

CultureTalk Nepal Video Transcripts: <http://langmedia.fivecolleges.edu>  
**Making and Selling Pashmina Products**

**Nepali transcript:**

अंतरवार्ताकर्ता: दाइ हजुरको शुभ नाम?

गंगा: मेरो, गंगा।

अंतरवार्ताकर्ता: अनी यो पश्मिनाको व्यापार गरिराख्नुभएको कति भयो?

गंगा: यो भयो १५-२० वर्ष भयो।

अंतरवार्ताकर्ता: अनि पहिला चाहिँ कसरी सुरु गर्नुभएको नी?

गंगा: पहिला हामीले cottonबाट सुरु गरेको, होइन?

अंतरवार्ताकर्ता: हजुर।

गंगा: अनि जब पश्मिनाको boom आयो अनि त्यस बेला चाहिँ धेरै चल्यो नी पश्मिना?

अंतरवार्ताकर्ता: हजुर।

गंगा: अनि त्यसभए देखि चाहिँ हामी यसमा चाहिँ लागेको।

अंतरवार्ताकर्ता: हजुर। अनि अब पश्मिनाको बारे त्यस्तो खास के छ, होइन... अब यस्तो चल्छ पश्मिना shawlहरु, अलि भन्दिनुस्न।

गंगा: चल्छ?

अंतरवार्ताकर्ता: हजुर।

गंगा: अब चल्न त चली हाल्यो। अब यो चिसो देशहरूमा होइन? यो नभए नहुने हुन्छ के। धेरै cold countriesमा, होइन?

अंतरवार्ताकर्ता: हजुर।

गंगा: किन भन्दा खेरि यसले यति warmth हुन्छ कि अब आफु जसले use गर्छ  
त्यसलाई मात्र थाह हुन्छ। जसले यो use गर्छ, त्यसलाई नभए नहुने, हुँदैन के।

अंतरवार्ताकर्ता: हजुर। अनि तपाईंहरुको आफ्नै कारखाना छ हो?

गंगा: आफ्नै कारखाना छ।

अंतरवार्ताकर्ता: ए, अनि...

गंगा: पसल मात्रै होइन, कारखाना नै हो।

अंतरवार्ताकर्ता: अनि कारखानामा चाहिँ कतिजना मान्छेहरु काम...?

गंगा: अहिले १० -१२ जना छ।

अंतरवार्ताकर्ता: १०-१२? अनि सबैजनालाई तपाईंहरुले नै पहिला सिकाउनु हुने कि?

गंगा: अब उनीहरु सिकै आएको। अब यहाँ ...<sup>1</sup>मा त सबै हामीले नै सिकाएको हो ...<sup>2</sup>मा।  
अब उनीहरुलाई पनि पहिला पनि थहा छ। अब कुनैकुनै सुरु-सुरुमा उनीहरुलाई चाहिँ  
आफु अलि-अलि थहा भएको मान्छेहरु पनि आयो होइन? अनि त्यो भन्दा  
seniorहरुले सिकायो। अनि अर्को अलि-अलि जान्ने आयो, उसलाई पनि सिकायो  
अनि त्यसै त्यसै train हुँदै गएको।

अंतरवार्ताकर्ता: अनि अब पश्मिना चाहिँ अब बाहिर त market छ होइन?

गंगा: छ।

अंतरवार्ताकर्ता: नेपालमा चाहिँ, हाम्रो देशमा चाहिँ कस्तो छ market?

गंगा: नेपालमा पनि छ market। नेपालीहरुले पनि use गरिसक्यो अहिले। जस्तै अब हिजो  
giftहरुमा पनि के दिने - के दिने हुँदा खेरि पश्मिना दिने। पश्मिना दिएपछि  
सबैलाई हुन्छ। जहिले पनि हुन्छ नी, भन्ने कुरा भयो। अब चाहिँ महँगो भन्दा पनि,  
यहाँ चाहिँ ठिकै-ठिकै... High classले त महँगो नै लिन्छ, सस्तो लिँदैन, होइन? होइन  
भन्ने, lower middle classले चाहिँ पश्मिना चाहिँ लिन्छ, तर सस्तो किसिमको।

<sup>1</sup> Transcriber did not understand word.

<sup>2</sup> Transcriber did not understand word.

अंतरवार्ताकर्ता: सस्तो किसिमको? अब तपाईंहरूले बाहिर export पनि गर्नुहुन्छ?

गंगा: गर्दु।

अंतरवार्ताकर्ता: कता-कता गर्नुहुन्छ?

गंगा: Most हाम्रो Canada नै जान्छ होइन? अनि Switzerlandमा पनि जान्छ...

अंतरवार्ताकर्ता: हजुर।

गंगा: Main चाहिँ त्यहि Canada, Switzerland हो। अब कसै-कसैलाई चाहिँ USमा पनि पाठाउँछ होइन? Direct चाहिँ हामी Canada र Switzerland पठाउँछ।

अंतरवार्ताकर्ता: हजुर। अनि अब, के भन्ने, competition चाहिँ कस्तो छ?

