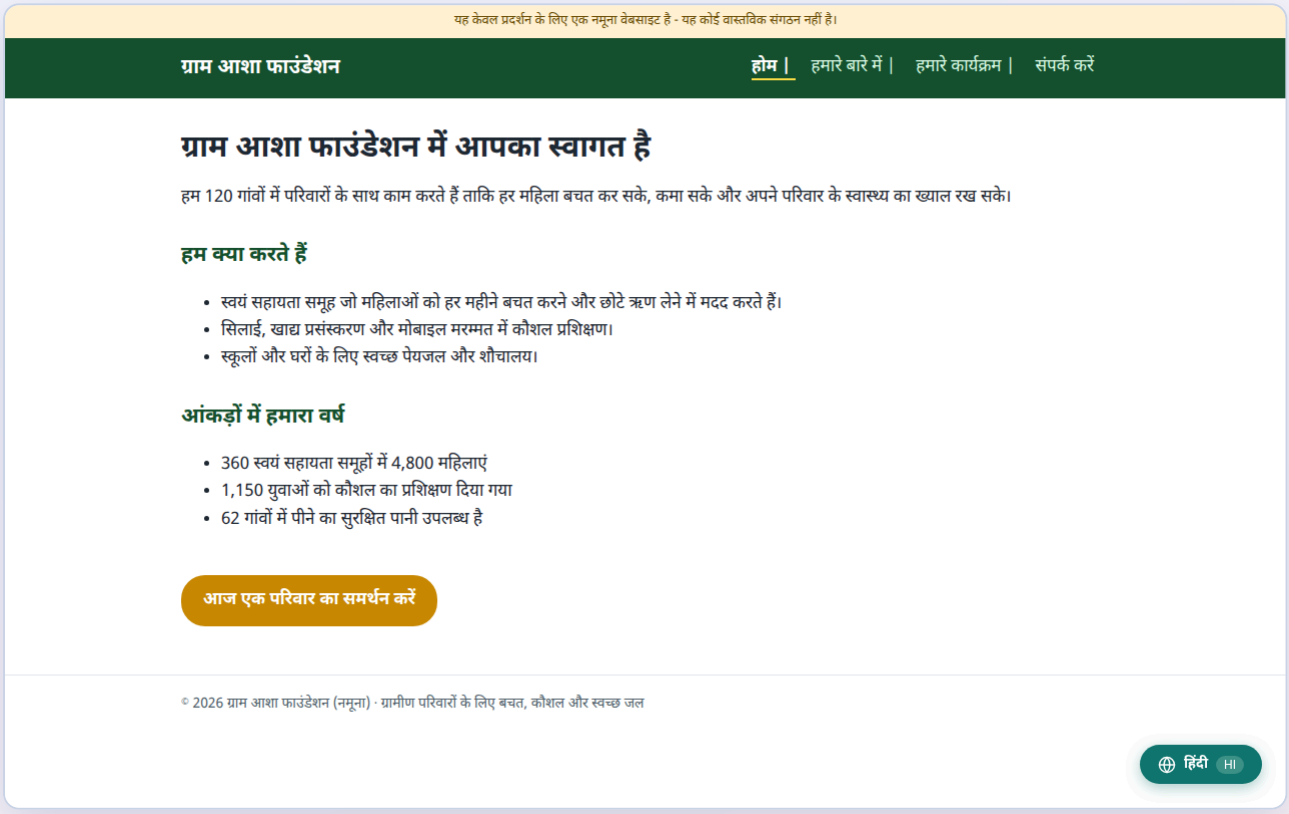
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# BhashaSetu Language Menu

Make your NGO website readable in Indian languages — by adding one line to it.




A sample NGO website, read in Hindi through the language menu at the bottom right.

The one line your website needs

```
<script src="https://environment.vikaspedia.in/bhasha-setu.all.js"
        data-translator="google" data-languages="hi,ta,bn" defer></script>
```

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# 1 Introduction and key features

Most people in India read best in their own language. The BhashaSetu Language Menu lets the readers of your website choose Hindi, Tamil, Bengali or any of 20 Indian languages and read your page in it straight away.

