Making For India

Observations & Considerations for building useful products
Three big and different segments with distinct characteristics

Predominantly on 2G

Prefers content in Hindi and regional languages over English
Product design implications: 1. Design for offline and disconnected usage
Product design implications: 2. Multi-lingual input, font support and output
AdSense now speaks Hindi

We're proud to announce that AdSense now supports Hindi, one of India's most widely spoken languages.

With over 500 million speakers around the world*, a wealth of quality Hindi content is available on the web. We're excited to launch AdSense Hindi language support today to help fuel even more quality content creation on the web, and to help advertisers connect with a rapidly growing online audience.

If you have a website in Hindi, you'll now be able to earn money by displaying Google AdSense ads on your website. To get started:
Some Questions...

How important is the audio-visual web vs the read-and-understand version in truly serving people?

Making the web relevant to the cant-read-or-write Indian seeking to make a livelihood - how?