गंगा: अब competition, अब quality wise चाहिँ competition छैन, होइन? अब जसले quality बिगारेर दिन्छ, त्यसमा चाहिँ competition छ। Main चाहिँ quality हुँदा खेरि त्यसमा चाहिँ खासै चाहिँ competition चाहिँ छैन।

अंतरवार्ताकर्ता: अनि अब कति देखि कति सम्म पश्मिनाहरू पर्छ?

गंगा: के को? Shawlको कि? Range?

अंतरवार्ताकर्ता: अब पश्मिनामा के-के पाउँछ पनि भनिनुस्न।

गंगा: त्यो पश्मिनामा अब 50-50<sup>3</sup>को पाउँछ - 50% पश्मिना, 50% silk; 70<sup>4</sup>% पश्मिनामा, 30<sup>5</sup>% silk; (भयो होइन?) 80<sup>6</sup>% पश्मिनामा, अब चाहिँ, 20<sup>7</sup>% सिल्क; अनि 100<sup>8</sup>% पश्मिना।

<sup>3</sup> Because the speaker says the numbers in English, I have written it in the English numeral form. In Nepali numerals 50 would be ५०.

<sup>4</sup> See footnote 3 for explanation. 70 would be written as ७०.

<sup>5</sup> See footnote 3 for explanation. 30 would be written as ३०.

<sup>6</sup> See footnote 3 for explanation. 80 would be written as ८०.

<sup>7</sup> See footnote 3 for explanation. 20 would be written as २०.

<sup>8</sup> See footnote 3 for explanation. 100 would be written as १००.

अंतरवार्ताकर्ता: अनि अब shawlहरु बेच्नु हुन्छ अब के-के...

गंगा: Shawlहरु हुन्छ। Shawlहरु हुन्छ, stole हुन्छ, अब blanketहरु हुन्छ। Baby blanket हुन्छ। होइन? अब, sweaterहरु हुन्छ। अब मोजा हुन्छ, होइन? अब जे हुन्छ त्यो। अब जस्तै पश्मिनाको अरु पनि हुन्छ, हुन चाहिँ। त्यसमा चाहिँ के हुन्छ यो हामी night gownहरु छ नि? त्यो पनि share हुन्छ, होइन? अब पश्मिना को।

अंतरवार्ताकर्ता: सबै भन्दा धेरै बिक्रि हुने...?

गंगा: धेरै बिक्रि हुने Shawl, stole, muffler हो।

अंतरवार्ताकर्ता: अनि अब कति पर्छ? सबै भन्दा सस्तो देखि सबै भन्दा महँगो...?

गंगा: सबै भन्दा सस्तो भन्दा खेरि, सबै भन्दा १०,००० (दस हजार) देखि अब ३५-४०,००० (फैतीस - चालिस हजार) सम्म पर्छ।

अंतरवार्ताकर्ता: ए हजुर।

गंगा: Dollar wise है... अब किन नेपालीमा भनि राख्ने अब फेरी convert गरिराख...

अंतरवार्ताकर्ता: हजुर। हुन्छ हस्। धन्यवाद।

गंगा: पुग्यो?

अंतरवार्ताकर्ता: हजुर।

गंगा: ल।

### English translation:

Interviewer: *Dai*<sup>9</sup>, *Hajur*<sup>10</sup>, s *shubha*<sup>11</sup> name?

---

<sup>9</sup> ‘दाइ/Dai’ directly translates to older brother. In Nepal, people address each other as brother and sister when interacting with strangers to respect the age difference. The female equivalent would be ‘दिदी/Didi’ for older sister. For younger brother and sister, ‘भाइ/Bhai’ and ‘बहिनी/Bahini’ are used, respectively. It is similar to using ‘Sir’ or ‘Ma’am’ in Western countries.

Ganga: Mine, Ganga.

Interviewer: And how long has it been since you've been doing this pashmina business?

Ganga: It's been about fifteen to twenty years.

Interviewer: And how did you first start out?

Ganga: First, we started with cotton, *hoina*<sup>12</sup>?

Interviewer: *Hajur*<sup>13</sup>.

Ganga: And when the pashmina boom came, and at that time pashmina really started getting popular right?

Interviewer: *Hajur*.

Ganga: And after that happened we shifted towards this [pashmina business].

Interviewer: *Hajur*. And what is so special about pashmina, *hoina*... Now pashminas are so popular, can you tell us a bit [about it]?

Ganga: Popular?

Interviewer: *Hajur*.

Ganga: Well popular, it will be popular. Now, in cold countries, *hoina*? You can't do without it [pashmina]. In very cold countries, *hoina*?

Interviewer: *Hajur*.

Ganga: This is because it so warm that only those who use it will know its worth. Those who use it, can't do without it.

Interviewer: *Hajur*. And do you have your own factory?

Ganga: Yes, we have our own factory.

---

<sup>10</sup> In this context, *Hajur* is used to address the interviewee, formally, because he is older. In other cases, it can also be used as a way of saying 'yes' respectfully or it can also be used to ask an older person to repeat something they said. In all cases, it is used formally.

