# AR STÒRAS GÀIDHLIG

## Sgrùdadh-cùise: Sealgar Earranta

**Tha an rannsachadh o chionn ghoirid air luach na Gàidhlig mar so-mhaoin eaconamach is shòisealta, a' sealltainn dhuinn eisimpleirean air ciamar a bhios gnìomhachasan, iomairtean sòisealta, agus coimhearsnachdan a' cleachdadh Gàidhlig, agus de cho cudromach sa tha i ann an conaltradh, amasan sòisealta agus coimearsalta. Tha an sgrùdadh-cùise seo a' taisbeanadh ciamar a tha Sealgar Earranta, Leòdhas a' cleachdadh Gaelic mar so-mhaoin.**

'S e ceannaiche, le aon-neach sa ghnìomhachas, cruthachail a th' ann an Sealgar, stèidhte ann an Eilean Leòdhais, a' tabhann raon de sheirbheisean ann an teicneòlas fiosrachaidh, a' toirt comhairle a thaobh choimpiutaran, làraich-lìn is phrògramadh, leithid leasachadh làraich-lìn is seirbheis comhairleachaidh do raon de ghnothachasan is bhuidhnean.

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Cho math ri bhith a' stèidheachadh raon de làraich-lìn do ghrunn cheannaichean, tha cuid de na prìomh phròiseactan anns an robh Sealgar an sàs a' gabhail a-steach:

- obair mar neach-prògramaidh Java agus mar rianaire shiostaman air na siostaman Linux airson Rannsachadh Greenspace (taobh a-staigh Oilthigh na Gàidhealtach 's nan Eilean);
- a' cur air bhonn faclair, co-fhaclair agus innealan lorg-cùrsa airson làrach-lìn LearnGaelic;
- comhairliche air a' phròiseact nuair a dh'eadar-theangaich The European Language Initiative (TELI) pàirtean de Windows agus Office dhan Ghàidhlig (a' gabhail a-steach cruthachadh de inneal lorgaidh beag, ioma-ghnè, thar-fhaclair) a lean gu Sealgar ag ath-chruthachadh an inneil litreachaidh Dearbhair a chuir TELI air chois gus a dhèanamh freagarrach airson Mac OS X;
- a' teagasg modal air an eadar-lìon aig Sabhal Mòr Ostaig;
- ath-dhreachdadh de chlàran co-obrachail stèidhte-air-flash airson bùird-geala do Stòrlann, agus a' faighinn cuireadh a dhol a bhruidhinn aig co-labhairt mu bhriathrachas IT sa Ghàidhlig; agus
- a' bruidhinn air diofar phrògraman Gàidhlig aig a' BhBC air gnothaichean co-cheangailte ri IT.

Tha an raon seo de phrògraman a' sealltainn gu bheil an t-uabhas den obair aig Sealgar gu sònraichte co-cheangailte ri Gàidhlig, agus tha neach-seilbh a' chompanaidh mothachail gu bheil companaidhean eile 'a' dèanamh Gàidhlig' is feadhainn eile 'a' dèanamh choimpiutaran' ach chan eil mòran ann aig a bheil an dà chuid, agus tha seo a' ciallachadh gu bheil rud sònraichte aig Sealgar ri thabhann, tro chleachdadh na Gàidhlig.

Bha e cudromach gun deach ainm Gàidhlig a thaghadh airson a' ghnìomhachais, oir bha a' chompanaidh airson a bhith air fhaicinn a' cleachdadh na Gàidhlig – cha b' e co-dhùnadh gu tur coimearsalta a bha seo, ach air a' dhèanamh mar dhealas gus taic a thoirt dhan Ghàidhlig, ged a tha Sealgar air ionnsachadh gu bheil buaidh mhath aige air a' ghniomhachas ainm Gàidhlig a bhith air.

Tha luchd-ceannach air gabhail gu dearbhach ris an ainm, tha e a' cuideachadh gus earbsa a stèidheachadh, agus a' daingneachadh Sealgar mar chompanaidh ionadail anns an cuir neach earbsa. Tha a' Ghàidhlig cuideachd air a cleachdadh ann an connaltradh le luchd-ceannach agus tha buaidh mhath, chinnteach aige air luchd-ceannach.

Airson Dòmhnall Iain Dòmhnallach (neach-seilbh Sealgar), b' e aon de na nithean a phut e a thaobh a bhith a' cleachdadh na Gàidhlig taobh a-staigh a' ghnothachais a mhiann a' Ghàidhlig fhaicinn a' fàs, air sgàth 's gu bheil e stèidhte ann an coimhearsnachd Ghàidhlig agus gur ann às a sin a tha e.

Tha an eadar-dhàimh eadar a' ghnothachas agus a' choimhearsachd deatamach airson Sealgar – bha gun robh a' Ghàidhlig sa choimhearsnachd na mheadhan dheatamach airson an gnothachas a stèidheachadh sa chiad àite, agus a' cur ri soirbheachas leantainneach a' ghnothachais. "Às aonais Gàidhlig sa choimhearsnachd chan eil ceangal eadar Gàidhlig agus an saoghal mòr, agus bhiodh mo chànan fhèin a' fulang air sgàth sin, agus bhiodh mo chompanaidh a' fulang cuideachd."

Tha an dealas seo gus taic a chur ris a' Ghàidhlig air a stiùireadh leis an aithne gun urrain don Ghàidhlig daoine a tharraing còmhla agus a' cuideachadh le misneachd na coimhearsnachd, cho math ri aithne gu bheil feum aig faicsinneachd is follaiseachd na Gàidhlig air àrdachadh, agus feumar na buannachdadh a gheibhear bho bhith a' cleachdadh na Gàidhlig a chur an cèill ann an dòigh nas fheàrr do ghnothachasan. Tha cleachdadh na Gàidlhig a' cur ri cinnteachd is tùsachd do ghnothachasan as urrainn a bhith na chuideachadh ann am margaidhean ionadail agus eadar-nàiseanta.

