

## Selling *Thankas*: Increasing Sales

### Nepali transcript:

यहाँ अंतरवार्ताकर्ता थान्का बेच्ने एउटा पसलेसँग आफ्नो व्यापारको बारे कुरा गर्दैछन्।  
अंतरवार्ताकर्ता: व्यापार कस्तो छ?

पसले: व्यापार... अब यसपालि नेपाल 2011 वर्ष भनेको<sup>1</sup> छ, Tourism Year पनि भनेको छ।  
पहिला वर्षको अनुपातमा यसपालि झन्डै २५ देखि ३० percent व्यापार बढेको छ।  
साधारणतय यो हरेक देशबाट touristहरू नेपालमा घुम्न आउँछन् नै। त्यसमा पनि अहिले  
विशेषगरी Chineseहरू आइराखेको छ। त्यसको अलवा American, Japanese होइन,  
Taiwanese, British, Singaporean, Malaysian सबैतिरबाट आइरहेका छन्।

अंतरवार्ताकर्ता: अनि धेरै जस्तो नेपालीहरूले पनि किन्छ कि?

पसले: होइन, अहिले नेपालीहरूमा चाहिँ यो artiture<sup>2</sup> धेरैको बढेको<sup>3</sup> छ अहिले।

अंतरवार्ताकर्ता: हजुर।

पसले: उहाँहरूमा पहिलेको भन्दा अहिले आफ्नो घरमा सजाउने प्रवृत्ति अलि बढी राखेको छ के।

अंतरवार्ताकर्ता: ए, हजुर।

पसले: अनि मान्छेहरूमा अहिले... यसमा interest चाहिँ बढी राखेको छ मान्छेहरूमा। अनि  
सल्ला-खल्ला<sup>4</sup> धेरै मान्छेहरूले किन्ने क्रम चाहिँ बढीको हुनाले नेपालीहरूको interest पनि  
धेरै छ यसमा।

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<sup>1</sup> The speaker does not say the full word 'बढेको / bhan-eko', but rather only pronounces half of it as 'bhan-ya'. It's like shortening 'want to' to 'wanna' in English. The prefix '-ेको/eko' is often shortened to '-या/ya' in colloquial Nepali. In formal Nepali writing, this would be considered an error.

<sup>2</sup> Here, the speaker is using his own blend of English and Nepali word 'Artiture'. It is assumed that he is referring to the increased interest of Nepalis in artistic expressions and interior décor.

<sup>3</sup> The speaker does not say the full word 'बढेको / badh-eko', but rather only pronounces half of it as 'बदया/budh-ya'. See footnote 1.

<sup>4</sup> This is not an actual word, but rather a neologism by the speaker, which in this context means approximately or all together.

अंतरवार्ताकर्ता: हस, धन्यवाद।

**English translation:**

Here the interviewer is talking to a shopkeeper selling *Thankas* about his business.

Interviewer: How is the business?

Shopkeeper: Business... well this year is called the Nepal 2011 year, the Tourism Year. In comparison to last year, the sales have increased by almost twenty-five to thirty percent. Generally, there are tourists coming from every country visiting Nepal to travel. In addition, [this year] there are a lot of Chinese visitors. Likewise, there are Americans, Japanese, *hoina*<sup>5</sup>, Taiwanese, British, Singaporean, Malaysian; people are coming from everywhere.

Interviewer: Do most Nepalis also buy [*Thankas*]?

Shopkeeper: No. Well, right now there is increasing interest among Nepalis in artistic expressions<sup>6</sup>.

Interviewer: *Hajur*<sup>7</sup>.

Shopkeeper: These days, there is an increase in people's tendencies to decorate their houses.

Interviewer: *Ae*<sup>8</sup>, *hajur*.

Shopkeeper: And, so people's interest [in *Thankas*] is increasing. And roughly speaking there [is] an increase in [Nepali] people buying *Thankas*, so we can say that the interest of Nepalis [in *Thankas*] is increasing.

Interviewer: *Hus*<sup>9</sup>. Thank you.

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<sup>5</sup> The actual meaning of 'होइन /*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>6</sup> Here, the speaker is using his own blend of English and Nepali word 'Artisture'. It is assumed that he is referring to the increased interest of Nepalis in artistic expressions and interior décor.

<sup>7</sup> The interviewer interrupted by saying 'हजुर/*Hajur*' to acknowledge that she was following. It is common to do this, when there is a slight pause even in the middle of a sentence.

<sup>8</sup> 'Ae' is like an interjection. It can be used in ways similar to that of the word 'Oh' in English. In this context, 'Ae' is used to acknowledge and express understanding of the interviewee's statement. It can also be used to directly address someone, especially if you're trying to get their attention from afar or it can also be used to express surprise.

<sup>9</sup> 'Hus' is a colloquial way of saying 'okay'

**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.

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