You add one line to your website, and a language menu appears on every page. When a reader chooses a language, Google Translate translates the page in the reader's own browser. The menu is part of **BhashaSetu Insights** from Vikaspedia, the free checker that shows NGOs where their website stands on languages and what to do next.

## Key features

**One line, no coding**
Paste one line into your website. No registration, no key and no approval are needed.

**20 Indian languages**
Each language is shown in its own script — हिंदी, தமிழ், বাংলা — so readers recognise it at once.

**Your languages, your choice**
Offer the languages your readers use. BhashaSetu Insights suggests them; you decide.

**Remembers each reader**
A reader's language stays chosen as they move through your pages, and when they come back.

**Honest about machine translation**
The menu tells readers the translation is by machine, and English is always one choice away.

**Works on phones and computers**
The menu fits small screens, and the right fonts for each script are added for the reader.

**Light on your website**
The menu is about 20 KB. Google Translate is loaded only when a reader chooses a language.

**Your website stays as it is**
Nothing changes on your server. Improvements to the menu reach your website on their own.

# 2 What your readers see

Here is a sample NGO website with the line added. Nothing else on the website was changed.

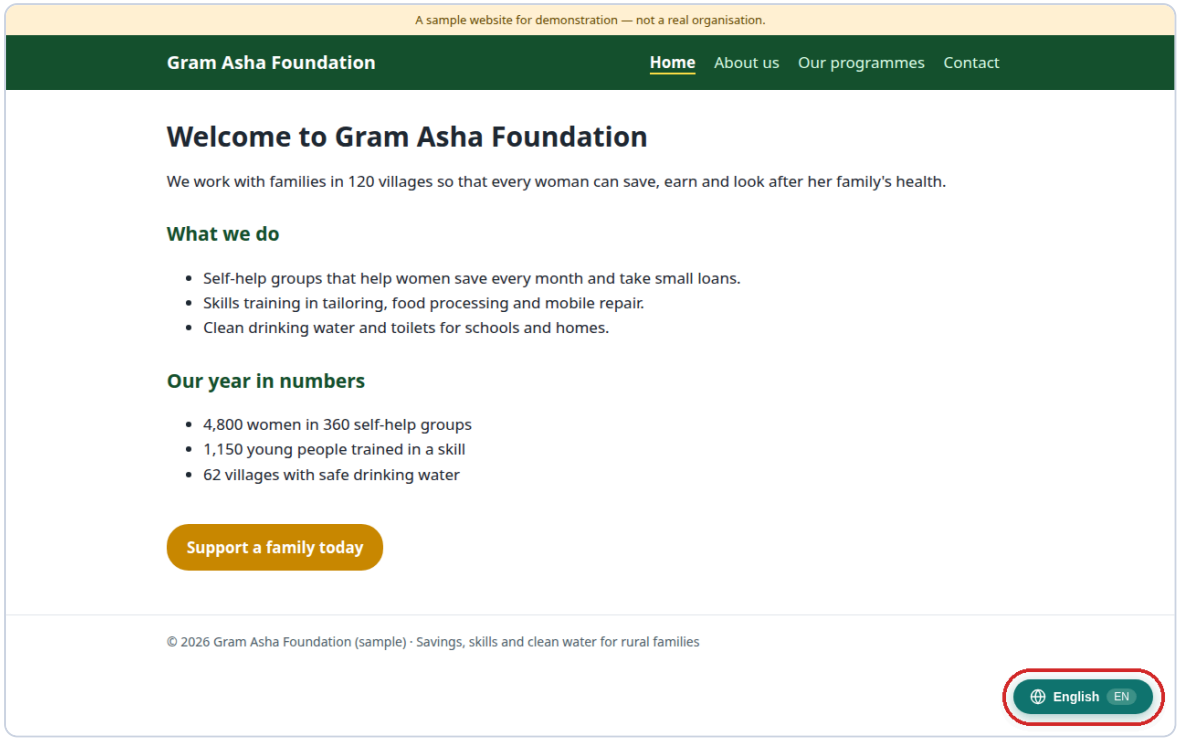



**Figure 1.** The website as readers first see it. The language button (circled) sits at the bottom right of every page and shows the language the page is in.

