

TRANSGENDER ENTREPRENEURS' CHALLENGES DURING THE START-UP PHASE IN THE BUSINESS LIFE CYCLE

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INTRODUCTION

Transgenders who have become third genders are the most pressing issues today, despite the many demands and sufferings of many sentences. Transgender people struggle with the thoughts of fulfilling their desires and dreams to live a normal life, to be accepted in the society, to act like fellow human beings. The community views transgender people only as talking points: beggars for money, sex workers, ridiculous people, whimsical humans and physical and psychological study manuals. In this situation, only a few people accept their true status and accept them as fellow human beings and a few transgender people know themselves as normal human being. The majority of people in society do not accept transgender people as normal human beings, and they do not welcome and encourage transgender entrepreneurs. But some of the transgender people are walking with the thoughts of getting their own recognition and getting their belongings without ever giving up their self-confidence. So they are more confident and stand on their own legs through entrepreneurship. As a part of that path, this study has been carried out as a collection of challenges faced during the start-up phase of the business cycle of transgender people who are self-employed in Tamil Nadu.

STATEMENT OF THE PROBLEM

Everyone naturally has many problems and challenges, whether physical or mental. Similarly, business people of any gender face numerous challenges during the start-up phase. If they are transgender, they face very crucial issues and a lot of constraints during the start-up phase of society as well as the business life cycle. Transgender entrepreneurs face a lot of challenges during the start-up phase, including criticism from family members and friends against the business idea, capital

raising to start the business, license and location issues, and low self-confidence to meet the society. The current study aims to analyse the challenges faced by transgender entrepreneurs on start-up phase during business life cycle.

OBJECTIVES OF THE STUDY

The inclusive objective of the current research is to analyze the challenges faced and provide solutions to transgender entrepreneurs' problems during the start-up phase in Tamil Nadu. The specific objectives of the study are given below:

1. To examine the demographic aspect of sample transgender entrepreneurs
2. To analyse the challenges of transgender entrepreneurs during the start-up phase of the business life cycle,
3. To find out the most suitable suggestion based on the findings of the study.

RESEARCH DESIGN

There were two types of data sources uses in this research. There were

Primary Data: Prime data is the data together for the original phase from the sources and never have been earlier. The data collected for the opinion of Transgenders' challenges faced during the start-up phase was collected through an interview schedule.

Secondary Data: The secondary data was collected from various sources, like magazines, government publications, books, social media (YouTube), newspapers, websites etc., to strengthen the knowledge of the problem of the study.

Pre-test and Pilot Study

A pilot study has been conducted by interviewing 40 individuals, including transgender entrepreneurs, NGOs, and government officers of the Entrepreneur Cell, from the total survey. The required primary data were collected during the period between February 2021 and April 2021 with the help of a very structured and pre-tested interview schedule, and the results of the surveyed data were interpreted in the area.

Sampling

In this research, since no list of transgender entrepreneurs is mentioned in the government survey, the researcher has collected data on the basis of where transgender

people live in 38 districts and where the entrepreneurs are more numerous. The total sample is 360 for the study. The study uses Cochrane's formula to identify transgender entrepreneurs in a snowball fashion and collects data from June 2021 to November 2021.

LIMITATION OF THE STUDY

This research found no documentation listing details of transgender entrepreneurs, and some transgender entrepreneurs are yet to register as entrepreneurs. Transgender cottage industries and small businesses were not mentioned in the survey of the Sensex value list of Tamil Nadu, and this was the reason for the research.

ANALYSIS AND INTERPRETATION

Transgender Entrepreneurs Challenges faced by during the start-up phase in business

Every human being is engaged in the struggle of life or daily labor to fulfil the possessions like food, clothing and shelter which are his livelihood. Some of them work physically, some work intellectually and in that order occupation is work that can be done both physically and intellectually. Before starting such a business, there is a situation where one has to face various kinds of struggles. Here seven factors are identified as challenges faced before starting a business especially in Tamil Nadu. They are financial challenge, self-doubt, opinion of friends and relatives, family support, lack of guidance and information about the business, identifying the right place to start the business and running the business. Licensing problem. The Hendry Garrett ranking technique inventory was used to analyse the challenges faced by transgender entrepreneurs. The following table shows the preferences given by respondents of transgender entrepreneurs who faced challenges.

