2025

Accessibility of Hindi language content on the Internet for persons with visual disabilities in India: a deep dive

WHOSE KNOWLEDGE IN COLLABORATION WITH MISSION ACCESIBILITY.

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Overview:

In 2023, Whose Knowledge? launched a new project to advance language justice for people with visual disabilities in South Asia. This process is being co-designed by Whose Knowledge? and a set of six independent researchers from Pakistan, India and Bangladesh.

The Asia Pacific region accounts for nearly 2300 languages[1] and is home to nearly 65% of people with disabilities worldwide[2]. Yet there is not enough knowledge gathered about the availability, accessibility and security of technology that is used by persons with disabilities in this region. Our work is a not-for-profit effort that aims to broaden this knowledge and propose solutions for the creation of meaningful, safe and accessible tech-based experiences of people with disabilities in South Asia.

One of the key challenges to internet access is the lack of language representation. While the world has over 7000 languages[3], some 60% of content online is available only in English.[4] This means that most of the global population can't access the internet in their language of choice, even if it is in the top 10 languages of the world by the number of speakers, as is the case for many languages in South Asia.

Additionally, when people with disabilities access the internet, what they find online is mostly content that is insufficient or not geared towards disabled communities, because lack of appropriate technology makes it enormously difficult for them to come online with devices in any language that is not English, and even more so to produce content in their languages of choice. This lack of appropriate technology exists because most of the digital platforms, tools, hardware and software we use are designed by Big Tech companies in disregard of the needs, knowledge, and imaginations of marginalized people and communities across the world.

In the Indian context, the specific aim of this project is to analyze the accessibility and usability of Hindi content on the Internet for blind and low vision persons.

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[1] GARY F. SIMONS & CHARLES D. FENNIG, ETHNOLOGUE: LANGUAGES OF THE WORLD (25th ed. 2023), https://www.ethnologue.com.

[2] DISABILITY AT A GLANCE 2022: POLICIES AND PRACTICES FOR DISABILITY-INCLUSIVE DEVELOPMENT IN ASIA AND THE PACIFIC, U.N. ESCAP (2022), https://www.unescap.org.

[3] Languages of the World, Nations Online Project, available at: https://www.nationsonline.org/oneworld/languages.htm

[4] Toppan Digital, Why the Most Popular World Languages Aren't Reflected Online?, available at https://toppandigital.com/us/blog-usa/why-the-most-popular-world-languages-arent-reflected-online/

Methodology:

As part of the project, **Phase 1** involved conducting a detailed focus group discussion **["FGD"]** in New Delhi, India. The FGD involved participation from **nine blind and low vision persons** with rich and varied socio-economic, gender and linguistic backgrounds. A list of participants is shared as *Appendix 1*.

Main findings of phase 1 of the project:

- It was widely reported that there is absence of a good quality and affordable text to speech software for accessing Hindi content.
- Using Hindi as a medium to create content and communicate is difficult since editing and grammar tools such as spell check are not as well developed as English. Many users use voice dictation to send messages and not being able to correct typos is hence difficult. Accessible pathways need to be developed.
- The inability of screen reading software to switch between Hindi and English makes it difficult to use to read documents.
- There is a need to turn to third party apps to decipher images and other graphical content. This also makes using Hindi as a primary medium of communication tedious.
- The accessibility of apps for purposes such as dating often gets little to no attention.
- Poor and inadequate grievance redressal mechanisms were discussed and the need to strengthen the same was emphasized.
- It was reported that Hindi users are unable to report issues in English which results in low grievance redressal rates and Hindi language accessibility is a low priority item for developers.
- Compromising privacy as a tradeoff to access content was highlighted.

Based on these findings, it was decided to conduct a more comprehensive evaluation of the accessibility and usability of a given set of Hindi-content platforms, to obtain more concrete and focused inputs.

In what follows, we have first outlined the methodology deployed to arrive at the chosen platforms, followed by a list of the platforms chosen. This is followed by the findings of the technical and user audit of each platform. In the next section, the authors have outlined their vision as to how the accessibility barriers encountered on the chosen platforms can be remedied to ensure more effective and dignified access to the chosen platforms for blind and low vision users. *A total of 10 platforms were chosen for this exercise.*

Considerations while selecting the 10 platforms:

- A survey, in the shape of a Google form, was rolled out for the participants to indicate Hindi content platforms that they use often. A total of 5 responses were received. The raw data of the responses to the form is annexed as *Appendix 2*.
- Three blind and low vision persons, who the study authors determined as being conversant in the accessibility and usability of Hindi language platforms were individually contacted, to glean their inputs on the platforms that could be chosen for this exercise. The names of such participants are: Ashutosh Singhal, Gauri Sen and Muskan Anand.
- The authors also conducted independent evaluation of Hindi content websites in India witnessing the highest footfall through online search.
- Attention was also paid to ensuring that the platforms were from diverse sectors and that one sector was not given undue importance. The key sectors identified, based on the above measures and in consultation with the WK team, were online shopping, social media, news, payment platforms and platforms offering recreational opportunities.
- It was also sought to ensure that a healthy mix of apps and websites were chosen for this exercise.

Survey findings:

The survey revealed some instructive findings. The survey data highlights significant challenges regarding the accessibility of websites and applications for Hindi-speaking users. The most common issues revolve around inaccurate translations, lack of text-to-speech support, and navigational difficulties for screen reader users.

A recurring theme is the poor quality of Hindi translations. Several respondents explicitly mentioned "*poor or inaccurate translations*" as a major obstacle. One respondent shared a specific example: on an agricultural website, the translation for "pesticide solution" was incorrectly translated. This illustrates the potential for serious misunderstandings and even harmful consequences when dealing with specialized content. Another participant mentioned often having to use Google Translate, even though the results are unsatisfactory, employing difficult Hindi that is hard to comprehend. This also suggests a reliance on machine translation which often fails to capture the nuances of the language, resulting in content that is technically Hindi but functionally inaccessible.

A substantial number of users reported the absence of essential accessibility features. The lack of text-to-speech support was a frequently cited concern. Several participants also pointed out difficulties related to screen reader compatibility and limited input methods such as speech-to-text or easy Hindi typing options. The non-Mangal font usage was another source of accessibility barriers.

The survey also sheds light on specific user experiences across different platforms. Participants reported issues with accessing essential functions like signing up, logging in, reading articles, making payments and accessing support channels. Some users reported being forced to switch to English to access information, indicating that Hindi content is either unavailable or unusable. This creates a frustrating experience and excludes users who are more comfortable or exclusively use Hindi.

A concerning finding is the lack of awareness and responsiveness from platform support representatives regarding accessibility issues. While some respondents reported raising these concerns, the support teams often seemed ill-equipped to address them. This highlights a gap in training and awareness within these organizations.

The open feedback section provided valuable insights and suggestions. A central theme was the need for more attention to local languages from government organizations and NGOs. Participants emphasized the importance of involving people with disabilities in the testing and evaluation of websites and applications before launch, like how pharmaceutical products are tested before being released to the market. There was also a call for content creators to prioritize accurate translations and avoid overly complex language, even when writing directly in Hindi. The need for increased awareness and training on accessibility standards for developers and content creators was also evident.

Apps and Websites chosen and audit processes deployed:

1. Jagran
2. Facebook
3. Flipkart
4. Meesho
5. Aadhaar Services
6. UMANG App
7. Sanskriti-IAS App
8. MyGov
9. Pratilipi
10. Paytm.

A combination of technical and user-driven accessibility testing was used. User-driven testing consisted of users with blindness and low vision visiting the platform and sharing their experiences of using the platform.

For this purpose, a team of 5 users was formed, with each user being asked to evaluate 2 platforms. A list of the participants, with the platforms evaluated by each participant, is annexed as Appendix 3.

Technical Audit:

The technical audit was conducted by experienced accessibility auditors, possessing the requisite certification from the ***International Association of Accessibility Professionals*** – the international organization responsible for supervising the professional training of accessibility auditors across the globe. [5]

This audit was conducted using Web Content Accessibility Guidelines **("WCAG")** the global digital accessibility standard set by The World Wide Web Consortium **("W3C").**

WCAG 2.1 improved accessibility for mobile users, touch interactions, and assistive technologies, while WCAG 2.2 expanded support for users with cognitive disabilities, low vision, and mobile accessibility. *For this audit, we followed the WCAG Edition 2.2 guidelines.*

These guidelines are structured around four core principles, each represented by a Success Criterion ("SC") number in the format X.Y.Z:

X (Principle):

1. Perceivable – Content must be presented in ways users can perceive.
2. Operable – Users must be able to navigate and interact with the content.
3. Understandable – Content must be clear and predictable.
4. Robust – Content must work with various assistive technologies.

Y (Category): A subgroup within each principle.

Z (Guideline): A specific requirement within that category.

Each success criterion is assigned an accessibility level:

[5] http://www.accessibilityassociation.com.

- A (Basic): Minimum requirement for accessibility.
- AA (Standard): Compliance level required by most regulations.
- AAA (Enhanced): Provides the highest level of accessibility.

For this audit, we evaluated WCAG 2.2 compliance at A and AA levels. A total of 55 success criteria were assessed to check basic and enhance accessibility. These were based on *universal, context-specific and DNA cases. Universal tests are those which apply globally to all pages/screens of a platform and context-specific ones only apply to select screens/pages. Universal tests,* such as keyboard navigation and focus order, were applied to all interactive elements. Differently stated, all kinds of content needs to be accessible with a keyboard and structured in the correct manner, hence these were universal tests. *Context-specific tests*, such as form validation, were limited to input fields i.e. only where a form had to be filled up, did the accessibility of the entry fields to fill up the forms come into play. *DNA (Does not apply)* cases arose where criteria were irrelevant, such as multimedia-related checks in the absence of video or audio content.

The "Section" column of the audit summary sheet categorizes and groups related to a specific success criterion under broader themes. Each criterion is marked as **"Pass," "Fail," or "DNA" (does not apply)** based on compliance with WCAG 2.2 standards.

Multiple tests were conducted for each success criterion across all audited pages, forming the basis of this report. The detailed audit findings are annexed as *Appendix 4. In this report, only the issues identified as critical have been highlighted and the others can be accessed by going through the reports in Appendix 4.*

Tools Used:

Websites:

On websites the audits were conducted on *Microsoft Edge* platform *Version 131.0.6778.265 (Official Build) (64-bit).* They were conducted on the *Windows 11* operating system. Using the following tools:

1. *AXE DevTool* – A browser extension used for automated accessibility testing, identifying WCAG violations such as missing labels, incorrect heading structures, and contrast issues.
2. *JAWS (Job Access with Speech)* – A popular screen reader for visually impaired users, tested to check how well screen readers interpret website elements like headings, links, and form controls.
3. *W3C Validator* – A tool that checks for HTML and CSS compliance with W3C web standards, ensuring that code is structured correctly for better accessibility.
4. *Bookmarklet* – A small JavaScript-based tool added to the browser to test accessibility issues quickly without installing additional extensions.
5. *Colour Contrast Analyser 3.2.1* – A standalone tool for checking color contrast compliance with WCAG, likely compatible across multiple platforms.
6. *Windows Magnifier* – A built-in Windows tool used to test how content appears when zoomed in, ensuring readability and usability for users with visual impairments

Apps:

On Apps the audit was conducted on *Android and IOS operating systems* using an apps downloaded from the *Google Play Store and App Store* while using the Talkback and VoiceOver assistive technology. The following tools were used:

1. *Accessibility Analyzer*– An Android app from the Play Store that evaluates mobile accessibility and works with TalkBack, a screen reader for visually impaired users.
2. *Colour Contrast Analyser 3.2.1* – A standalone tool for checking color contrast compliance with WCAG, compatible across multiple platforms.