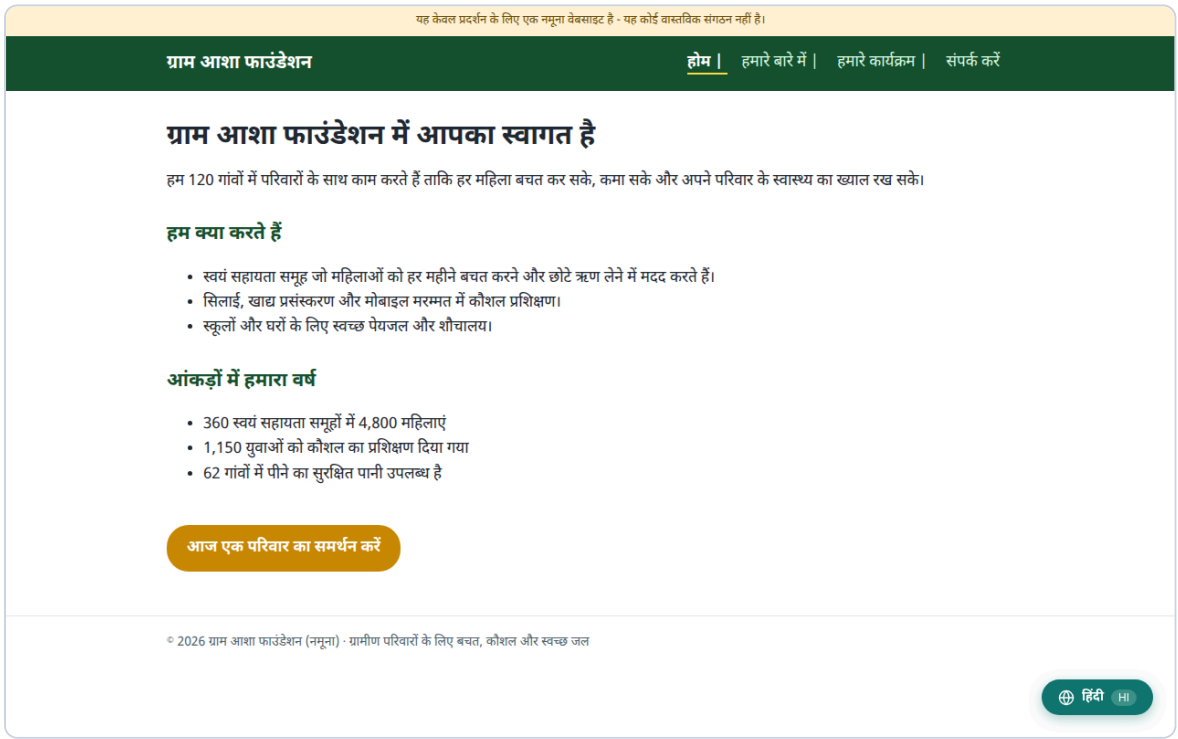



**Figure 4.** The same page after the reader chose हिंदी (Hindi). Choosing English in the menu brings back the page as written.

