

A study on incredible entrepreneurs with reference to Transgenders of Coimbatore District

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Abstract

Misconceptions are many among the ordinary masses as a part of gender dysphoria. Gender refers to the permutation of characteristics, outlook and roles usually associated with biological sex – often placed on a spectrum between masculine and feminine. But a combination of these two genders in an individual will absolutely differentiate from a common man. They are called Transgenders. They are the smallest group having the largest risk. The degree of risk starts from the very basis of life. To be very crystal clear, when every individual after a point of time looks for the future career and prospects of life, it is at this moment that these people are in real search of their own gender identity to understand who they are. Having isolated from family, social stigma, school drop outs, illiterate, unemployed, poverty, prone to physical abuse, homelessness, health hazards, invalid credentials, arrest on false allegations, psychological trauma, attempt suicides, economic restriction and political subjection, associated with HIV, prostitution, nabbing and trafficking (human and child). Besides all these back set the footprints of transgenders are marching forward in the economic progression as being entrepreneurs and living a dignified life. Entrepreneurial spirit is characterized by innovation and risk-taking. The present study is conducted with the aim to empower the lives of Transgender community. This article examines on the factors that led the transgender to be an entrepreneur.

Keywords: transgender, entrepreneurs, economic progression and innovation

Introduction

Occupation as a viable sex worker is a brand attached to transgender. Entrepreneurship can offer levels of fulfillment and achievement that are hard matched with employment. More recently, the term entrepreneurship has been extended to social entrepreneurship, political entrepreneurship, or knowledge entrepreneurship. Entrepreneurship refers to self-employed, business owners who belong to racial or ethnic minority groups. Entrepreneurial ventures offer an innovative product, process or service. These activities differ substantially depending on the type of organization involved. The Hijras have uprooted themselves in adopting various marketing strategies and are equally able to withstand the cut throat competition. These ensure in their divine increase in social status and are naturally self-employed. This literally probe transgender to avoid anti-social and illicit elements to which they are landmarked and now they have expressed to be unique. One important success factors of transgender entrepreneurs is the ability to come up with a concept, to envision and execute it effectively. They are now growing entrepreneurs of the nation and prove their worthiness in being updated in technology, create a sense of innovation and are able to face both physical and mental hardships and track a record in the history of transgender entrepreneurial development.

Objectives of the Study

1. To understand the concept of transgender.
2. To analyze the entrepreneurial difficulties of transgender entrepreneurs.
3. To offer suggestions based on the findings of the study.

Methodology

Pilot Study is a preliminary study conducted on a limited scale

before the original studies are carried out in order to gain some primary information and to know about the nature and different aspect of the problem. A well-structured questionnaire was carefully administered followed by Interview schedule is a part of Primary data including Coimbatore Mavatta Thirunangaigal Nala Sangam is the welfare association council for Transgender. Simple Random Sampling method was undertaken in the study. Secondary Data includes books, magazines, journals, periodicals, newspapers, posters, TV channels and other related websites.

Area Coverage and Sample Size

The major city of Tamil Nadu, The Manchester of South India “Kovai” also called as Coimbatore is the area of the study. The sample size is 110 covering 13 blocks including Municipal Corporation of Coimbatore District.



Source: Primary Data

Review of Literature

Dr. Venkatrama Raju D. and Beena K. S. (2015)^[1] in their article observes that in a pioneering effort to solve the problems faced by transgender people, the government of Tamil Nadu established a transgender welfare board in April 2008. Social welfare minister will serve as the president of the board. This effort is touted to be the first in India and even in the world. The government has also started issuing separate ration cards for transgender people. In additional effort to improve the education of transgender people, the Tamil Nadu government also issued an order on May 2008 to create a third gender for admissions to government colleges. The issues faced by transgenders are discrimination, lack of educational facilities, unemployment, lack of shelter, lack of medical facilities like HIV care and hygiene, depression, hormone pill abuse, tobacco and alcohol abuse, problems relating to marriage, property, electoral rights and adoption.

Anitha Chettiar (2015)^[2] in her article states that the People's Union for Civil Liberties, Karnataka (PUCL-K),^[7] published a monograph on the Human Rights Violations against the Transgender Community mapping the structural violence, the use of force by state and civil society actors and agencies, and of the images of emancipatory struggles of the transgender community. The report sheds light on the mainstream society's deep rooted fear of sexual and gender non-conformity, which manifests itself in the refusal of basic citizenship rights to these communities. The report also documented the brutal stories of abuse and sexual violence which negates the claim of equal citizenship and protection for all. It has classified the societal violence against hijras and kothi sex workers on the basis of sites where the violence occurs as well as the context of the violence under the following heads: 1. Harassment by the police in public places, 2. Harassment at home, 3. Police entrapment, 4. Abuse/Harassment at police stations, and 5. Rape in jails.

M.K. Ananth (2015)^[3] reported that the members of Mavatta Thirunangaigal Nala Sangam organised a signature campaign in Gandhipuram on account of Human Rights Day. They said they wanted people to accept them and treat them with no prejudice. But in many day to day activities, they continue to feel the discrimination, they said. Even in simple things such as filling forms. In many government and educational institution forms there is no appropriate column for their sex. Besides this, they want a three per cent reservation in government jobs and a national welfare board for transgenders – with a transgender as a member – to understand their problems and redress them. The association secretary S. Poonguzhali says that the attitude towards them is seeing gradual change. About the signature campaign, she said that close to 350 men and women of all age groups signed for their cause. "It will be sent to the District Legal Service Authority, who will forward it to authorities concerned," she added. Some of the Mavatta Thirunangaigal Nala Sangam members say that they are saddened that a big chunk of society still thinks of

them as beggars or people involved in illegal flesh trade. The association claims that there are more than 450 of them living in Coimbatore, Mettupalayam, Pollachi, Annur, Anamalai and Kinathukadavu.