Analysis (Technical Audit):

Flipkart

The specific pages tested for this app were *Login page; Home; Category; Accounts; Cart; My orders; checkout Process (2 page); Product Page and Payment*. A **total of 337** tests that were

applicable have been run on various pages. Out of which **183 tests have failed** meaning **54% of the app is inaccessible.**

Illustratively, the researchers have picked up one specific example from the *Login Page, Checkout Process (2 Pages) and the Payment page* where there is a significant failure in success criteria:

Login Page:

The Login page fails to meet the Success Criteria of *Name, Role, and Value*, at *Level A* which assistive technologies rely on to interpret interactive elements. For instance, if the login button lacks a name and role, the screen reader may not announce its label or identify it as a button, leaving users uncertain about its purpose. In this case, the "+91" dropdown (used for selecting a country code) lacks value, as it doesn't have an expand/collapse state. *Consequently, the screen reader fails to inform users of additional options, leading users to assume that "+91" is the only available choice and miss the ability to select other country codes*. Without these attributes, users cannot determine if an element is clickable or expandable. Moreover, the dropdown's absence of an expand/collapse state *prevents screen readers from announcing submenu options, hindering navigation.*

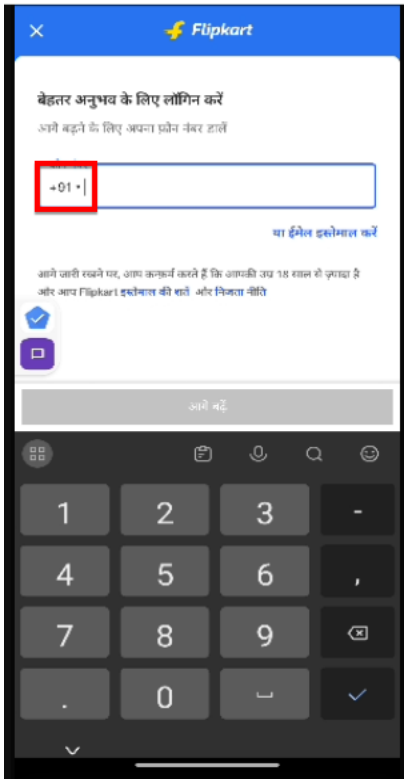


Image Description: *The image depicting that the (+91) menu is not expandable.*

Checkout Process:

The checkout page failed in the *Information and Relationship* success criterion at *Level A* which ensures that content is structured logically. In this case, the text "कीमत की जानकारी देखें" (View Price Information) lacks a heading, which disrupts the content hierarchy. Without a proper heading tag, screen readers do not announce this text as a section title, making it harder for users to grasp its significance or locate relevant information. For example, *a user navigating a product page with a screen reader may use heading shortcuts to jump between sections like "Product Details", "Price Information", and "Reviews." Since "कीमत की जानकारी देखें" is not marked as a heading, the user may miss this critical section, leading to a frustrating experience and difficulty accessing important pricing details.*

Image Description: *Image showing* ***कीमत की जानकारी देखें*** *not being marked as a heading*

Payment Page:

The payment page failed the *Target Size (Minimum)* success criterion at *Level AA* which ensures that interactive elements are large enough for users to tap or click easily, reducing accidental selections. On the payment page, the "100% सुरक्षित" (100% Secure) item has a height of only 20dp, which falls below the 24dp minimum requirement for pointer inputs. This poses a challenge for users with dexterity limitations or fine motor impairments, as small or closely spaced touch targets make precise selection difficult. For example, a *user with limited hand mobility or tremors may struggle to tap the correct element, leading to unintended clicks or frustration when trying to complete a payment.*

Image description: The image shows the item "100% सुरक्षित" is of the height 20dp.

Jagran:

The specific pages tested for this website *were Header Footer, Home, Latest News, Login, Jagran e-services and E-Paper.* **A total of 335** tests that were applicable have been run on various pages. Out of which 206 tests failed meaning **61% of the webpage is inaccessible.** Illustratively the researchers have picked up one specific example from the *Latest News Page, Header and Footer and the E-Paper Portion page* where there is a significant failure in success criteria:

Latest News Page:

1) The latest news page on the Jagran website fails to meet the *Non-Text Content* success criterion at *Level A* which ensures that all meaningful images, icons, and other non-text elements have alternative text (alt text) so that users relying on screen readers can understand their purpose. For example, in this case, the graphics link under "क्या आप जानते हैं" is missing alternative text, meaning that screen readers do not announce any description for the link. The link "पैरों को रगड़ती मक्खियां तो बहुत देखी होंगी, मगर क्या मालूम है उनके इस बर्ताव की वजह?" appears under the "क्या आप जानते हैं" section, but without alt text, a screen reader user only hears "link" with no additional context. This issue also occurs under the "प्राइम खबरें" section.

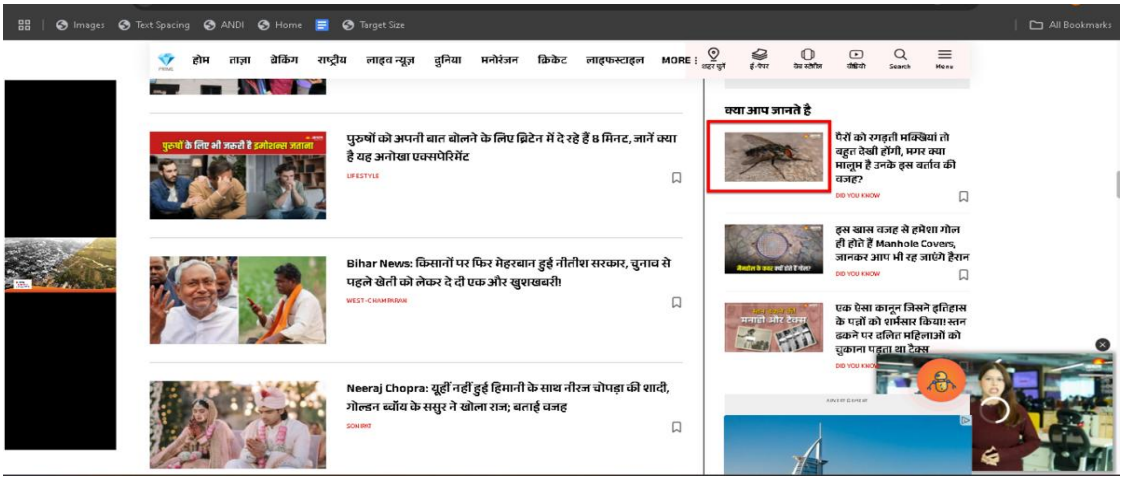


Image Description: Image depicting the missing alternative text, for the link "पैरों को रगड़ती मक्खियां तो बहुत देखी होंगी, मगर क्या मालूम है उनके इस बर्ताव की वजह?"

2) The Latest News section on the Jagran website fails to meet the *Name, Role, Value success criterion* at *Level A* that ensures that interactive elements, such as buttons and controls, have proper labels so that users relying on assistive technologies can understand their function. In this case, several video control buttons under "ताजा खबरें" (Latest News) are missing labels, including Play/Pause; Preview; Next View;

Volume; Settings and Full Screen. Without these labels, screen readers do not announce the function of these buttons, making it difficult for visually impaired users to navigate and interact with the video player. For example, a user trying to adjust the volume or pause a video would not know which button to press, leading to frustration and limiting access to content.

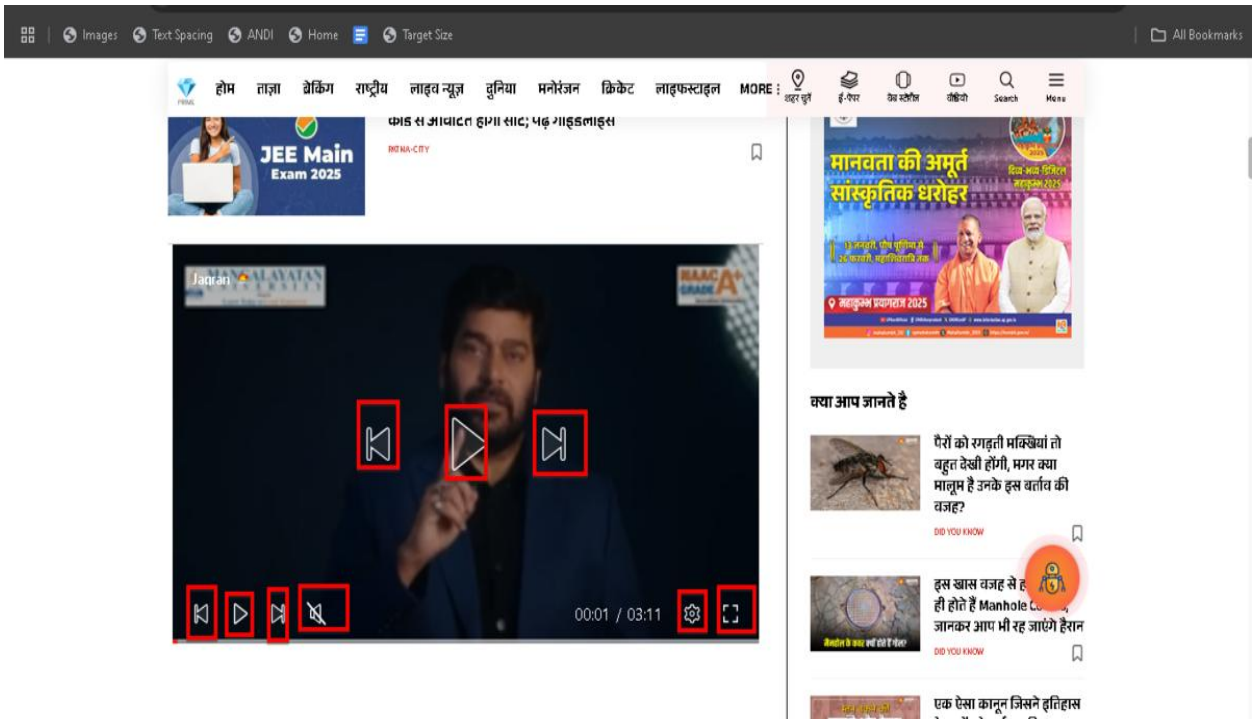


Image Description: The image depicting the several video control buttons under "ताजा खबरें" (Latest News) are missing labels.

Header and Footer

The header and footer portion of the website fails in *the Non-Text Content* success criterion at *Level A* that requires that all non-text elements have alternative text (alt text) throughout the website. In this case, the graphic logo link "जागरण" in the header and footer is missing alt text. Without this, screen reader users will not receive any meaningful information about the logo's purpose or where the link leads. For example, a sighted user can visually recognize the "जागरण" logo and understand that clicking on it likely

navigates to the homepage. However, a visually impaired user relying on a screen reader would hear nothing or a generic "image" announcement, providing no useful context. Since this issue occurs in both the header and footer across all pages, it affects navigation consistency.

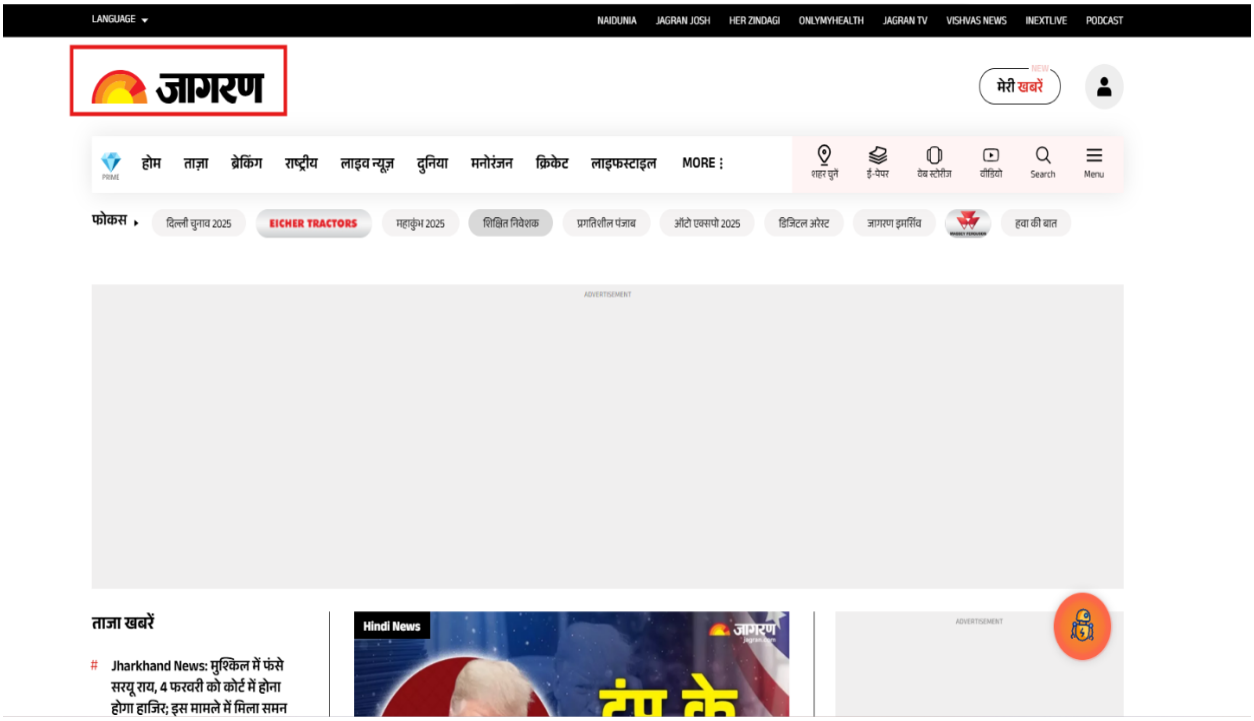


Image Description: The image depicting the graphic logo link "जागरण" in the header and footer is missing alt text.

E-Paper Portion

The E-paper portion of the website fails in the *Use of Color* success criterion at *Level A* that ensures that color alone is not used as the only means to convey information. This is crucial for users with visual impairments, color blindness, or those relying on screen readers. In this case, the "ई-पेपर सब्सक्रिप्शन" link, along with "FAQ" and "epaper@jagrannewmedia.com", lacks a proper link structure and relies only on color to indicate that it is clickable. This creates accessibility issues for users who cannot perceive color differences or use screen readers. For example, a sighted user may recognize the

link because it appears in a different color (e.g., blue or underlined), but a screen reader user would not receive any indication that it is a clickable element. The screen reader may fail to announce it as a link, making navigation confusing.