Tha ainm a' chompanaidh stèidhte air an fhacal Sealgair, ged is e 'Sealgar' an t-ainm a th' air a chleachdadh – tha làrach-lìn a' chompanaidh ag ràdh: "Tha ainm a' chompanaidh a' tighinn bho thoinneamh Beurla den fhacal Gàidhlig Sealgair". http://www.sealgar.co.uk/about.jsp

Airson Sealgar, tha a' Ghàidhlig na prìomh so-mhaoin – tha a' mhòr-chuid de theachd-a-steach a' ghnothachais a' tighinn bho obair le buidhnean Gàidhlig (m.e. BBC ALBA, Stòrlann) agus às aonais Gàidhlig cha bhiodh e comasach obair a dhèanamh leis na buidhnean sin.

Mar sin, tha a' Ghàidhlig deatamach dhan ghnothachas, agus tha buaidh na Gàidhlig air gnothachas Sealgar air a thuairmse aig timcheall air 90% den teachd-a-steach – a' cur cuideam air cho cudromach 's a tha a' Ghàidhlig, agus an luach a tha i a' cur ris a' ghnothachas.

1 Tha ainm a' chompanaidh a' tighinn bhon fhacal Gàidhlig Sealgair ged a bhios a' chompanaidh a' cleachdadh Sealgar – tha an làrach-lìn a' cantainn: "Tha ainm a' chompanaidh mar beurlachd den fhacal Gàidhlig Sealgair, a' ciallachadh "cuideigin a bhios a' sealg."

**Air fhoillseachadh le Iomairt na Gàidhealtachd 's nan Eilean.**

Airson an aithisg uile agus foillseachaidhean eile, thigear gu www.hie.co.uk/gaelic

Airson tuilleadh fiosrachaidh air Sealgar Limited, thigear gu www.sealgar.co.uk

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As well as producing a range of websites for various clients, key projects that Sealgar has been involved with over recent years include:

- working as a Java programmer and a system administrator on the Linux systems for Greenspace Research (within the University of the Highlands and Islands);
- constructing dictionary, thesaurus and course-finder tools for LearnGaelic website;
- adviser on the project where The European Language Initiative (TELI) translated parts of Windows and Office into Gaelic (including creating a small, cross-platform pan-dictionary search tool) which led to Sealgar repackaging the TELI-produced Dearbhair spellchecker into a format suitable for Mac OS X;
- teaching a module on the internet at Sabhal Mòr Ostaig;
- reversioning flash-based interactive whiteboard charts for Stòrlann and being invited to speak at a conference on Gaelic IT terminology; and
- contributing to various BBC Gàidhlig programmes on IT-related matters.

This range of projects shows that much of Sealgar's work is specifically related to Gaelic, and the company owner notes that whilst other companies 'do Gaelic' and others 'do computers' not very many companies have both, and this provides Sealgar with a distinctive offer as a business through their use of Gaelic.

Choosing a Gaelic name for the business (Sealgar ) was very important, as the company wanted to be seen to be using Gaelic – which was not purely a commercial decision, but was more driven by a commitment to supporting Gaelic, although Sealgar is finding that having a Gaelic business name is having a positive impact on the business.

Customers respond positively to the name, it helps engender trust, and reinforces Sealgar's position as a trusted and local company. Gaelic is also used in communication with clients and this also has a positive and reassuring effect on clients.

For Dòmhnall Iain Dòmhnallach (Sealgar's owner), one of the drivers for using Gaelic within the business, is a desire to see Gaelic continue, given that Sealgar is based in, and that he comes from, a Gaelic speaking community.

The inter-relationship between the role of Gaelic in the business and the community is fundamental for Sealgar - the presence of Gaelic in the community was a critically significant factor in the creation of the business, and in the ongoing success of the business: "Without Gaelic in the community there is no link between Gaelic and the wider world, and my own language would suffer as a result, and my company would suffer too."

This commitment to supporting Gaelic is driven by the recognition that Gaelic can draw people together and helps support community confidence, alongside a recognition that the profile and visibility of Gaelic needs to be increased, and the benefits that can be derived from using Gaelic need to be better communicated to businesses. Using Gaelic enhances provenance and authenticity for businesses that can help in both local and international markets.

For Sealgar, Gaelic is a key asset - most of the business's turnover comes from working with Gaelic organisations (e.g. BBC ALBA, Stòrlann) and without Gaelic it would be impossible to work with these organisations.

As such, Gaelic is critically important to the business, and the impact of Gaelic on Sealgar's business is estimated to account for around 90% of turnover – emphasising how important Gaelic is, and the added value that it provides to the business.

1 The company name is based on the Gaelic word Sealgair, although the name used is Sealgar – the company website states: "The name of the company is a slight anglicisation of the Gaelic word Sealgair, which means "a hunter" or "one who hunts"".

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## Case study: Sealgar Limited

**The recent research into the economic and social value of Gaelic as an asset, highlights some key examples of how businesses, social enterprises and communities are using Gaelic, and its significance in fulfilling their communication, commercial and social objectives. This case study demonstrates how Sealgar Limited, Isle of Lewis, use Gaelic as an asset.**

Sealgar is a creative industry sole trader, based on the Isle of Lewis offering a range of information technology services, providing advice on computers, websites and computer programming including website development and consultancy to a range of businesses and organisations.

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