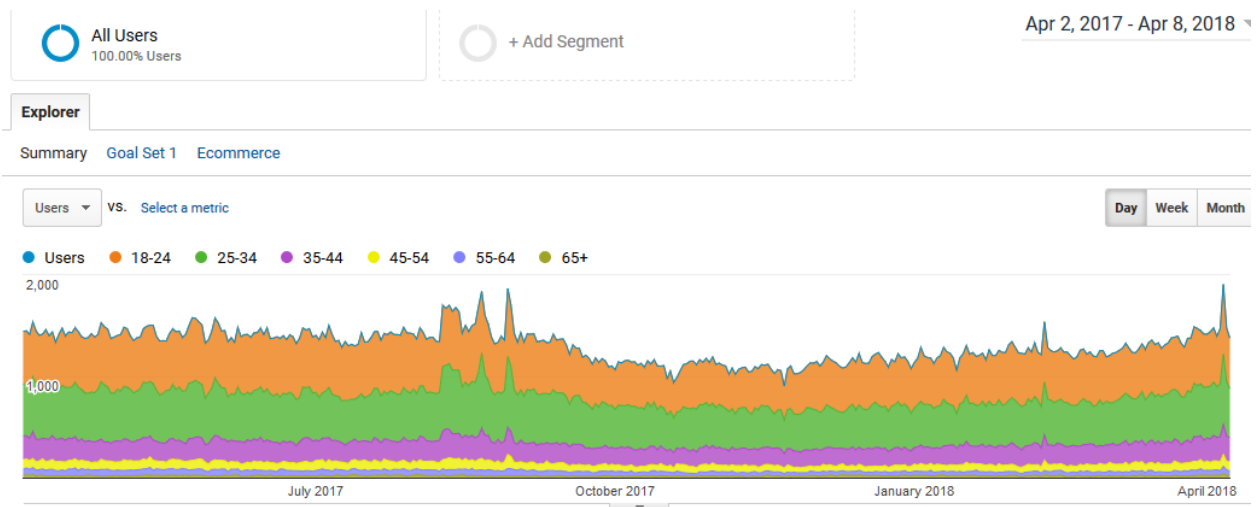
Here came the surprise for the entire team, the usage pattern. This was encouraging with interesting facts about our own Matrubharti app. The founders initially assumed that people in **their thirties or forties** would join the platform to encourage the native language effort. That is the age people feel connected to their roots, they **start respecting their native** so that they can pass down legacy to their children. But app usage facts were fully opposite to that, **people in 20s started responding** to the platform actively. Not only readers of this age but writers in their schools and colleges **started sharing fiction stories** on the platform, The perception was proved to be wrong that **young india is mostly urban** and english. The young india was found to be more concerned about their language and literature, they not only wanted to read it but they wanted to create new content for community.

Out of 12000 pieces of content on Matrubharti, over 8000 stories are created by people below the age of 30. Isn't that interesting? Stories of 1000+ words, novels of 30000+ words written and published periodically on a regional online platform by youngsters was nothing less than a gem found in a deep ocean. We are happy to share the google analytics here.

### Web usage pattern



## Mobile App usage pattern in demographics



### What does this means for India?

The indication is clear that young india is on the mission to preserve the india of languages, culture and literature. They are committed to save our context of living, the india of festivals and colors and our spiritual beliefs.

India is all about surprises and selflessness of indians, if numbers are to be believed, the coming few years Indian internet would be full of Indian languages and literature with our own version of social networks, chat platforms, bots and robots speaking Hindi, Gujarati, Marathi, Malayalam and so on.

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## **How Quality Fonts with Accurate Rendering for Complex Indic Scripts Bring Products & Digital Content Alive**

SK Mohanty

The display quality of text highly influences a reader's perception of content. If a user finds it difficult to read content, they reject it no matter how good the content is. This is a common problem faced by users of languages that feature complex scripts. Since all Indian scripts are complex in nature, this is a fundamental issue with consumption of Indian language content on digital mediums. This is why the usage of Indian languages digitally has not taken off, in comparison with English, Chinese, or Japanese.

Display quality for text on digital devices hinges on the quality of the font used, and the accuracy of the rendering engine used to render these fonts is either built in with the font or is external. Both these elements come together to visually define the nature of the text used.

In today's day and age, digital devices have become indispensable. We are completely dependant on these devices - mobile phones, tablets, laptops, gaming consoles, TVs, printers, electronic signage, and more. Our day to day lives are impossible without them.

India is a country of incredible diversity. Its population of 1.3 billion speaks many distinct languages, out of which 22 major languages have constitutional status. These languages are used for day-to-day communication, as well as in the fields of education, literature, journalism, science, technology, e-commerce, and more, with large volumes of written texts.