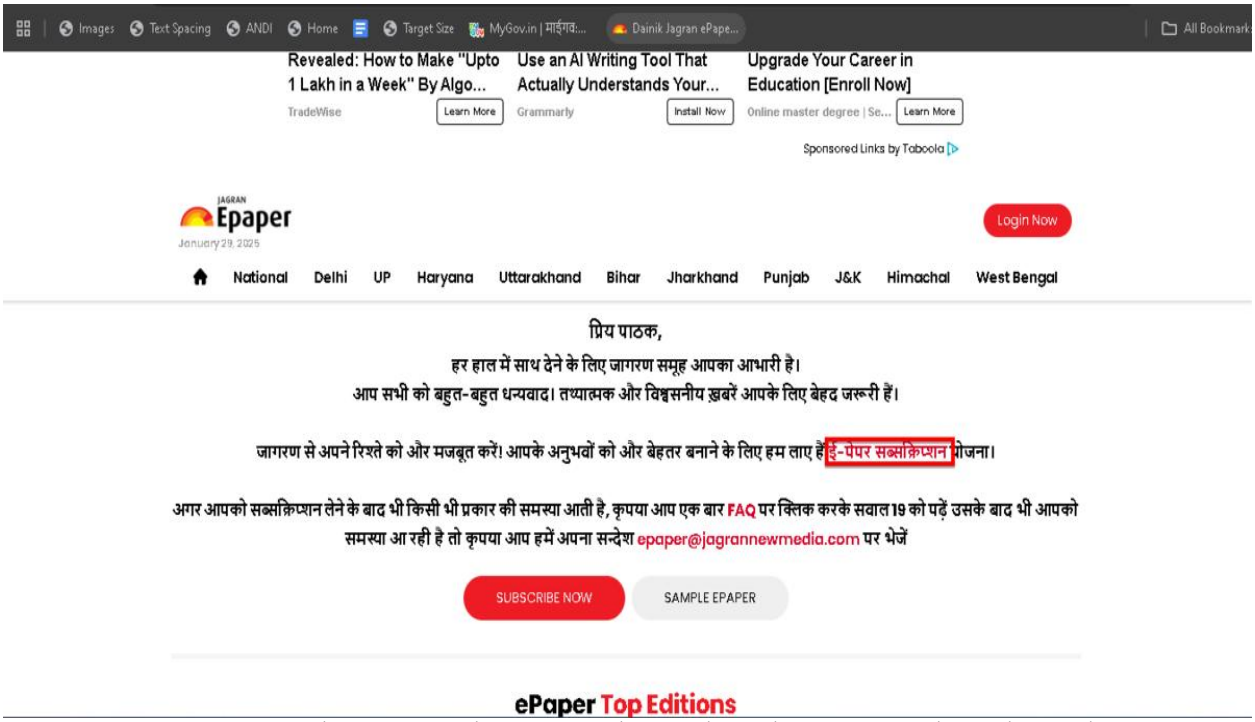


Image Description: The image depicting that color alone is used as the only means to convey informatio

Meesho:

The audit for Meesho covered key sections, including *Home, Sign Up, OTP Page, Category, Cart, My Orders, Address, Payment, and Summary pages.* A total **of 320 applicable tests** were conducted, of which 193 failed, indicating that 60% of the platform is inaccessible. Illustratively the researchers have picked up one specific example from the *Payment Page and My Orders Page* where there is a significant failure in success criteria:

Payment:

1) This fails the *Non-text Content (Level A),* Success Criteria which requires that all non-text elements, such as images and icons, have alternative text (alt text) to ensure accessibility for users who rely on screen readers. On the payment page, the graphics under UPI आईडी ढूंढें" (Find UPI ID) lack alternative text, meaning screen readers cannot describe these images. As a result, individuals relying on assistive technology are left without crucial context about what the images represent or how they relate to the payment process. For example, if the missing graphic is an icon indicating a search function, a screen reader user will not know that they can tap it to search for their UPI ID.

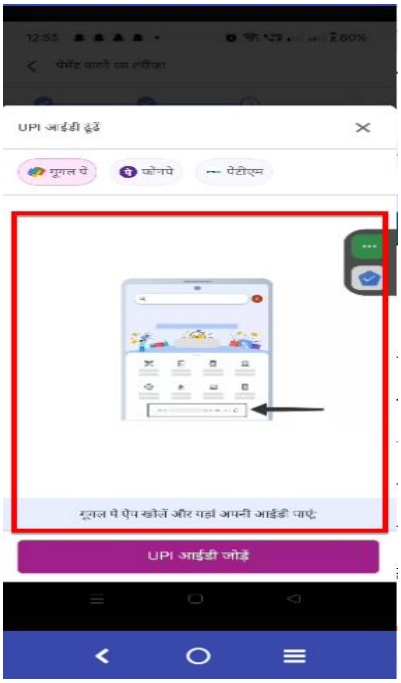


Image Description: Image depicting that the graphics under UPI आईडी ढूंढें" (Find UPI ID) lack alternative text.

2) The page also fails to meet the Success Criterion of *Information and Relationships (Level A)* due to multiple structural accessibility issues that impact screen reader users. For example, the heading level is missing for "पेमेंट करने का तरीका" (Payment Methods), preventing screen readers from identifying it as a key section, making it difficult for users to navigate directly to this part of the page.

   Additionally, the list of banks, from "State Bank of India" to "Axis Bank," lacks proper list markup, causing screen readers to read the options as plain text rather than as part of a structured group, leading to confusion and difficulty in selecting the correct bank.

   Furthermore, the "UPI आईडी जोड़ें" (Add UPI ID) section lacks a heading, making it inaccessible through screen reader shortcuts and requiring users to manually navigate through unrelated content to find this section.

   These issues significantly hinder usability, especially for visually impaired users who rely on assistive technologies. For instance, a user trying to select a payment method cannot efficiently locate the section forcing them to go through the entire page.

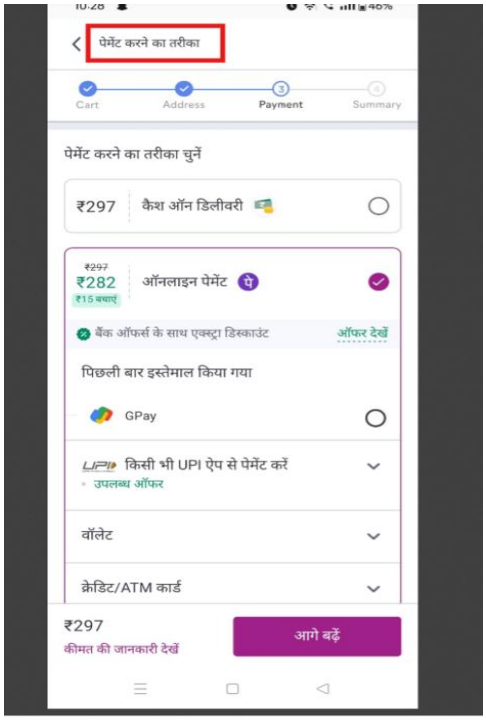


Image Description: The graphics "पेमेंट करने का तरीका" (Payment Methods), not being marked as a heading.

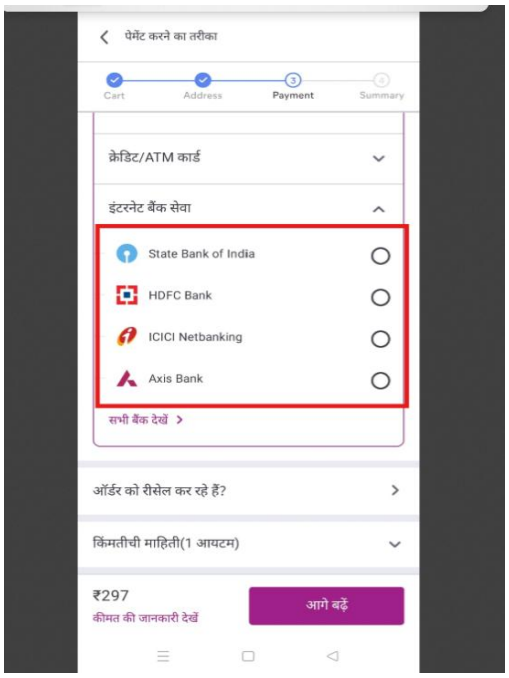
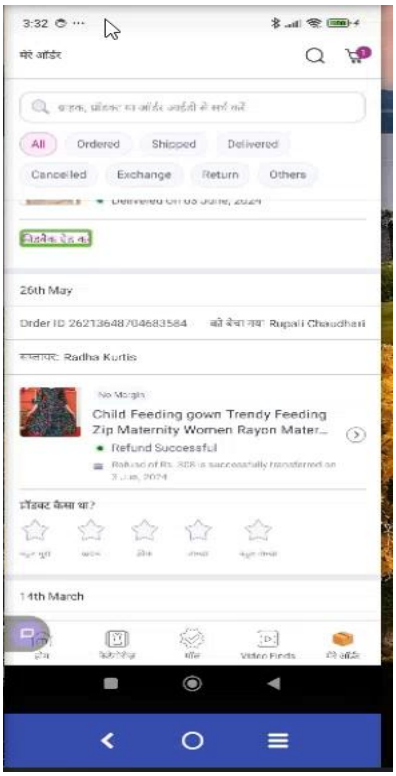


Image Description: The graphics the list of banks, from "State Bank of India" to "Axis Bank," lacks proper list markup.

My Orders

The page fails to meet the Success Criterion: *Meaningful Sequence (Level A)* due to an incorrect logical reading order, significantly impacting screen reader users. When navigating the page using right and left swipe gestures, the screen reader announces information in a disorganized manner, making it difficult for users to understand the sequence of order details, refund status, and product reviews. The current reading order starts with the order date (26th May), followed by the order ID and seller details, but then jumps to a product feedback prompt before providing crucial information about the purchased item and refund status. This fragmented structure forces users to piece together details from different sections, increasing cognitive load and confusion.



Video Description: Video depicting the Incorrect logical reading order found on the page. When we navigate to the screen using right and left swipe gesture.

Facebook

The accessibility audit for Facebook covered the *Log in Screen, Forgot Password Screen, Register/Sign in Screen, Main/Home Screen, Chat Screen, Notification Screen, Profile Screen, and Friend Request Screen.* A total of **211 applicable tests** were conducted out of which **74 tests failed**, revealing that **35% of the platform is inaccessible** to users with disabilities. Illustratively the researchers have picked up one specific example from the *Login Page, Register/ Sign in Page and My Orders Page* where there is a significant failure in success criteria:

Login Page:

The Login Screen of Facebook fails to meet the Success Criteria for *Label in Name (Conformance Level A)* due to a missing label for the password field. Specifically, the "पासवर्ड" (Password) label is not associated with the corresponding input field under the "मोबाइल नंबर या ईमेल" (Mobile Number or Email) text field. For screen reader users, this means that when navigating through the login page, the password field is not announced correctly, leaving users unaware of its function. Without a properly associated label, users relying on assistive technologies may struggle to identify the field's purpose, leading to confusion and difficulty in entering their credentials.

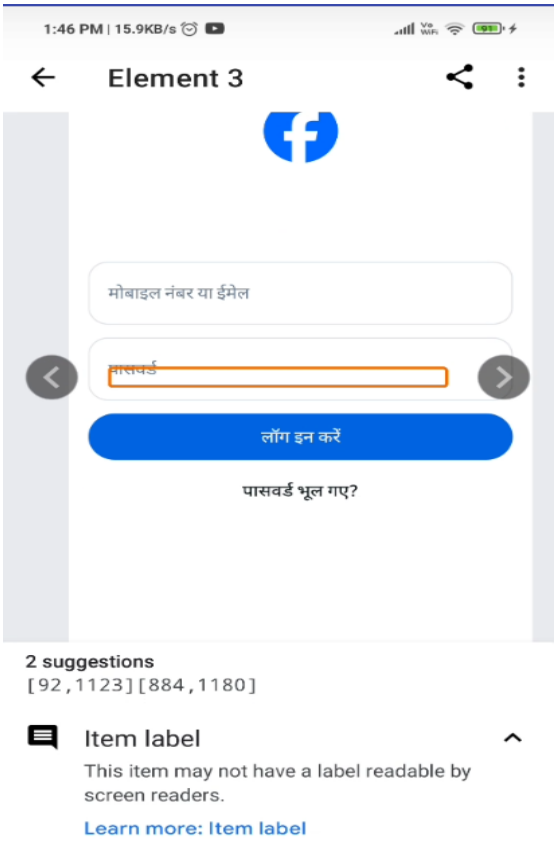


Image Description: The image depicting the "पासवर्ड" (Password) label is not associated with the corresponding input field.

Register/ Sign In

The Facebook "Create New Account" page fails to meet the Success Criteria for "*Pre-recorded Audio-only and Video-only*" *(Conformance Level A)* because it lacks an alternative format, such as a transcript or captions, for pre-recorded audio content.

When users open the Create New Account page, an audio clip starts playing automatically without any accompanying text-based alternative. Additionally, this issue persists even after double-tapping the "शुरू करें" (Start) button, meaning users who are deaf or hard of hearing cannot access the spoken information. Without a transcript or captions, they are unable to understand the instructions or guidance provided in the audio, resulting in a significant barrier to accessibility.

