

## Hindi Translation Services

<b>Client:</b> German Government Enterprise for Sustainable Development
<b>Category:</b> Hindi Translation Services
<b>Location:</b> Germany / India

### Project Overview

A German federally owned enterprise working in the field of international cooperation for sustainable development needed to share organic farming best practices with the Indian government and farmers across the country. The materials had to be accessible and relatable for a Hindi-speaking audience, including grassroots-level farmers.

### The Challenge

The client needed precise translation of agricultural best practises for growing potatoes, apples, from English to Hindi, with terminology that would be easily understood by native Hindi-speaking farmers. Many technical or scientific terms had no direct equivalents, making contextual accuracy and farmer comprehension essential.

### The Outcome

Language Services Bureau translated and revised the farming guidelines into Hindi with inputs from native farmers to ensure accuracy and relatability. Several new terms were coined or adapted for clarity. The final Hindi materials were submitted on time to the Indian government and are being effectively used by farmers, fulfilling both policy and practical communication goals.