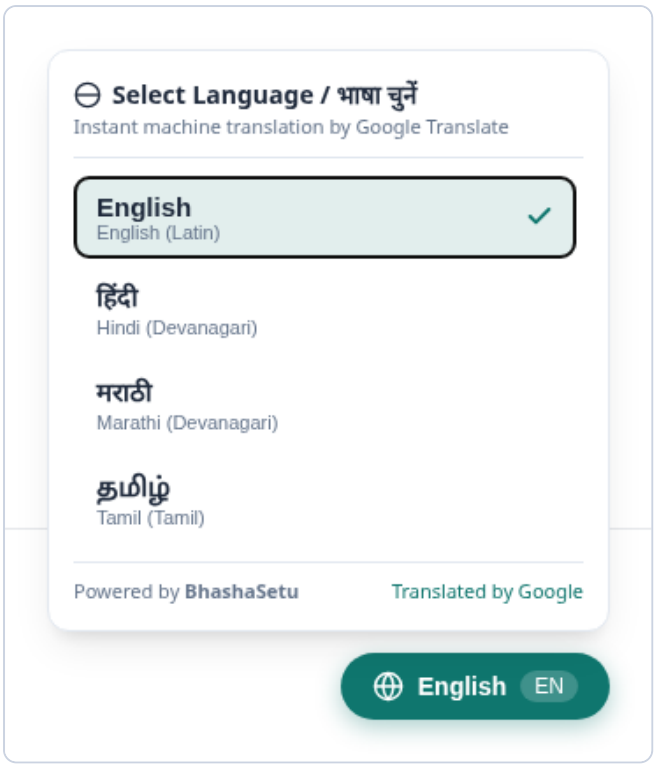



**Figure 2.** A reader taps the button and picks a language. Each language is written in its own script, with its English name below.




**Figure 3.** On a phone. The reader chose Hindi earlier, so the page opens in Hindi.

# 3 Setting it up in three steps

## 1 Check your website on BhashaSetu Insights

Open environment.vikaspedia.in, type your website's address and choose **Analyse**. The report shows where your website stands on languages and suggests the languages your readers are likely to use. In the step **“Add a translate button to your website”** your line is ready to copy, with those languages filled in.

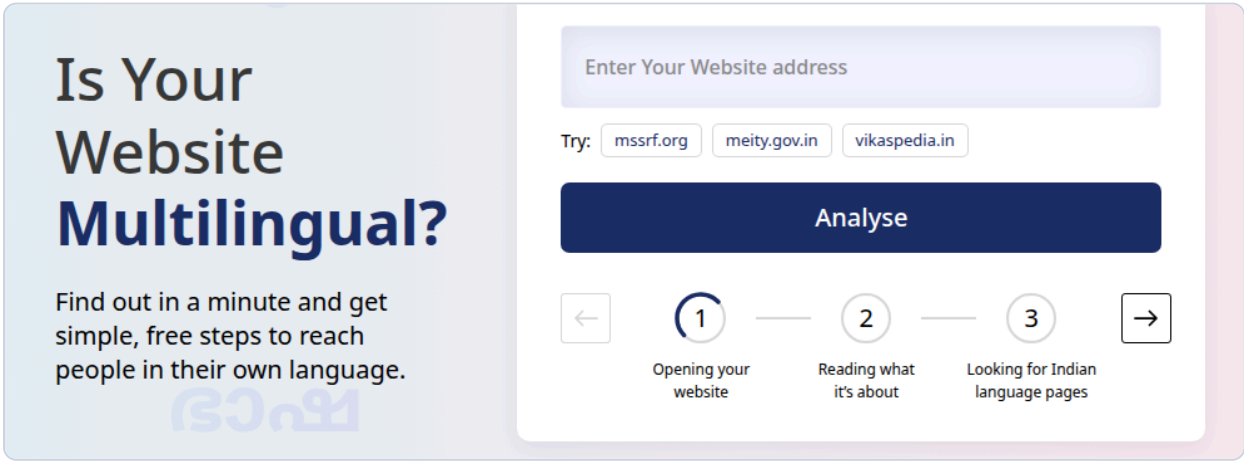



**Figure 5.** BhashaSetu Insights: type your website's address and choose Analyse.

## 2 Paste the line into your website

The line goes into the part of your website that every page shares — usually the footer — so the menu appears on all pages. Copy it from your report, or use this one and change the languages (section 4):

```
<script src="https://environment.vikaspedia.in/bhasha-setu.all.js"
        data-translator="google" data-languages="hi,ta,bn" defer></script>
```

**WordPress**
Add a “header and footer code” plugin from the WordPress plugin directory, paste the line into its *footer* box and save. On WordPress.com, this needs a plan that allows plugins.

**Website builders**
Look for a *custom code*, *code injection* or *HTML* setting for the whole site, and choose the footer or end of page. Some builders offer this only on paid plans.

**A website made by a developer or agency**
Send them this guide. They add the line just before `</body>` in the template all pages share.