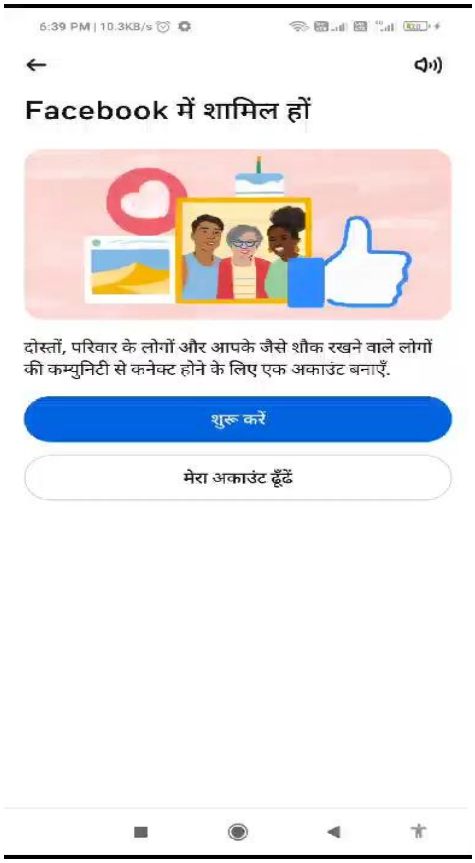
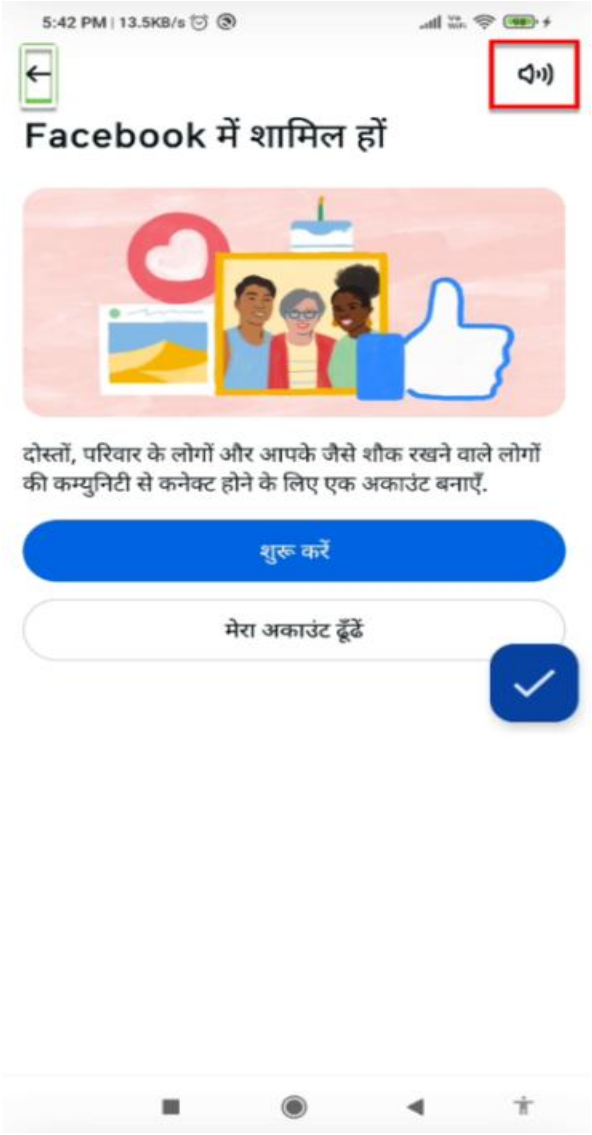


Image Description: The image depicts the pre-recorded audio-only content and does not provide alternative formats such as a transcript or captions.



I

Video Description: The Video depicts the pre-recorded audio-only content and does not provide alternative formats such as a transcript or captions.

Chat

The Facebook Chat page does not meet the Success Criteria for "*Info and Relationships*" (Conformance Level A) because it lacks proper heading markup for key sections, making navigation difficult for users relying on assistive technologies.

On the Chat page, the "चैट" (Chat) heading is missing proper semantic markup, so when users navigate the page using a screen reader with swipe gestures, the heading is not announced, making it harder to recognize this as a distinct section. Additionally, a similar issue occurs after activating the "Chat" button, where the instruction "मैसेज भेजना और पाना जारी रखने के लिए सेटअप पूरा करें" (Complete the setup to continue sending and receiving messages) also lacks a heading tag.

Image Description: The image depicts the Missing heading markup for "चैट" on Chat page.

Image Description: The image depicts the Missing heading markup for "मैसेज भेजना और पाना जारी रखने के लिए सेटअप पूरा करें".

My Government Website:

The accessibility audit for the My Government website covered key sections, including the *Global Header and Footer, Home, Login, Register, Forgot Password, Contact Us and My Gov Circular pages.* A total of **309 accessibility tests** that are applicable were conducted across these pages, out of which **165 tests failed**, meaning 53% of the website is inaccessible. Illustratively the researchers have picked up one specific example from the Contact Us Page, Forgot Password Page and Register Page where there is a significant failure in success criteria:

Contact us:

The My Government website has accessibility issues related to incorrect heading levels, failing to meet the Success Criteria for *Information and Relationships (Level A)*. Specifically, the heading "तुरंत निवारण के लिए शिकायत दर्ज करने के लिए सार्वजनिक शिकायत प्लेटफ़ॉर्म पर लॉग ऑन करें" in the main content area has been assigned an incorrect tag.The same issue affects the headings:

1) "प्रतियोगिता /क्विज़ से संबंधित या माईगव के साथ संबंध के लिए प्रश्न"

2) "कार्यालय का पता/डाक पता"

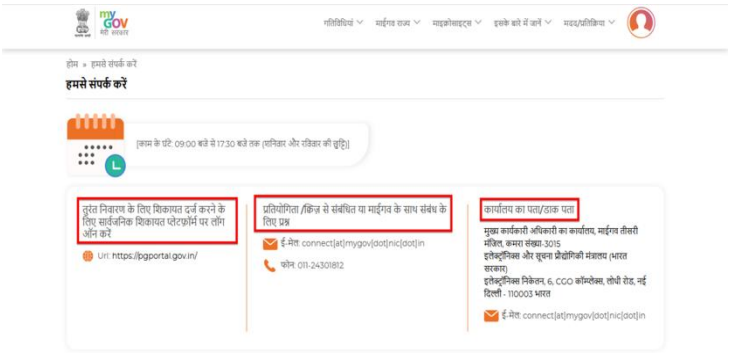


Image Description: The image depicts the heading "तुरंत निवारण के लिए शिकायत दर्ज करने के लिए सार्वजनिक शिकायत प्लेटफ़ॉर्म पर लॉग ऑन करें" in the main content area has been assigned an incorrect tag.

Forgot Password

The My Government website fails to meet the Success Criteria for *Use of Color (Level A)* because it relies solely on blue color to indicate hyperlinks such as "माईगव", "भारत सरकार", and "राष्ट्रीय सूचना विज्ञान केंद्र" in the footer. This practice makes it difficult for users with color blindness or other visual impairments to differentiate between linked text and regular text, leading to potential usability barriers. Color should not be the only method to convey meaning because not all users perceive colors the same way. For instance, a user with protanopia (red-green color blindness) or tritanopia (blue-yellow color blindness) may not be able to distinguish the blue hyperlink text from surrounding content. As a result, they might not realize certain words are clickable links, making navigation more challenging. Additionally, users with low vision who rely on high contrast settings or monochrome displays may also struggle to identify links if no underline, bold styling, or icon is present. This can prevent them from accessing

important government resources or performing critical actions on the website.

Image Description: The image depicts Only Blue color is used to indicate controls as link for "माईगव",", भारत सरकार", " राष्ट्रीय सूचना विज्ञान केंद्र" in the footer.

Register

The My Government website does not meet the Success Criteria for *Label in Name (Level A)* due to missing visual labels for important input fields such as "पूरा नाम" (Full Name), "ईमेल" (Email), and "मोबाइल नंबर" (Mobile Number) on the Login Page. This issue poses a significant challenge for users, particularly those relying on screen readers and individuals with cognitive disabilities, as they may struggle to identify the purpose of each input field. Without a visible label, the placeholder text is the only reference for input, but it disappears once the user starts typing, making it difficult to confirm if the correct information has been entered. For users with low vision, this issue is even more pronounced because placeholders are typically displayed in a lighter font, reducing readability.

Image Description: The image depicts missing visual labels for important input fields such as "**पूरा नाम**" (Full Name), "**ईमेल**" (Email), and "**मोबाइल नंबर**" (Mobile Number) on the Login Page.

Paytm:

The Paytm website was audited for accessibility across various key pages, including the *Home Page, Wealth Section, Login Page (Enter Mobile Number), Welcome Page (After Entering Number), Recharge (रीचार्ज), Pay Bills (बिलों का भुगतान), Cashback (कैशबैक), and Credit (क्रेडिट) Sections.* A total of **273 applicable accessibility tests were conducted,** out of which **165 tests failed**, resulting in an overall failure rate of 60%, meaning **60% of the website is inaccessible.**

Illustratively the researchers have picked up one specific example from the *Enter Mobile (Login), Pay Bills and Recharge Page* where there is a significant failure in success criteria:

Enter Mobile (Login):

This screen in the Paytm app fails the *Info and Relationships* success criterion at *Conformance Level A*, which ensures that digital content is structured in a way that assistive technologies, such as screen readers, can interpret information correctly.During accessibility testing, it was observed that TalkBack, the screen reader for visually impaired users, announces an entire paragraph along with the embedded "ब्यूरो" (Bureau) link in a single swipe or keystroke. This issue prevents users from efficiently navigating to and interacting with the link separately, as they must listen to the entire paragraph each time they attempt to select the link. The same issue was also identified with the "नियम और शर्तें" (Terms and Conditions) and "गोपनीयता नीति" (Privacy Policy) links, making it difficult for visually impaired users to independently focus on and activate these important links.

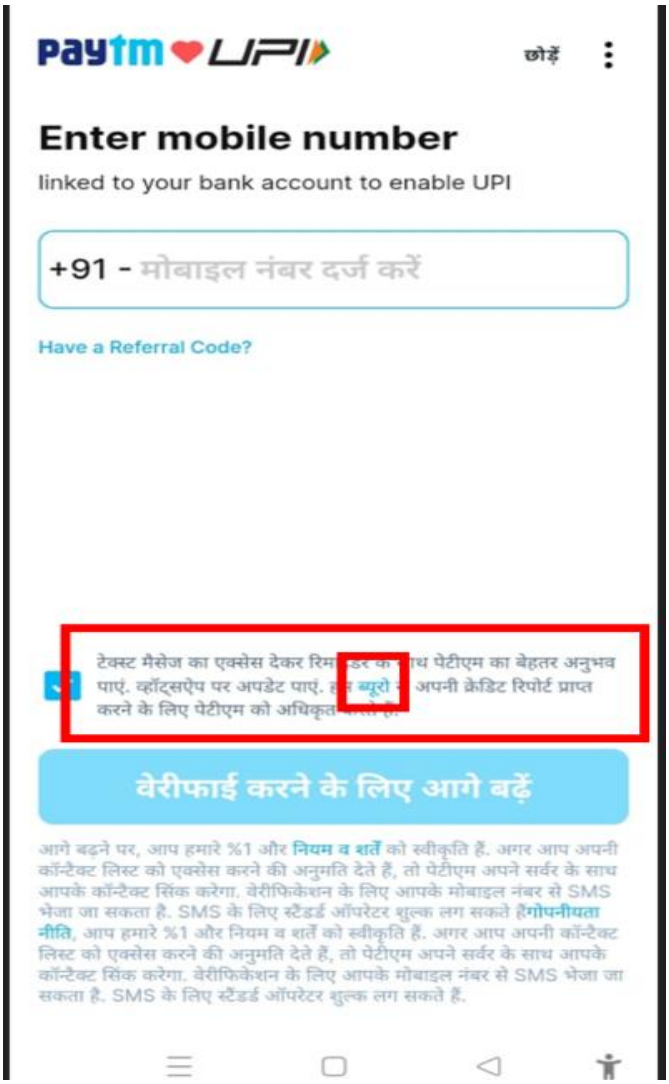


Image Description: The image depicts a screen reader announcing an entire paragraph along with the embedded "ब्यूरो" (Bureau) link in a single swipe or keystroke.

Pay Bills

This page of the app fails the *Non-Text Content* success criterion at Conformance *Level A*, which requires that all non-text content (such as images and graphics) must have accurate text alternatives to ensure accessibility for visually impaired users who rely on screen readers. During testing, it was found that the alternative text for the "Manage all your bills in one place" graphic, located at the start of the main section of the page, was incorrect. Instead of providing a meaningful description related to bill management,

TalkBack incorrectly announces it as a "physician image," which is misleading and does not convey the intended purpose of the graphic. Similarly, incorrect alternative text was observed for several graphics under the "वित्तीय सेवाएं" (Financial Services)section, including:

- Loan EMI
- Experience quick & easy EMI payments
- Easiest way to renew all Insurances

For each of these graphics, TalkBack mistakenly announces "physician image" instead of providing relevant descriptions, making it difficult for visually impaired users to understand the purpose of the images. Since users relying on screen readers depend on alternative text to understand visual content, inaccurate alt text prevents them from accessing essential financial service information, leading to confusion and a poor user experience.