Table 1

Preferences given by the respondents for challenges faced by the start-up phase during the business life cycle

S.No	Challenges	I	II	III	IV	V	VI	VII	Total
1	C1	44	31	46	39	144	25	31	360
2	C2	84	20	82	55	59	25	35	360

3	C3	82	41	59	71	35	37	35	360
4	C4	47	42	83	70	24	53	41	360
5	C5	45	72	29	42	54	85	33	360
6	C6	18	105	32	58	25	53	69	360
7	C7	40	49	29	25	19	82	116	360
Total		360	360	360	360	360	360	360	2520

Source: Primary data

In the above-mentioned table, the challenges are noted as C1, C2, C3, C4, C5, C6, and C7. The names of the challenges are given in the last table of the ranking analysis. The ranks are calculated for the factors according to the preferences given by the respondents by using the appropriate Garrett ranking formula. The above table was assigned as per the rank given by the respondents. Subsequently, the Garrett table value is calculated based on the Garrett ranks by using the percent position formula. The scores of each rank and the Garrett table values are multiplied by the obtained scores, and then each row in the table is added.

Table 2
Percent position and Garrett value

S.No	100(Rij-0.5)/Nj	Calculated value	Garret value
1	$100(1-0.5)/7$	7.14	79
2	$100(2-0.5)/7$	21.43	66
3	$100(3-0.5)/7$	35.71	57
4	$100(4-0.5)/7$	50	50
5	$100(5-0.5)/7$	64.29	43
6	$100(6-0.5)/7$	78.57	34
7	$100(7-0.5)/7$	92.89	21

Source: Calculated data

The percent position is calculated as per the below given formula

$$\text{Percent position} = 100 (R_{ji} - 0.5) / N_j$$

R_{ij} = Rank given for i th item by the j th sample respondents

N_j = Total rank given by the j th sample respondents

The value obtained by using percent position formula is called calculated value and the Garrett value is obtained from the Garrett value table based on the calculated value. The obtained Garrett value is multiplied with the preferences given by the respondents. Finally all the multiplied values are added by factor wise. That will be shown in the below table.

Table 3

Problems	P1	P2	P3	P4	P5	P6	P7	Total
C1	3476	2449	3634	3081	11376	1975	2449	28440
C2	5544	1320	5412	3630	3894	1650	2310	23760
C3	4674	2337	3363	4047	1995	2109	1995	20520
C4	2350	2100	4150	3500	1200	2650	2050	18000
C5	1935	3096	1247	1806	2322	3655	1419	15480
C6	612	3570	1088	1972	850	1802	2346	12240
C7	840	1029	609	525	399	1722	2436	7560

Source: Primary data

In the above table each value is obtained by multiplying the preferences given by the respondents with Garrett value and the total value is obtained by adding all the preferences of each factor. The total value is divided by the total number of respondents to get the average value. Finally the ranks are assigned for the problems according to the average value.

Table 4

Ranking analysis for challenges faced by during the start-up phase in business

S.No	Challenges	Garrett Value	Average value	Rank
1	Financial Issues	28440/ 360	79	I
2	Doubt of self confidence	23760/ 360	66	II
3	Friends/ Relatives comments	20520/ 360	57	III
4	Family support	18000/ 360	50	IV
5	Lack of Information	15480/ 360	43	V
6	Location Identified	12240/ 360	34	VI

7	License	7560/ 360	21	VII
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Source: Primary data

It is clear from the above table that the respondents are given first rank to poor sanitary facility, second major Challenges faced by respondents

SUGGESTIONS

- ❖ The major challenges faced by transgender entrepreneurs during their start-up phase are ranked first (score) in the Hendry Garrett ranking method. Finance is the lifeblood of every business. Transgenders are facing more financial challenges, like the inability to collect sufficient funds from banks and relatives and an unstable work flow.
- ❖ Seamless funding for early stage start-ups by PSU banks and other government agencies will go a long way in solving financial issues.
- ❖ Entrepreneurs need to stay motivated so as to solve challenges faced by them hence it is important to organise boot camps wherein they get to interact with fellow entrepreneurs and listen to pep talks by noticeable successful entrepreneurs in the society.

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