Unfortunately, we do not have optimal text display solutions for Indian languages on digital devices. Most websites with content in Indian languages are virtually unreadable and aesthetically extremely poor. Their low quality drives away users, and provides a strong incentive for them to switch to English language content instead. Most mobile phones are used for voice-based applications, despite them being more than capable of supporting text based applications.

As a result, companies & organizations cannot reach out to their target audience in their own language online. The possible channels are vast and diverse, and include banking, e-commerce, e-governance, entertainment, news, instant messaging, and more.

Many companies develop applications for digital devices, which piggyback on the existing OS and platforms primarily designed for simple scripts like the Roman script. If the underlying display solutions cannot support complex Indic scripts faithfully, these apps will pick up those same flaws.

In countries like China, Japan, and Korea, all content is available in their own language, despite them using extremely complex scripts. Their OSes, websites, and

apps are carefully designed and programmed based on the typographical requirements of the script used. Whereas in India, most Indian language content has been forcefully fit into applications that primarily designed to support simpler scripts like the Roman script.



The screenshot shows a mobile application interface with a white background and a grey border. In the top right corner, there is a red speech bubble icon containing a white letter 'R'. The main content area is divided into four sections, each with a red arrow pointing to its title from the left. The first section is titled "BBC Hindi - Live Online Radio" and includes a URL and a description of the website. The second section is titled "BBC News Hindi - YouTube" and includes a URL and a description of the channel. The third section is titled "Bbc की ताज़ा ख़बर, ब्रैकिंग न्यूज़ in Hindi - NDTV India" and includes a URL and a description of the news page. The fourth section is titled "BBC News Hindi (@BBCHindi) | Twitter" and includes a URL and statistics about the Twitter account.

**BBC Hindi - Live Online Radio**  
[www.liveonlineradio.net/hindi/bbc-hindi.htm](http://www.liveonlineradio.net/hindi/bbc-hindi.htm) ▼  
BBC Hindi - BBC website in hindi, latest india and international news headlines in hindi using devanagari script. This is comprehensive coverage of latest.

**BBC News Hindi - YouTube**  
<https://www.youtube.com/.../UCN7B-QD0Qgn2boVH5Q0pOWg> ▼ [Translate this page](#)  
BBC Hindi के साथ महसूस करें ख़बरों की धड़कन. यहाँ आपको मिलेंगे क़ामयाबी की कहानी कहते ग्लोबल इंडियंस, उलझे मुद्दों को सुलझाते वीडियो और गूगल हैंगआउट पर जानी-मानी हस्तियों से सवाल-जवाब. बेहतरीन वीडियो अपडेट्स के लिए सब्सक्राइब करें ...

**Bbc की ताज़ा ख़बर, ब्रैकिंग न्यूज़ in Hindi - NDTV India**  
<https://khabar.ndtv.com> > [विषय](#) ▼ [Translate this page](#)  
नवाजुद्दीन सिद्दीकी की मां BBC की 100 सबसे प्रभावशाली महिलाओं की लिस्ट में शामिल. बॉलीवुड एक्टर नवाजुद्दीन सिद्दीकी को आपने कई फिल्मों में बेहतरीन अदाकारी करते और इसके लिए पुरस्कार पाते तो कई बार देखा होगा. लेकिन इस बार नवाज ने ...

**BBC News Hindi (@BBCHindi) | Twitter**  
<https://twitter.com/bbchindi> ▼ [Translate this page](#)  
87.8K tweets • 20.8K photos/videos • 847K followers. Check out the latest Tweets from BBC News Hindi (@BBCHindi)

### **Website display shows how Hindi text has limited legibility compared to English content.**

Therefore, we need professional quality Indian language fonts which are specially designed to suit targeted devices and mediums, like desktops, mobile devices, LED, LCD, 4K, etc. Since each medium is not identical, they require different types of fonts.

Often, Indian users find it difficult to consume Indian language content, either because such content is illegible, the text does not render properly on the device used, or because substandard fonts are used. This shows us how using substandard fonts is suicidal.

This calls for professional quality fonts, judiciously designed, keeping aesthetics and technological conformity in mind.

By acknowledging this crucial issue, Reverie Language Technologies has designed specialized fonts in all Indian languages for mobile devices, which provide optimal quality typography on small screens, with 100% accuracy in Indic text rendering.



**Reverie's Hindi Font on a Micromax smartphone - The text is even clearer than printed text. Users can comfortably read an entire e-paper on a tiny smartphone screen.**

This is an extremely challenging job, which incorporates a blend of design, technology, aesthetics, and experience, to bring Indian language text alive. The standardization and orthography of different Indian scripts are also given high importance, during the process of creating these solutions. By focusing on this issue, Reverie has tackled the most fundamental issue plaguing Indian content display - the subpar quality of its text.