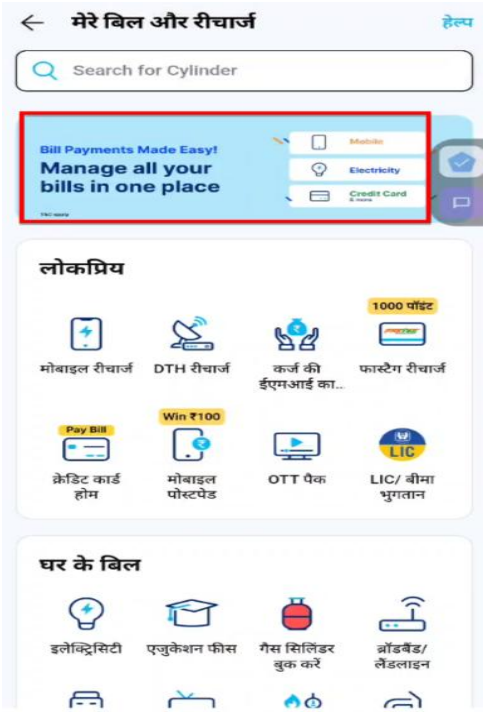


Image Description: The image depicts that the alternative text for the "Manage all your bills in one place" graphic, located at the start of the main section of the page, was incorrect.

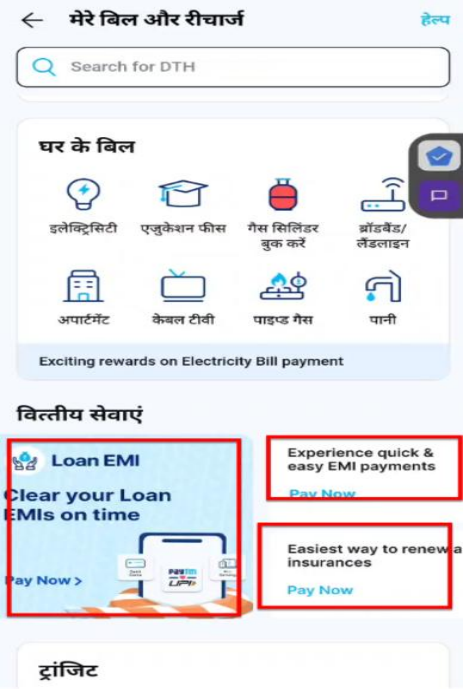


Image Description: The image depicts that incorrect alternative text was observed for several graphics under the "वित्तीय सेवाएं" (Financial Services) section, including: Loan EMI; Experience quick & easy EMI payment and Easiest way to renew all Insurances

Recharge

The Paytm app fails the *Info and Relationships* success criterion *at Conformance Level A*, which ensures that information, structure, and relationships within a digital interface can be programmatically determined or are available in text. During accessibility testing, it was observed that the screen reader fails to announce the headings for "मेरा नंबर" (My Number) and "संपर्क चुनें" (Choose Contact) in the main region of the page. Since headings play a crucial role in organizing content and enabling users to quickly navigate through sections, the absence of proper heading markup disrupts the logical reading order and

accessibility of the interface. Users who rely on swipe gestures to explore content may miss important sections or struggle to locate relevant information.

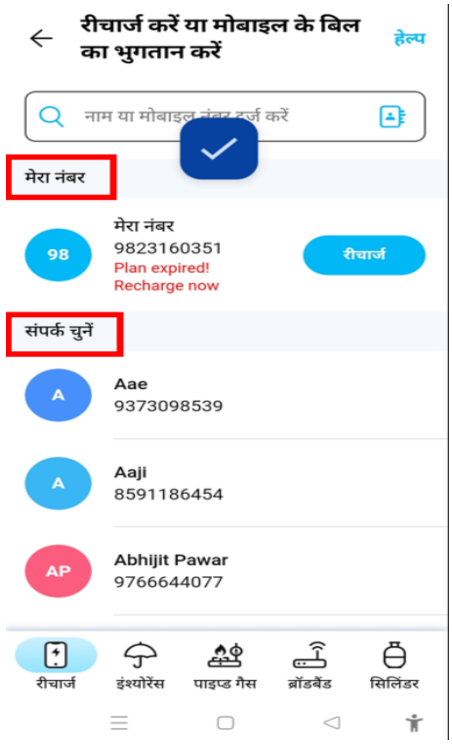


Image Description: The image depicts that, the screen reader fails to announce the headings for "मेरा नंबर" (My Number) and "संपर्क चुनें" (Choose Contact) in the main region of the page.

Pratilipi

The accessibility audit conducted on the platform pratilipi covered key sections, including the *Login Page, Home Page, Library, Write Screen, Update, Premium, Story Page Home, and Book Story Page.* A total of **186 applicable tests** were performed across these sections to evaluate their compliance with accessibility standards. Out of these, 7**3 tests failed,** indicating that **39% of the app is inaccessible.**

Illustratively the researchers have picked up one specific example from the *Login, Home Page and Library* where there is a significant failure in success criteria:

Login

The login page fails the *Info and Relationships* success criterion because the Login Page lacks proper heading markup for "प्रतिलिपि", preventing screen readers from announcing it as a heading. As a result, visually impaired users cannot easily recognize or navigate to this section, making the page structure unclear and less accessible. This issue is not limited to the Login Page—it also affects other key areas of the application. The "Choose an account" pop-up window, which appears after users double-tap on the Google sign-in button, also lacks a proper heading. Without a heading, screen readers do not provide clear context, making it difficult for users to understand the purpose of the pop-up. Similarly, the "बारे में" (About) screen is missing heading markup, causing screen reader users to struggle to identify and interact with the content effectively.

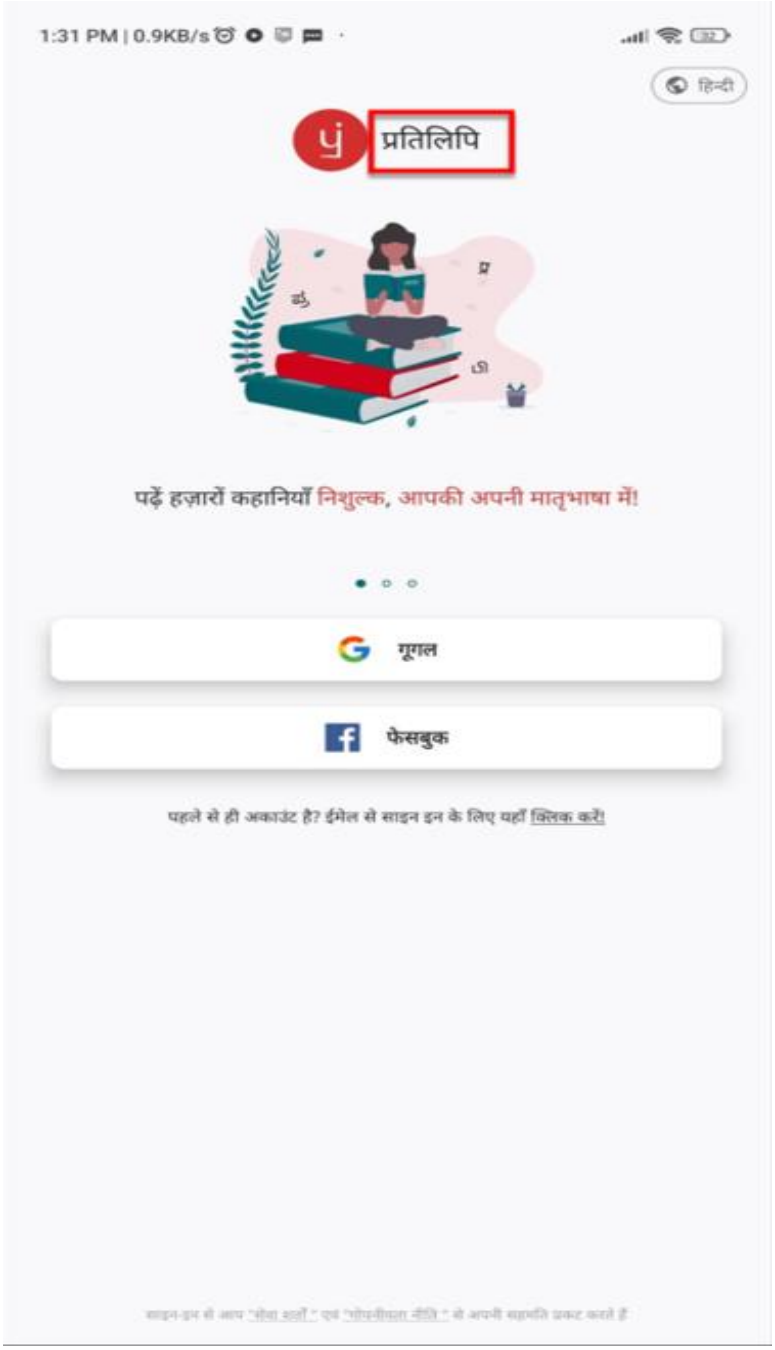


Image Description: The image depicts that Login Page lacks proper heading markup for "प्रतिलिपि".

Home Page

The failure of the "*Name, Role, Value*" success criterion at *Level A* on the Home Page highlights a significant accessibility issue where key user interface components lack descriptive labels, making navigation difficult for users relying on assistive technologies. When visually impaired users navigate using a screen reader, buttons must have programmatically defined labels to convey their purpose and function. However, in this case, the "Language" button is unlabelled, causing the screen reader to announce it as such, making it unclear to users. This issue also affects other essential controls, including the "ऐड-फ्री अनुभव" (Ad-Free Experience) button, the "Search" button, and the "A" User Profile button, all of which are missing accessible names. As a result, screen reader users struggle to identify and interact with these buttons, disrupting their navigation flow and potentially leading them to abandon the app. Additionally, speech recognition users may find it difficult to use voice commands without proper labels.

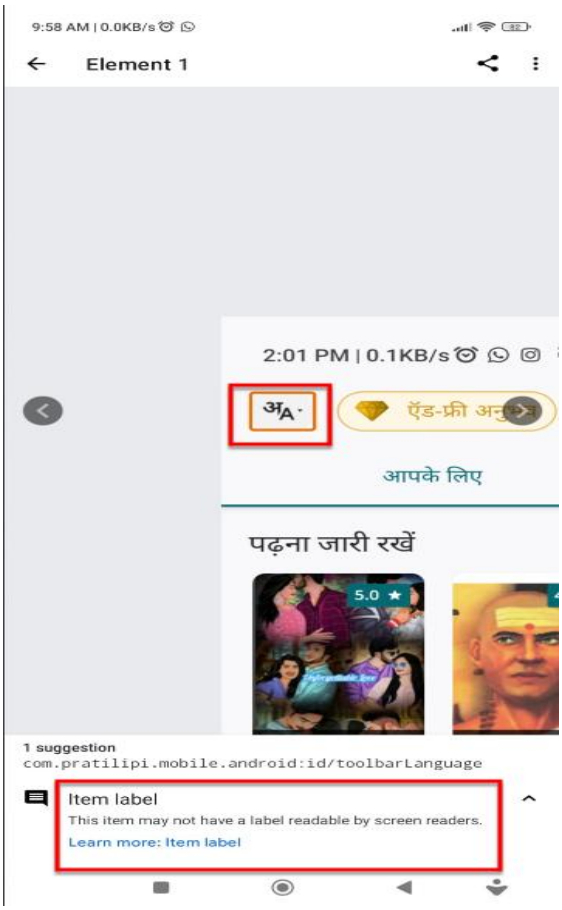


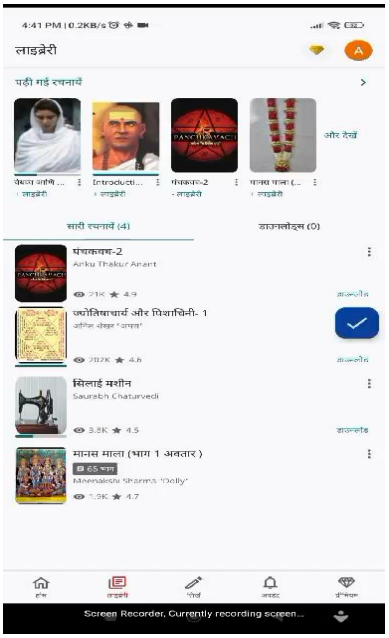
Image Description: The image depicts the Missing programmatic and appropriate label for the "language" button. on the main home

page While navigating the page using a screen reader it announces the "unlabelled" for the "language" button.

Library

The failure of the "*Focus Order*" success criterion in the library section creates accessibility challenges for users relying on assistive technologies such as screen readers. Proper focus order ensures that interactive elements and content are presented in a meaningful sequence, allowing users to navigate efficiently. However, in this case, when using swipe gestures to navigate, the screen reader first announces "मानस माला (भाग 1 अवतार)", then moves to the "और देखें" (See More) button, followed by the menu (three dots), and finally the "+ लाइब्रेरी" (Add to Library) button. This illogical reading order disrupts the natural flow of interaction and may cause confusion for users, especially those who depend on a sequential navigation structure.

For example, a user expecting to interact with a book title should ideally encounter the "+ लाइब्रेरी" (Add to Library) button) or menu options immediately after, rather than having the "See More" button appear first. The misplaced focus order can lead to difficulties in selecting the desired action, making the user experience frustrating and inefficient.