**Pages you edit by hand**
Paste the line just before `</body>` on each page, or in the shared footer if your website has one.

**Already have a translate button?** If your website already shows a Google Translate box or another translate button, remove it when you add this line, so readers see one clear menu.

## 3 See it working

Open your website in a browser. The language button appears at the bottom right. Choose a language: the page changes to it in a moment, and choosing English brings it back. Then check your website again on BhashaSetu Insights — the report then lists **“Keep your translate button (BhashaSetu language menu)”** among the steps you have done.

If the button doesn't appear: make sure the change was saved and published, and clear your website's cache if it uses one. If your website limits which outside scripts may run, your web person allows environment.vikaspedia.in and Google Translate.

# 4 Choosing your languages

List the languages you want in the menu in `data-languages`, separated by commas — for example `data-languages="hi,ta,bn"` for Hindi, Tamil and Bengali. Your BhashaSetu Insights report suggests languages for your readers; they are suggestions, and the choice is yours. Leave `data-languages` out to offer every language below.

| Language | Code | In the menu |
|---|---|---|
| Hindi | `hi` | हिंदी |
| Marathi | `mr` | मराठी |
| Bengali | `bn` | বাংলা |
| Tamil | `ta` | தமிழ் |
| Telugu | `te` | తెలుగు |
| Kannada | `kn` | ಕನ್ನಡ |
| Gujarati | `gu` | ગુજરાતી |
| Malayalam | `ml` | മലയാളം |
| Punjabi | `pa` | ਪੰਜਾਬੀ |
| Odia | `or` | ଓଡ଼ିଆ |

| Language | Code | In the menu |
|---|---|---|
| Assamese | `as` | অসমীয়া |
| Urdu | `ur` | اردو |
| Maithili | `mai` | मैथिली |
| Santali | `sat` | ᱥᱟᱱᱛᱟᱲᱤ |
| Nepali | `ne` | नेपाली |
| Konkani | `kok` | कोंकणी |
| Sindhi | `sd` | सिन्धी |
| Dogri | `doi` | डोगरी |
| Manipuri | `mni` | ꯃꯤꯇꯩꯂꯣꯟ |
| Sanskrit | `sa` | संस्कृतम् |

- **English is always in the menu**, so readers can return to the page as written. The menu lists languages in the same order on every website, whatever order you type them in.
- **Bodo and Kashmiri**, two of India's 22 scheduled languages, are not offered by Google Translate yet, so the menu leaves them out. Publishing your own pages in them is the way to reach those readers (section 7).
- Urdu is shown right to left, and Google Translate writes Sindhi in its Perso-Arabic script. Konkani and Manipuri also accept Google's own codes, `gom` and `mni-Mtei`.
- **Is your website written in Hindi or another language, not English?** The menu reads the page's language from your website — most website builders have a *site language* setting. Make sure it is set correctly, and English is then offered as a translation too.

# 5 Choosing where the menu appears

The menu sits at the bottom right unless you add `data-position` to the line:

| Add to the line | Where the menu appears |
|---|---|
| *nothing* (or `data-position="bottom-right"`) | A button at the bottom right of every page, as in Figure 1. |
| `data-position="bottom-left"` | The same button at the bottom left — useful if a chat or call button already sits at the bottom right. |
| `data-position="top"` | A slim bar above your page, reading “Read this page in / भाषा चुनें” (Figure 6). |
| `data-position="inline"` with `data-target-container="#…"` | Inside a place on your page that you choose, such as your header. Your web person gives the place's name after the `#`. |

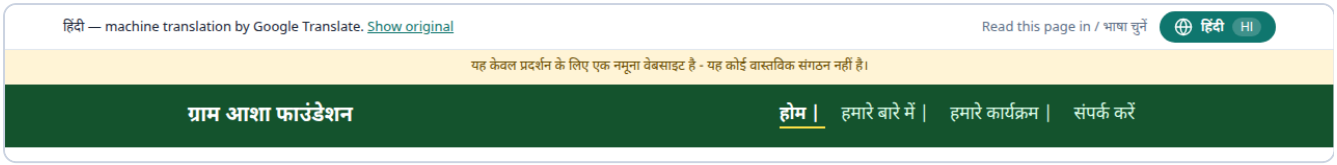



**Figure 6.** The menu as a bar at the top of the page. After a reader chooses a language, the bar says the page is a machine translation by Google Translate and offers *Show original*.

