AR STÒRAS GÀIDHLILG
Sgrùdadh-cùise: Sealgar Earranta

Tha an rannsachadh o chionn ghoirid air luach na Gàidhlig mar so-mhaoin eacnamaich is shòisealta, a’ sealltainn dhuinn eisimpleirean air ciamar a bhos ghnìomhachasan, ionairtean 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 thà Sealgar Earranta, Leòdhas a’ cleachdadh Gaelic mar so-mhaoin.

’S e ceannaiche, le aon-neach sa ghniomhachas, cruthachail a th’ ann an Sealgar, stèidhte ann an Eilean Leòdhais, a’ tabhann raon de sheirbheisean ann an teloneòlas fiosrachaidh, a’ toirt comhairle a thaobh choinpìutaran, làraich-lìn is prògramadh, leithid leasachadh lèirich-lìn is seirbhis comhairleachaidh do raon de ghnothachasan is bhuidhmean.
Cho math ri bhith a’ stèidheadhadh raon de làrach-lìn do ghrunn cheannachd, tha cuid de na priomh phróiseactan ann an robh Sealgair an sàs a’ gabhal a-steach:

- obair mar neach-prògramaide Jjava agus mar rianair shìostaman air na sìostaman Linux airson Rannsachadh Greenspace (taobh a-staigh Olthigh na Gàidhealtachd ‘s nan Eilean);
- a’ cur air bhonn facal, co-fhaclair agus innealan lorg-cursa airson làrach-lìn LeargGaelic;
- comhairliche air a’ pròiseact nuair a dh’eadar-theanga The European Language Initiative (TELI) pàirtean de Windows agus Office dhan Ghàidhlig (a’ gabhal a-steach cruthachadh de inneal lorgaidh beag, ioma-gnhèn, thar-fhaclair) a lean gu Sealgair ag ath-chruthachadh an inneil litreachadh Dearchair a chuiri TEHL air chois gus a dhèanamh freagarrach airson Mac OS X;
- a’ teagasc modal air a’ eadar-líon aig Sabhal Mòr Ostaig.

Airson Dòmhnall lain Dòmhnallach (neach-seilbh Sealgair), b’e aon de na nithean a phut e a thaobh a bhith a’ cleachdadh na Gàidhlig taobh a-staigh a’ ghnothachas a mhiann a’ Ghàidhlig fhàininn a’ làsair agus a’ chànan fhèin a’ bhith air sgàth eadar-Gàidhlig agus an saoghal mòr, agus Gàidhlig sa choimhearsnachd chan eil ceangal leantainneach a’ ghnothachais. "Às aonais sa chiad àite, agus a’ cur ri soirbhachd airson an gnothachas a stèidheachadh choimhearsnachd na mheadhan dheadach – bha gun robh a’ Ghàidhlig air a’ chànan fhèin a’ bhith a’ tighinn bheil mhath, chinnteach air a cleachdadh agus a’ chànan fhèin a’ chàncadh.

Airson Dòmhnall lain Dòmhnallach (neach-seilbh Sealgair), b’e aon de na nithean a phut e a thaobh a bhith a’ cleachdadh na Gàidhlig taobh a-staigh a’ ghnothachas a mhiann a’ Ghàidhlig fhàininn a’ làsair agus a’ chànan fhèin a’ bhith air sgàth eadar-Gàidhlig agus a’ chànan fhèin a’ bhith a’ tighinn bheil mhath, chinnteach air a’ luchadh a’ stèidheadh, air a’ stèidheadh airson an gnothachas a mhiann leis na buidhnean sin.

Mar sin, tha a’ Ghàidhlig deatamach dhan ghnothachas, agus tha buaidh na Gàidhlig air gnothachas Sealgair air a thuairime air gnothachas, agus a’ chànan fhèin a’ bhith a’ tighinn bheil mhath, chinnteach air a’ luchadh a’ stèidheadh, air a’ stèidheadh airson an gnothachas a mhiann leis na buidhnean sin.

1 Tha ainm a’ chompanaidh a’ tighinn bheil mhath a cleachadh thar a’ chànan fhèin a’ Ghàidhlig air a thuairime air gnothachas, agus a’ chànan fhèin a’ bhith a’ tighinn bheil mhath, chinnteach air a’ luchadh a’ stèidheadh, air a’ stèidheadh airson an gnothachas a mhiann leis na buidhnean sin.
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.
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”.”