Video Description: Screen reader first announcing "मानस माला (भाग 1 अवतार)", then moves to the "और देखें" (See More) button, followed by the menu (three dots), and finally the "+ लाइब्रेरी" (Add to Library) button

Sanskriti IAS

The Sanskriti IAS App was audited for accessibility across various key pages, including the *Home, All course, Latest course* >> *GS foundation, Current Affairs*>> *PT cards), Explore our courses* >>*General hindi upsc and all PCS exams and Notification page Sectionss.* A total of **124 applicable accessibility tests were conducted,** out of which **56 tests failed**, resulting in an overall failure rate of 45%, meaning **45% of the website is inaccessible.**

Illustratively the researchers have picked up one specific example from the *Latest course* >> *GS फाउंडेशन* and *Home Page* where there is a significant failure in success criteria:

Latest course >> *GS फाउंडेशन*

1) The failure of the "*Non-text Content*" success criterion at Conformance *Level A* creates accessibility issues for users who rely on screen readers to interpret visual content. In this case, the graphic for "GS फाउंडेशन LIVE BATCH" is missing alternative text, meaning that when a user navigates the page using a screen reader and swipe gestures, the graphic is not announced or described. Without alt text, users relying on assistive technology cannot perceive the graphic's purpose or meaning, which may result in loss of critical information about the GS Foundation Live Batch. For instance, if the graphic contains important details about course schedules, enrollment, or features, visually impaired users would be completely unaware of this content.

Image Description: The image depicts Missing alternative text for the graphic "GS फाउंडेशन LIVE BATCH" on the screen.

2) The failure of the "*Info and Relationships*" success criterion at Conformance *Level A* results in accessibility issues for users relying on screen readers to navigate the webpage effectively. In this case, the heading level is missing for the text "GS Foundation Batch F - 16 A (Live)," which disrupts the logical structure of the page. Without this heading for "GS Foundation Batch F - 16 A (Live)," a visually impaired user may struggle to recognize this as a primary heading, making it harder to locate and understand key information. For example, when navigating via screen reader, the absence of a heading means that the user does not receive an indication that this is the main section of the page. Instead, it may be read as plain text, reducing clarity and making the content less accessible.

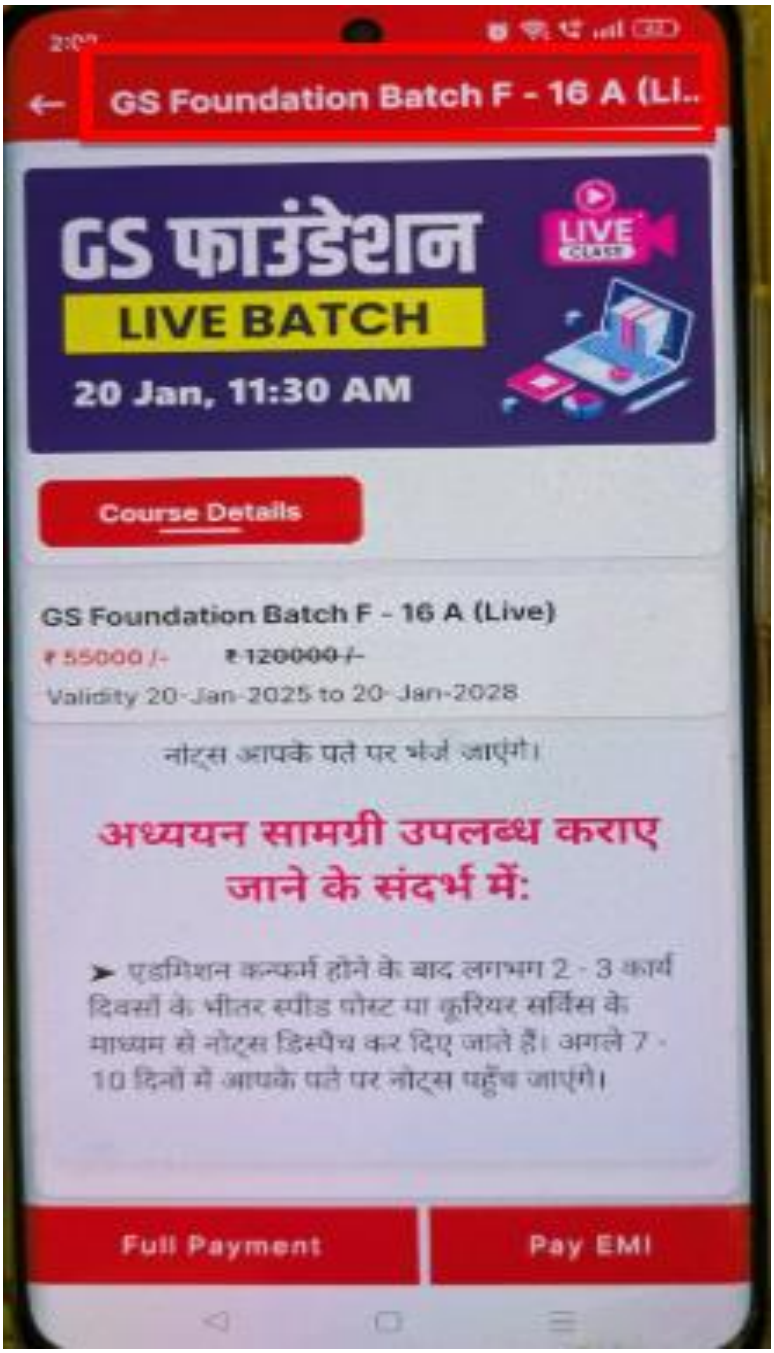


Image Description: The image depicts missing of heading level <h1> for "GS Foundation Batch F - 16 A (Live)" on the screen.

3) The failure of the "*Name, Role, Value*" success criterion at Conformance *Level A* results in an accessibility issue that affects users who rely on screen readers like TalkBack. In this case, the "Back" button in the main region is missing a programmatic label, causing the screen reader to announce only "Button" instead of "Back." This issue

arises because the button is represented solely by an arrow icon (←) without an associated text label or an accessible name. Since the button lacks a proper label, users may not understand its function, making navigation difficult. Without knowing that pressing the button will take them to the previous screen, users may become confused or struggle to move back within the app. For example, when using TalkBack, instead of hearing "Back," users only hear "Button," which does not provide enough context about its purpose. This can negatively impact usability, particularly for those who rely entirely on-screen reader feedback for navigation.

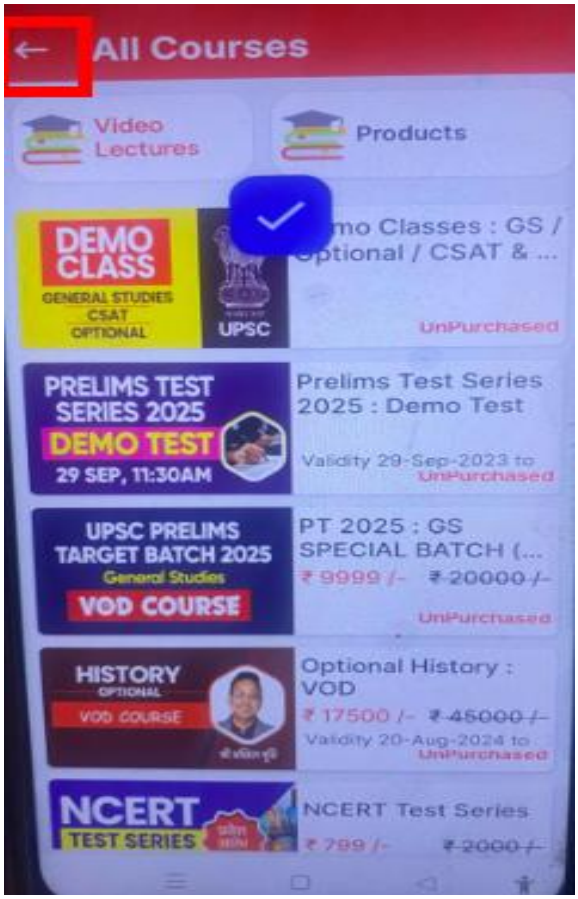


Image Description: The image depicts Missing label for the "Back" buttons in the main region. Talkback announce button.

Home

The failure of the "*Name, Role, Value*" success criterion at Conformance *Level A* leads to significant accessibility issues for users relying on assistive technologies, such as screen readers. In this case, the interactive controls of the carousel on the home screen are

missing proper roles. As a result, screen readers do not recognize these controls as interactive elements, making navigation difficult for visually impaired users.

A carousel typically consists of buttons, links, or other elements that allow users to navigate through different slides of content. Without correctly assigned roles, these controls are treated as static content rather than interactive elements, meaning users may not be able to use them effectively. This issue also extends to other interactive components under sections like "Latest Courses," "Explore Our Courses," "Current Affairs," "View All" (in all instances), and "Downloads."

For example, if a carousel contains navigation arrows for moving between slides, a screen reader should announce them as "Next Slide" or "Previous Slide" rather than ignoring them or announcing them as "Button" without context. Without proper roles, users who rely on screen readers may not even be aware that these controls exist or that they can interact with them.

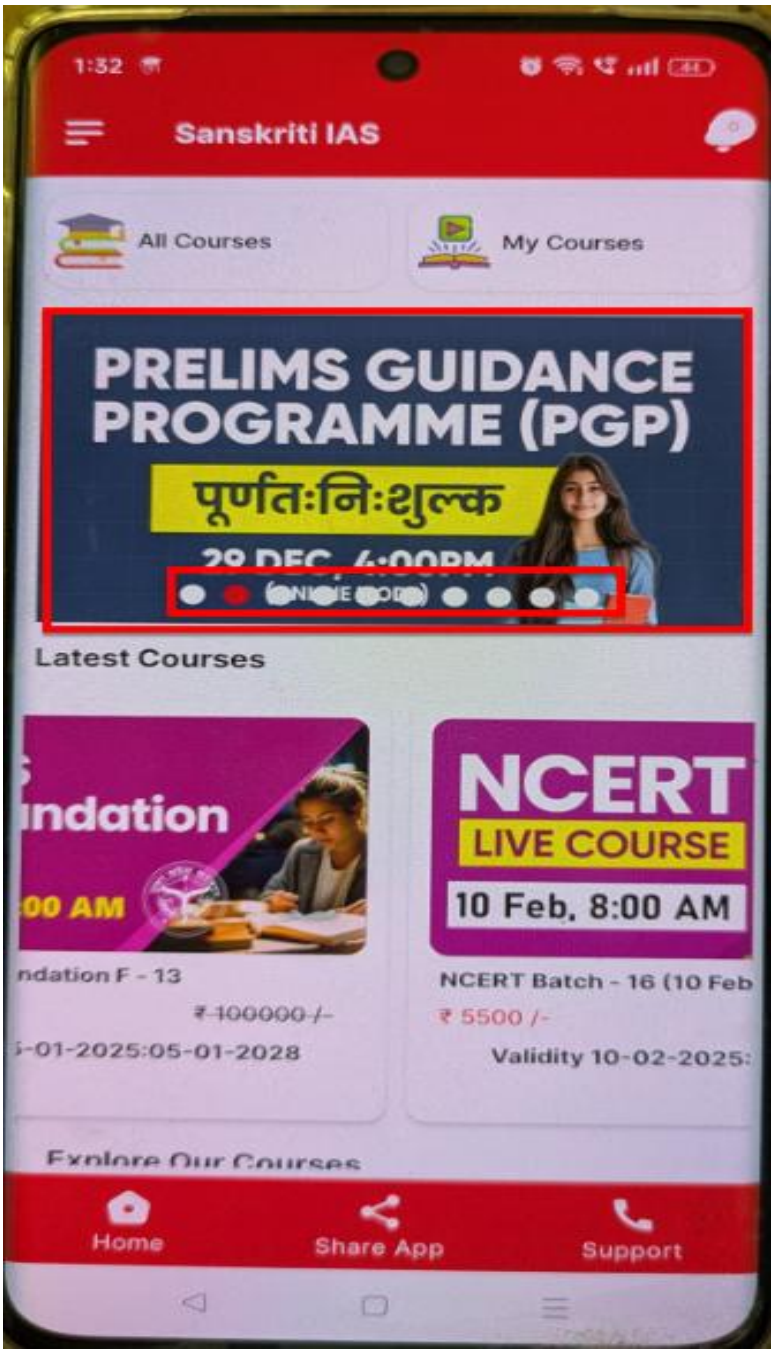


Image Description: The image depicts Missing role for all interactive controls of the carousel on the screen.

Umang

The Umang website was audited for accessibility across various key pages, including the *Header/Footer, Home, Login, Register,Services,Forgot Mpin and Schemes*

A total of **352 applicable accessibility tests were conducted,** out of which **193 tests failed**, resulting in an overall failure rate of 54%, meaning **54% of the website is inaccessible.**

Illustratively the researchers have picked up one specific example from the *Latest course Service* and Home Page where there is a significant failure in success criteria:

Service

The failure of the "*Name, Role, Value*" success criterion at Conformance *Level A* results in accessibility issues for users relying on assistive technologies, such as screen readers. In this case, the carousel under "उमंग पर सेवाएँ" contains interactive links ranging from "पुलिस" to "ट्रांसपोर्ट." However, these links do not provide a clear "Selected" or "Unselected" state, making it difficult for users to determine which option is currently active. When a user navigates through the carousel using a screen reader, it should announce whether a link is currently selected or not. Without this functionality, users with visual impairment may not be able to understand which service category is active. For example, if a user selects "पुलिस," the screen reader should announce "पुलिस, selected," and when another option like "ट्रांसपोर्ट" is selected, it should update accordingly.