# 6 Keeping names and terms as they are

Some words read best untranslated: your organisation's name, people's names, addresses, or the name of a scheme. Google Translate leaves alone any part of a page marked `class="notranslate"`. Your web person can add it where you need it, for example:

```
<span class="notranslate">Gram Asha Foundation</span>
```

The language menu itself is never translated, so each language name always appears in its own script.

# 7 Next step: being found in search in your readers' languages

The menu helps everyone who reaches your website read it in their language. To also be **found** by people who search in Hindi, Tamil or another language, publish your key pages in that language — home, about, programmes and contact.

Search engines read your pages as they are on your server, so translations made in the reader's browser don't appear in search results. Pages you publish in a language do: search engines can show them to people searching in it, and readers can share and bookmark them.

**The menu grows with you.** When your website has its own page in a language, and links to it in the standard way, the menu opens your page in that language instead of a machine translation. Your BhashaSetu Insights report shows the steps for your kind of website in its later stages.

# 8 Government websites: the Bhashini plugin

This guide is for NGO and civil-society websites. Government websites have their own route: the website translation plugin from **Bhashini**, the Government of India's language platform under the Digital India Bhashini Division. Its details are at bhashini.gov.in. BhashaSetu Insights suggests Bhashini when it checks a government website.

# 9 Questions NGOs ask

### Is it free? Do we need to register?

It is free, and there is nothing to sign up for: no account, no key and no approval. Add the line and the menu works.

### Will it change or slow down our website?

Your pages stay exactly as they are on your server. The menu is about 20 KB, and Google Translate is loaded only when a reader chooses a language, so readers who stay in English load nothing more.

### How good is the translation?

Machine translation usually gets the meaning across, and it can slip on names, local terms and numbers. For the pages that matter most — your programmes, how to donate, how to reach you — ask a fluent colleague to check, and publish your own version (section 7). Section 6 shows how to keep names as they are.

### What does it translate?

The text on your pages: headings, paragraphs, menus and buttons. Words inside pictures, PDF files and videos stay as they are, so it helps to have the important information as text on the page too.

### What happens to our readers' information?

When a reader chooses a language, the text of that page goes to Google Translate to be translated, under Google's terms. The reader's choice of language is kept in their own browser. The menu sends nothing about your readers to BhashaSetu: our server only sends the menu to the reader's browser, as any website sends its files.

### How does a reader go back to English?

They choose English in the menu, or *Show original* in the top bar. The page returns as written.

### Can we change the languages later?

Yes — edit the codes in `data-languages` and save. Readers see the new list the next time a page opens.

### We already have Google Translate or another translate button.

Remove it when you add this line, so readers see one menu. BhashaSetu Insights tells you if it finds another translate button on your website.

### Does it work with our website builder?

It works on any website that lets you add a line of code to its pages — WordPress, most website builders and websites made by developers. Section 3 shows where the line goes.

### How do we remove it?

Delete the line and save. The menu disappears, and there is nothing else to undo.

# 10 At a glance, and how to reach us

### The line

```
<script src="https://environment.vikaspedia.in/bhasha-setu.all.js"
        data-translator="google" data-languages="hi,ta,bn" defer></script>
```

| | |
|---|---|
| **Where it goes** | The footer every page shares, just before `</body>`. |
| **data-languages** | The languages in your menu, by code (section 4). Leave it out for all 20. |
| **data-position** | `bottom-right` (as it comes), `bottom-left`, `top` or `inline` (section 5). |
| **data-translator** | Keep it as `"google"`: Google Translate translates the page in the reader's browser. |
| **Untranslated words** | Mark them `class="notranslate"` (section 6). |

### Check your website

environment.vikaspedia.in

Your stage, your suggested languages and your line, ready to copy.

### Write to us

vikaspedia@cdac.in

Questions, feedback, or help adding the menu to your website.

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