Fonts that work on high resolution devices do not work the same way on low resolution devices. Keeping this in mind, Reverie has also designed bitmap fonts, including ones that are perfect for low resolution devices, like low cost feature phones. The common philosophy has been maintained - text quality and legibility should be of the highest standard, regardless of the device used, and should not interfere in readability of the text, no matter how complex the syllable is.





**Reverie's high quality fixed size Tamil fonts, rendering, & input solutions on a feature phone. Available for all Indic languages.**

Since these fonts are highly legible on small screens and produce unambiguous text, they facilitate the effortless and easy reading of large volumes of digital text content, opening new opportunities where entire newspapers, magazines, and even books can be read comfortably on tiny devices that fit into your pocket.

Reverie's fonts & display solutions are available in OpenType and bitmap formats, designed based on Unicode encoding standards, with low memory footprints. They are supported by intuitive Indic language IMEs (input method editors), with intelligent predictive text facilities.

**As of today, Reverie is the only company with fonts and display support for all 22 official Indian languages for smartphones as well as feature phones and smart feature phones, with BIS compliance. This ensures a rich user experience.**

Reverie's display solutions power rich user experiences on over 300 million devices, including devices by Qualcomm, Jio, RDA, Panasonic, Intex, Sony, Karbonn, Micromax and more.

Because of the government's recent mandate for digital payments, transactions and various e-governance projects, there is now a rapidly growing requirement for Indian language friendly digital devices. Apart from this, there is an even bigger

demand for digital communication, content consumption, digital learning, and e-commerce in Indian languages.

This will only become a reality if these digital devices are equipped with quality fonts, capable of providing error-free rendering, allowing their users to use their own language, as effortlessly as they speak it.

About the author: SK Mohanty



SK Mohanty has over 30 years of experience in digital font design and development of Indic and South East Asian languages, multilingual technology products, aesthetics, industrial design, and calligraphy. He has played a crucial role in the standardisation and font design of Indic scripts for print and digital medium since the early 90s. He holds a Masters degree in industrial design from IIT Bombay. Mr. Mohanty founded and headed the font design and script and glyph standardization activities at CDAC, Pune, for 10 years. Mr. Mohanty has authored several national and international publications and has also been recognized through many national and international awards like the FIE Foundation National Award. His work on Hindi fonts won a design excellence award from EPSON, Japan.



**REVERIE**  
Language Technologies

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ILPP is an exciting new initiative by OUP India, under which we will publish books in some of the major Indian languages, beginning in Hindi and Bangla, will be followed by works in other languages. The book published under this programme will comprise new titles in local languages as well as translations of our classic backlist titles in both print and digital formats.

I am sharing more about the programme below:

The Indian Languages Publishing Programme is an exciting new initiative by OUP India. The Programme, to be launched in 2018, will publish books in some of the major Indian languages, beginning in Hindi and Bangla, will be followed by works in other languages. The book published under this programme will comprise new titles in local languages as well as translations of our classic backlist titles in both print and digital formats.

India is a multilingual nation communicating in more than 23 languages and over 150 dialects. As an English-language publisher, we have been disseminating quality academic and knowledge-based resources, but to only about 10 per cent—the section that is proficient in English—of India's total population of over 1.3 billion, thereby excluding a significant number of people who communicate in India's indigenous languages. As an internationally renowned academic press, with a rich history of scholarly publications, OUP is recognized for its contribution to research and disciplinary development. In spite of our success, we are yet to embrace scholarship that is developed in Indian languages. It will be unfortunate if we remain limited by language and refuse to recognize the need to expand our publishing horizons according to the requirements of our readers. Socio-politically too, India is seeing an upsurge in the demand for the indigenous and the local. Given this context, it is inevitable that the demand for resources in local languages will grow substantially.

OUP has a remarkable publishing history worldwide. The first book was printed in Oxford in 1478. From the late 1800s onwards OUP began to expand significantly, opening the first overseas OUP office in New York in 1896. Today OUP has offices in more than 50 countries, and is the largest university press in the world. The Press has an incredibly diverse publishing programme, which often surprises people who are expecting a traditional university press offering.

OUP has had a notable presence in India for more than 100 years and has played a major role in the country's education sector. By publishing in Indian languages, we aspire to make an important

contribution towards fulfilling the Press' mission of making the best scholarship and research available to as many people as possible. By diluting the language barrier, the Indian Languages Publishing Programme shall not only be a timely step in the right direction but also a natural extension of OUP's existing publishing programme.