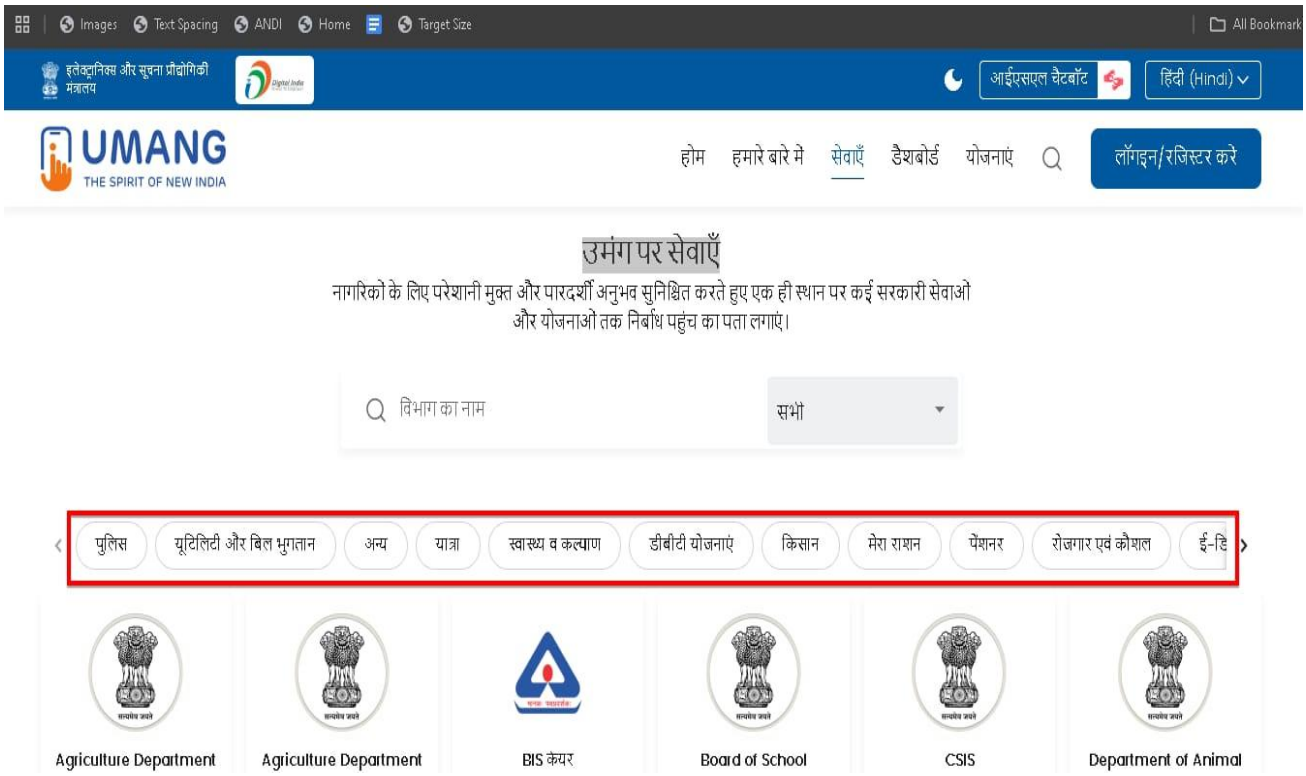


Image Description: The image depicts that the screen reader does not announce whether a link is currently selected or not when a user is navigating through the carousel.

Login and 'Forgot MPIN'.

1) The "Keyboard" success criterion at Conformance Level A fails because the "**हिन्दी**" language selection button doesn't close when a screen reader user presses the Esc key. This significant accessibility issue disrupts the logical flow of navigation and frustrates users who rely on keyboard interaction, especially those with motor or visual impairments using screen readers. Keyboard-only users may struggle to dismiss the expanded menu, while screen reader users might get trapped in the expanded state. Individuals with cognitive disability may become confused when the expected User Interface behavior isn't met.

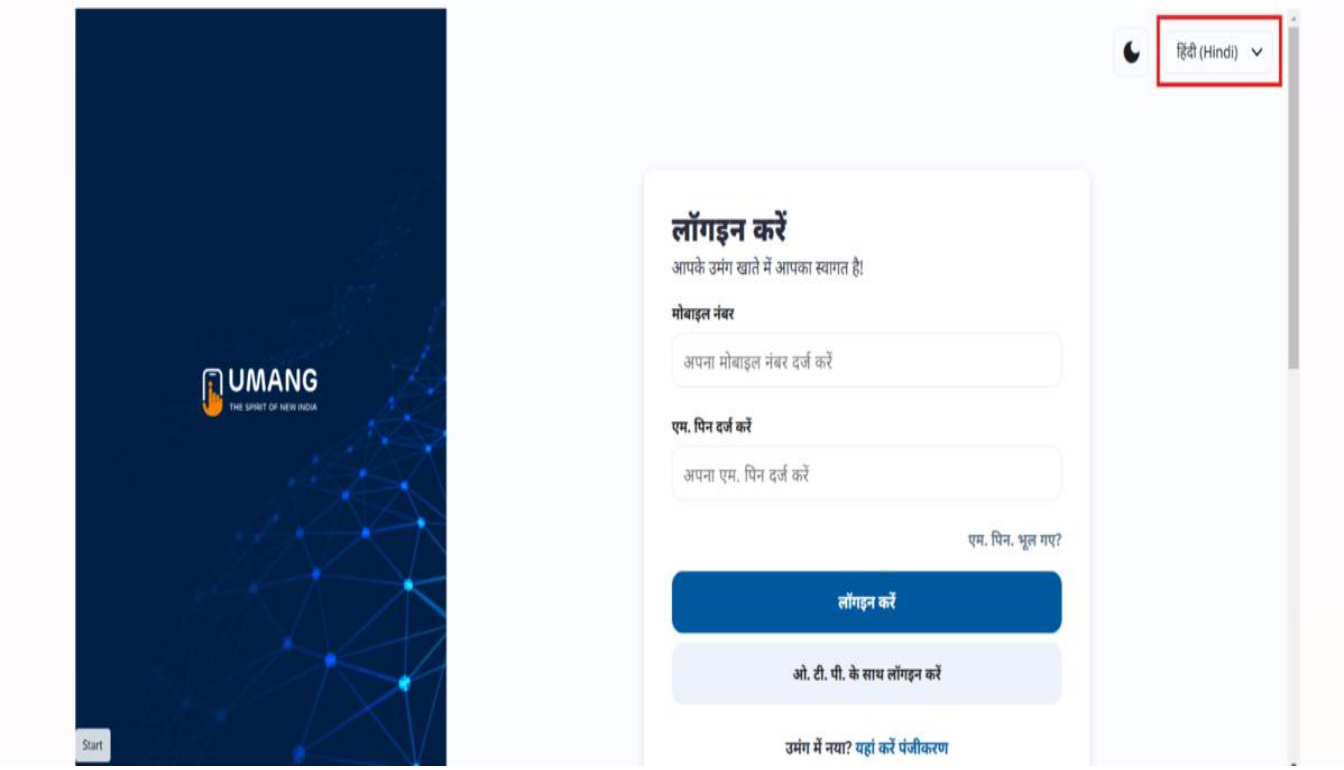


Image Description: The image depicts that the language selection button "हिन्दी" does not close when a screen reader user presses the Esc key on the login page. A similar behavior is shown on the 'Forgot MPIN' page.

2) The failure of the Non-text Content success criterion at Conformance Level A occurs due to the unnecessary use of alt text for a purely decorative graphic. In this case, a screen reader announces the graphic as "Umang", even though the image does not convey meaningful information or add value to the user experience. When an unnecessary alt text is provided for a decorative image, it creates a distraction for screen reader users, forcing them to listen to redundant or irrelevant information that does not contribute to their navigation or understanding of the page. This issue can be particularly frustrating for visually impaired users, as it interrupts the logical flow of content and makes it harder to focus on essential information.

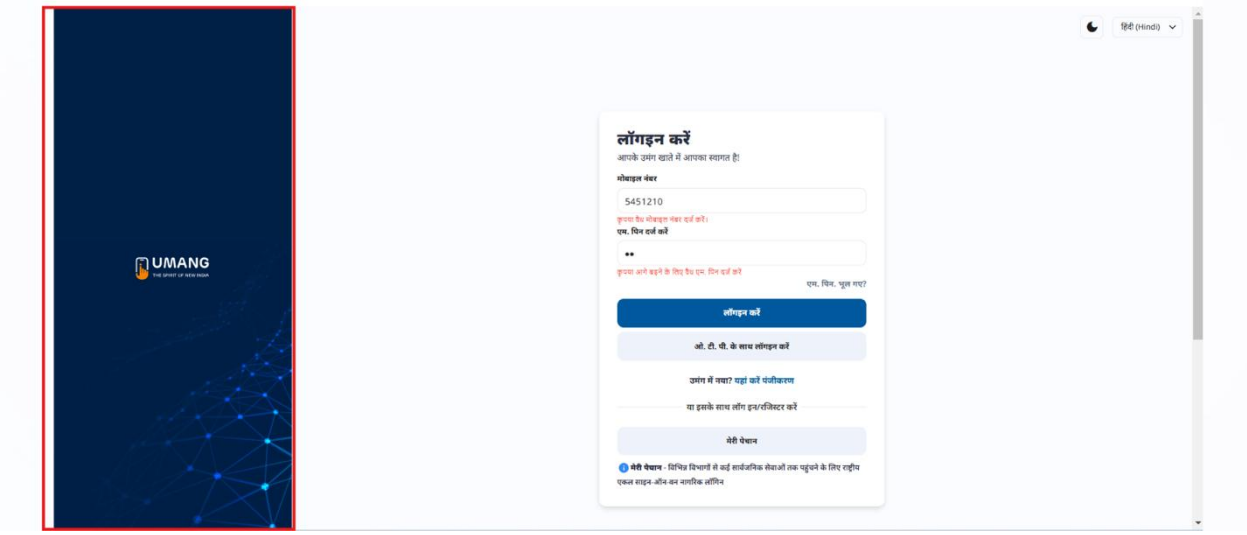
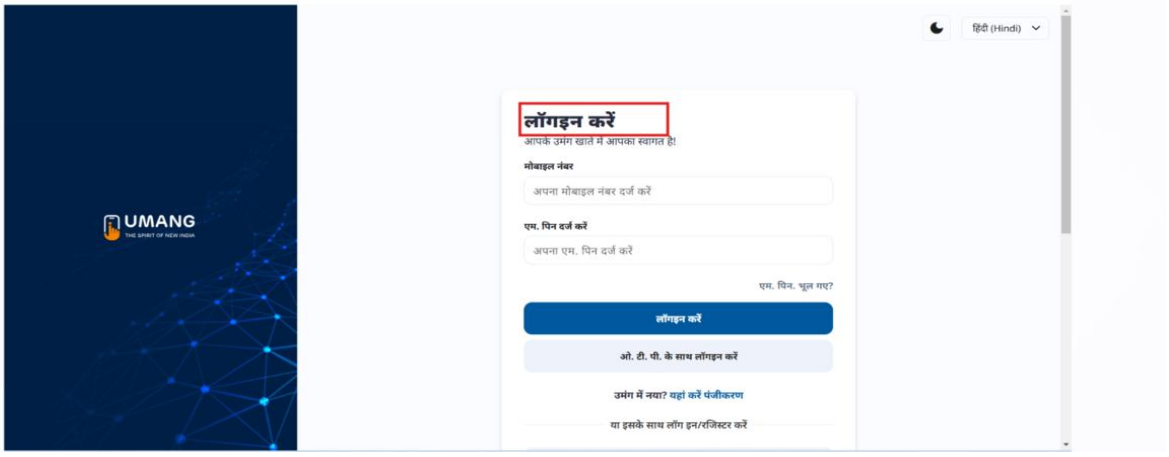


Image Description: The image depicts the unnecessary use of alt text on the login page for a purely decorative graphic. A similar behaviour is shown on the 'Forgot MPIN' page.

Forgot MPIN

The failure of the *Name, Role, Value* success criterion at *Conformance Level A* occurs because the page lacks a properly defined **"Form" region**. Due to this the users may struggle to locate or interact with form fields, making it difficult to complete actions such as logging in, filling out personal details, or submitting information. In this case, the screen reader does not announce the presence of a **form** on the page, which can confuse users and impact accessibility. Without a correctly defined **form** region, assistive technologies



cannot recognize the section as an interactive input area. As a result, users might not realize that they need to enter information on the login page.

Image Description: The image depicts that the screen reader does not announce the presence of a form on the page because the page lacks a properly defined "Form" region.

UIDAI

The UIDAI Website was audited for accessibility across various key pages, including the *Header/Footer, Home, My aadhaar, update Aadhar, Aadhar Services, Download Aadhar, Aadhar status and PVC card.* A total of **336 applicable accessibility tests were conducted,** out of which **145 tests failed**, resulting in an overall failure rate of 43%, meaning **43% of the website is inaccessible.**

Illustratively the researchers have picked up one specific example from the *Download Aadhaar* and *Home Page* where there is a significant failure in success criteria:

Download Aadhar

1) The failure of the *Non-text Content* success criterion at Conformance *Level A* occurs because the CAPTCHA graphic on the Download Aadhar page does not have alternative text. This means that screen readers cannot describe the CAPTCHA image, making it difficult for them to complete the verification process independently. While an audio CAPTCHA is provided as an alternative, it does not fully address accessibility concerns, as some users may have difficulty hearing or understanding the audio. To ensure full accessibility, the CAPTCHA should include a clear and descriptive alt text, or a more inclusive alternative such as a text-based challenge that does not rely solely on visual or auditory perception. This would help users with disabilities navigate the verification process without barriers.