<sup>11</sup> The direct translation of 'shubha' is 'auspicious' or 'good'; when people formally ask each other's name they say this as a sign of respect. It may also be related to the fact that name choosing ceremonies in Nepal are very auspicious occasions in Nepal.

<sup>12</sup> The actual meaning of '*Hoina*' is 'no'. However, in this case it is used as a filler word, asking for confirmation or just making sure that the listener is following what the speaker is saying.

<sup>13</sup> In this context, *Hajur*, is used as a formal way of saying 'yes' respectfully.

Interviewer: *Ae*, and...

Ganga: Not only a shop, it's a factory too.

Interviewer: And in the factory, how many people work...?

Ganga: Presently, ten to twelve people.

Interviewer: Ten to twelve? And do you have to teach everyone yourself first?

Ganga: Well, they had learned it before. Now here in ...<sup>14</sup> we taught them, in ...<sup>15</sup>. But they also know it from before. Now some in the beginning, people who knew it before came, *hoina*? And then later people were taught by the seniors. And then there were some that did know about it and they were taught and that's just how they were trained.

Interviewer: And now, well, there is a pashmina market outside [of the country], *hoina*?

Ganga: Yes.

Interviewer: So in Nepal, in our country, how is the market [for pashminas] like?

Ganga: There is also a market in Nepal. Many Nepali people have started using this. Like, when you think about giving gifts and you don't know what to give, giving pashminas... When you give a pashmina, it's for everyone. It can be given to anyone. But more than the expensive ones, here the medium price... Well, high-class people do buy the expensive ones, they don't take the cheap ones, *hoina*? Otherwise, the lower middle class will buy pashminas but the cheaper kind.

Interviewer: Cheaper kind? And so do you also export out?

Ganga: We do.

Interviewer: Where do you export?

Ganga: Most goes to Canada, *hoina*? It also goes to Switzerland.

Interviewer: *Hajur*.

Ganga: The main ones are Canada and Switzerland. For some people we send it to the U.S. too, *hoina*? But directly we send it to Canada and Switzerland.

Interviewer: Hajur. And now, what to say, how is the competition?

---

<sup>14</sup> Transcriber did not understand word.

<sup>15</sup> Transcriber did not understand word.

Ganga: Well, competition, quality-wise there is no competition, *hoina*? But people who lower the quality (but sell it for more), there is competition in that. Mainly if you only look at quality, there is not much competition.

Interviewer: So how much do pashminas cost?

Ganga: Of what? Shawls? Or just Range?

Interviewer: Well, first just tell me what kinds of pashminas can be found?

Ganga: Well, in pashmina, you can find 50 -50, where there is 50% pashmina and 50% silk; 70% pashmina and 30% silk; (*hoina*?) 80% pashmina, has 20% silk and the 100% pashmina.

Interviewer: And so, do you sell shawls, or what other products...?

Ganga: There are shawls. Shawls, stoles, there are blankets. Baby blankets also, *hoina*? Sweaters also. And also socks, *hoina*? We make whatever we can make. Like there are even more pashmina products than these. In that we also have, you know, those night gowns? Those are also shared<sup>16</sup>, *hoina*? Out of pashmina.

Interviewer: The one that sells most is...?

Ganga: Those that sell most are shawls, stoles and mufflers.

Interviewer: And so how much do they cost? From the cheapest to the most costly ones...?

Ganga: Well, the cheapest one is from 10,000<sup>17</sup> and it goes up to 35-40,000.

Interviewer: *Ae. Hajur.*

Ganga: Dollar-wise<sup>18</sup> ... Now why say it in Nepali, you'll just need to convert it.

Interviewer: *Hajur.* Okay, *hus.* Thank you.

Ganga: Enough?

Interviewer: *Hajur.*

---

<sup>16</sup> He was probably trying to say ‘made’ out of pashmina.

<sup>17</sup> It is automatically implied that he is stating the prices in Nepali rupees (NRs)

<sup>18</sup> Even though he says ‘dollar-wise’ here, the prices are stated in Nepali. However, a lot of businesses in Nepal have two price values, those for Nepali people and those that they give to foreigners. Because foreigners earn in dollars, people figure that they can pay more, so they raise the prices. So for foreigners, according to his price quotes, the cheapest one is Rs. 10,000 or approx \$115 to Rs. 35-40,000 or approx. \$410-\$470 (using currency exchange rate of \$1 = Rs. 85).

Ganga: *La.*

**About CultureTalk:** CultureTalk is produced by the Five College Center for the Study of World Languages and housed on the LangMedia Website. The project provides students of language and culture with samples of people talking about their lives in the languages they use every day. The participants in CultureTalk interviews and discussions are of many different ages and walks of life. They are free to express themselves as they wish. The ideas and opinions presented here are those of the participants. Inclusion in CultureTalk does not represent endorsement of these ideas or opinions by the Five College Center for the Study of World Languages, Five Colleges, Incorporated, or any of its member institutions: Amherst College, Hampshire College, Mount Holyoke College, Smith College and the University of Massachusetts at Amherst.

© 2013 Five College Center for the Study of World Languages and Five Colleges, Incorporated