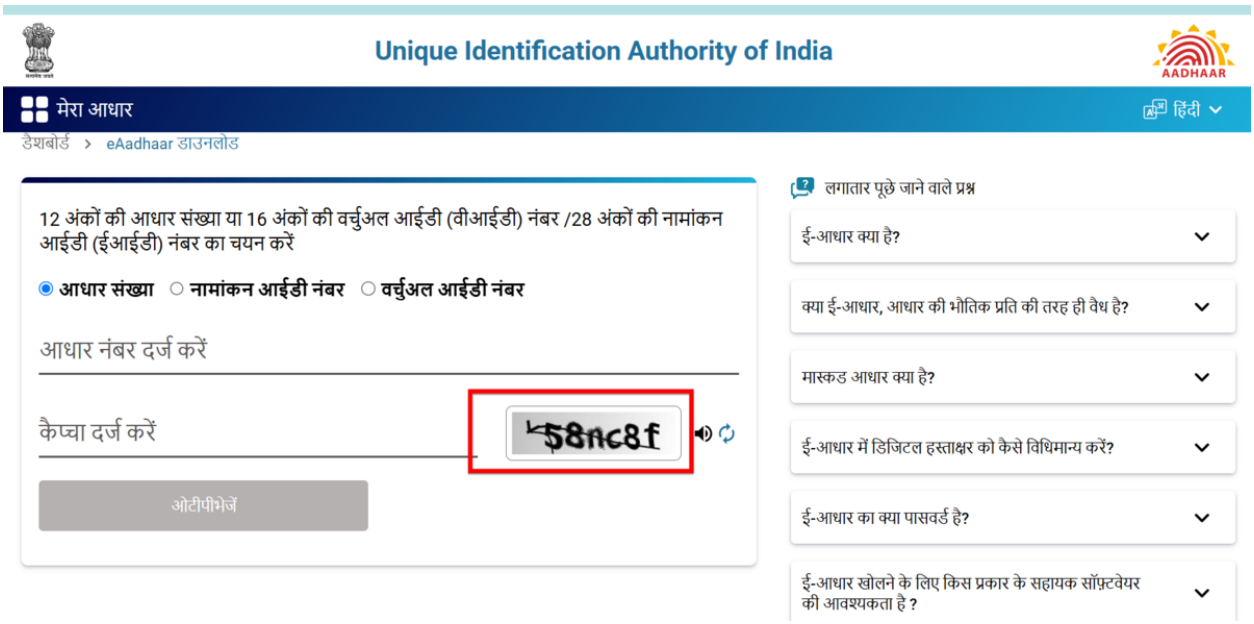


Image Description: the image depicts missing alternative text for "captcha graphic" in the main region."

2) The failure of the *Info and Relationships* success criterion at Conformance *Level A* occurs because in Browse mode (using the Insert + Down Arrow command with a screen reader), the content inside an accordion is announced even when the accordion is collapsed (closed). This issue affects accessibility because when an accordion is closed, its content should not be read by screen readers until the user expands it.

   For example, in the main region, accordions like "ई-आधार क्या है?" to "आधार नंबर धारक किस प्रकार ई-आधार को डाउनलोड कर सकता है?" incorrectly have their content read even when they remain visually collapsed. This disrupts navigation, making it harder for visually impaired users to understand which content is currently accessible. The correct behavior should ensure that screen readers only announce content when an accordion is expanded, preserving the logical structure of the page and improving usability for assistive technology users.

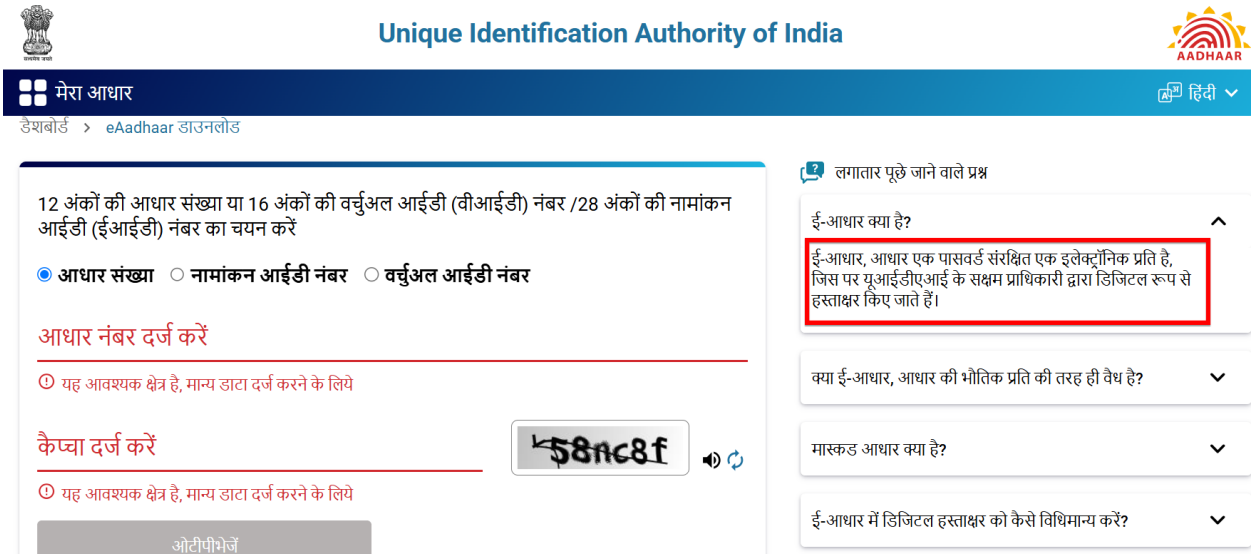


Image Description: the image depicts incorrect reading order. On Browse mode (Insert down arrow) screen reader announces content those are present inside “accordion” Even if “accordion” is collapsed (Closed).

Update Aadhar

The failure of the *Name, Role, Value* success criterion at *Conformance Level A* occurs because the screen reader does not announce the current page status for "**अपना आधार अपडेट करें**" in the breadcrumb region. Breadcrumbs are essential for navigation, helping users understand their location within a website's structure. When the current page is not properly labeled, visually impaired users may struggle to determine which page they are on, leading to confusion while navigating. Proper implementation should ensure that the current page in the breadcrumb is programmatically marked, allowing screen readers to correctly announce it as the active or selected page.

Image Description: the image depicts the Missing current page announcement for "अपना आधार अपडेट करें" in the breadcrumb region.

User Audits:

Jagran

- On the home page, the user is confronted with a video without an accessible play/pause button.
- News articles, once opened, are strewn with advertisements, making smooth navigation difficult.
- In some news segments, the information is not properly organized to be easily accessible. e.g. international news section is structured on a country-wise basis, rather than a global basis.
- Sharing articles did not pose any challenges.
- Regarding Hindi accessibility, the user could understand the content, though it was not in pure Hindi. Having studied the language until Class 8, they found it manageable for everyday use.

Umang

- Language switching is difficult, especially with NVDA, and the narrator is not helpful.
- Login issues include inaccessibility of radio buttons and absence of confirmation of successful log in.
- UMANG is basically a central repository of a number of government websites and schemes and the website is supposed to guide the user to their chosen platform. However, the site redirects to inaccessible platforms like CPGRAM.
- There is an a service of accessing books, but the accessibility of books is only on a partial basis.
- The user also made some global observations: Images lack descriptions in many languages, and PDFs vary in accessibility. Using Control+Home only announces "button" without context. Slides have explanations placed below them instead of on top, making navigation harder.

- On the language front, the English-to-Hindi translation claims 95% accuracy across 21 languages, yet 5% of the content remains untranslated or poorly translated.

Flipkart

Using an IOS device with voice over, several issues were identified in the accessibility of the Flipkart app in Hindi.

- The login button is not properly labeled, requiring users to randomly click below the phone number field to proceed, an issue also present when entering the OTP.
- On the home page, tabs other than the search tab are not labeled.
- On the products page, action texts like "milte julte product," "sabhi offer aur coupon," and "delivery pata badlein" are not embedded as buttons or links, requiring users to click randomly to see if they work. Unlike Amazon, Flipkart does not clearly spell out actions such as "add to cart" or "add to wish list."
- After selecting a product, several fields are unlabeled, necessitating random right swipes to find the first labeled field. While the pages for entering address and payment details are accessible, there is no method to navigate directly to headings, editable fields, or containers.
- On the language front, product names are transliterated directly into Hindi without considering the meaning, and some product descriptions spell out words in English, which may not be accessible for Hindi speakers.

Pradilipi

- Essential buttons, such as those for home, language, main menu, navigation bar (which contains five tabs), search, and premium, remain labeled in English and do not translate into Hindi.
- Rather than giving a task-based evaluation of the accessibility of this app, the user stated that there is one global problem that pervades the accessibility of the app across the board: mislabelled buttons. For example, the button meant to expand

extra options is incorrectly labeled as "report." Previously, the user relabeled 372 buttons and created a label package, but Google has now restricted such modifications. The user commented that the accessibility of the app was at its highest between 2020 and 22 but has since then gone down, especially due to the inability to correctly label mislabelled buttons. It was his assessment that long-standing users would be able to access the app but new users would struggle.

- On the language front, while the app includes a Hindi language option, repeated requests to developers for improvements have gone unanswered. The app uses complex Hindi terminology since it is a self-publishing platform, expecting users to understand industry-specific terms like "publishing," translated as "प्रकाशन."

Paytm

- The user is able to make payments without any difficulty.
- Bills, recharges and tickets sections are cluttered and found only partially accessible.
- The user made two global observations. First, access to the app is impeded by banners that often include offers, advertisements and third-party content. Second, headings-based navigation is unreliable, as headers are often mislabeled or not properly formatted, leading to unnecessary confusion.
- On the language front, Despite the availability of a Hindi language option, critical elements often remain in English, with some buttons remaining untranslated or poorly translated, such as “send to mobile number contact” becoming “anya contact per bheje.” Moreover, there is a lack of substantial content in Hindi, especially in the navigation drawer, which is mostly in English.

User Audit: Meesho

- User did not report any issues on the home page.

- On the search result page, descriptions of products and various options are in English. The screen reader just announces the product name or description as text and does not identify it as a link or a button.
- After clicking one product, the next page has a bunch of unlabeled buttons and the screen reader does not announce anything on tapping on them.
- On the product description page, the "add to cart" button is not easily locatable. Even when tapping on the "add" button, the screen reader is not able to identify it as a button or a link; it only reads it like any other text on the screen. At the end of the page, there is a specific button to directly skip to the top, which is a useful option.
- In terms of placing an order, the fields for adding address and payment modes have Hindi text, but even on this page, buttons like "OTP bhejein" and "verify karien" are not spelled out as buttons or links by the screen reader. There is no method to navigate directly to headings, editable fields, or containers directly.
- On the language front, the Meesho app also has several accessibility issues when used in Hindi. On the home page, except for a few phrases like "chaleya shopping karien" and "product dhoondein," other text pertaining to categories of products, categories of clothes, and descriptions of products are written in English.

User Audit: Facebook

Surprisingly, in contrast to the technical accessibility audit, the user was able to use the Facebook iOS application without any major difficulty. She reported that a week-long usage of the app did not result in encountering any accessibility barriers. The user found stickers also to be accessible which are typically an accessibility barrier.

User Audit: My Gov

- The reviewer shared their experience of using MyGov and found it to be a well-structured and accessible platform, particularly for visually challenged users. They mentioned that while exploring it on their iPhone 11, they found the interface to be intuitive and easy to navigate.
- The platform allowed them to access various ministries, and upon selecting a particular ministry, its menu, including events, programs, notices, and login options, appeared in an organized manner. They were able to read and understand the content without any difficulty.
- Overall, they felt that MyGov provided a smooth and inclusive experience, making it a reliable source for government-related information. The contrast between the technical and user audits is interesting and merits further study.

User Audit: Sanskriti IAS

- The user reported facing some difficulty while logging in, as it took them three attempts to access their account. They speculated that the issue might have been due to connectivity problems rather than a flaw in the platform itself. Once they were able to log in, they found navigation to be straightforward, and the content was easily accessible.
- They observed that the website had a minimalistic structure with essential links such as courses, videos and educators. They did not report facing any issues on opening any of these links and accessing these pages.
- Again, the contrast between the technical and user audits merits closer study.

The way forward:

The above findings give rise to the following conclusions:

First, inaccessibility was widely observed across platforms in their technical and user audits, pointing to the need for focused efforts to improve the state of accessibility of Hindi language content in India.

Second, the discrepancy between some technical and user audits also merits closer scrutiny, to better understand the basis for the same. The differences may be attributable to use of different parameters/baselines to evaluate accessibility, resulting in differing outcomes.

Thirdly, on the language access front, users reported unsatisfactory interaction with Hindi content, with platforms either providing a literal translation of every English phrase [e.g. PayTM and Flipkart] or not having any Hindi content despite the interface being in Hindi [e.g. Meesho].

Going forward, in the next phase, a good faith effort will be made to liaise with the developers of the 10 chosen platforms to remedy existing accessibility barriers. All available avenues will be explored to ensure safe, dignified and non-discriminatory access to the chosen platforms for persons with disabilities. It will be aimed to ensure that this process becomes a template to make more Hindi content on the Internet accessible.