Dr. Mrinalini S. and Prof. Gurusamy S. (2016)^[4] in their study highlights that political representation for transgenders must be given in the state legislature assemblies and in the parliament. Special development packages and welfare programmes for transgenders must be included in the five year plans and implemented accordingly. The attitude and behavior of the society as a whole towards the transgenders must be made to undergo a transformation through mass media.

Transgender – An Overview

Transgender people are called as Thirunar. Thirunagai for transfeminine people and Thirunambi for transmasculine people. They are usually called as Aravaani in Tamil and can also be called as Ali, Jagappa. Tamil Nadu has an estimated population of more than 30,000 transgender people. The highest number of transgender recorded is in Salem District and in Coimbatore alone there are 400 who have been registered and 1000 of them are yet to be registered. Most transgender of Coimbatore territory are entrepreneurs and show keen interest in cooking business. Koovagam, a village in Ulundurpet Taluk of Villupuram District is popular for Koothandavar temple. Tamil Nadu State in India was the first to introduce a Transgender Welfare Policy.

Entrepreneurial Hitches of Transgender Entrepreneurs

- The following are the various problems faced by of transgender entrepreneurs. To list a few:
 - Social Problems
 - Psychological Problems
 - Knowledge Problems
 - Entrepreneurial Problems
 - Financial Constraints
 - Marketing Restraints
 - General associated Problems

Application Of Tools: Garrett's Ranking Technique

To find out the most significant factor which influences the respondents, Garrett's ranking technique is used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking has been connected into the score value with the help of the following formula:

$$\text{Percentage Position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where

R_{ij} = Rank given for the i^{th} variable by the j^{th} respondents.

N_j = Number of variables ranked = 5

With the help of Garrett Table, the percentage position estimated is connected into scores. Then for each factor the

¹ Dr. Venkatrama Raju D. and Beena K. S. (2015) Paper ID: SUB156586 "A Study on Socio- Economic Issues of Third Genders in Tamilnadu", International Journal of Science and Research (IJSR), Volume 4, Issue 7, p. 1354 – 1357, ISSN (Online): 2319-7064, Impact Factor - 4.438.

² Anitha Chettiar (2015) "Problems Faced by Hijras (Male to Female Transgenders) in Mumbai with reference to their health and harassment by the Police", International Journal of Social Science and Humanity, Vol. 5, No. 9, p.752 – 759.

³ M.K. Ananth (2015) "Transgenders want equal opportunities", The Hindu, Updated: December 11, 2015 09:52 IST Coimbatore.

⁴Dr. Mrinalini.S. and Prof. Gurusamy.S. (2016) "Social exclusion of transgender people towards inclusive policy", International Research Journal of Human Resources and Social Sciences, Vol. 3, Issue 9, p. 154 – 163.

score of each individual are added and then total value of score and mean values of score is calculated. The factors having the

highest mean value is considered to be the most important factor.

Table 1(a): Calculation of Percentile Position

Rank	Percentile Position	Garrett's Table Value
1	$100 (1 - 0.5) / 5 = 10$	75
2	$100 (2 - 0.5) / 5 = 30$	60
3	$100 (3 - 0.5) / 5 = 50$	50
4	$100 (4 - 0.5) / 5 = 70$	39
5	$100 (5 - 0.5) / 5 = 90$	24

Source: Primary Data

The percentile position of ranks 1, 2, 3, 4, 5, and their corresponding Garrett's table value is shown in the above table, where the calculated percentage position is 10 for Rank 1 and the table value is 75. The value is given in the Garrett's ranking

table for the percentage of 10 which is very near to 10.06. Likewise for all the calculated percentage position the table values are referred from Garrett's Ranking Table.

Table 1 (b): Rating Effectiveness of Factors

S. No	Factors	Assigned Rank								Total Respondents	Total Score	Mean Score	Rank
		1	2	3	4	5	6	7	8				
1	Storage and warehousing problems	9	3	6	6	5	6	12	63	110	3802	34.56	5
2	Fear of intiativeness, lack of orientations	49	18	6	14	2	12	7	2	110	7105	64.59	1
3	Lack of infrastructural amenities and man power	8	11	32	16	15	22	6	0	110	5961	54.19	4
4	Location of Business	11	53	22	1	5	8	6	4	110	6702	60.92	3
5	Bureaucracy Issues	13	50	22	1	9	7	6	2	110	6763	61.48	2

Source: Primary Data

Findings

1. Out of 110 respondents 45 are belonging to the age group of 26-34 years.
2. On the basis of qualification 47 respondents possess primary education only.
3. 76 respondents reported to be biryani caterers, 19 respondents have preferred tailoring as their occupation.
4. 40 respondents possess the monthly income ranging Rs 5,001-Rs 10,000.
5. 80 respondents have their living arrangement among TG's.
6. It is observed from the above table that there is a fear of imitativeness and complete lack of orientation, analytical skills in terms of entrepreneurial problems faced by transgender entrepreneurs that are ranked first and the problems of warehousing and storage is the last factor ranked.

Suggestions

1. Each human being in this universe is indeed unique, and an integral part of nature. It is off beam to judge and discriminate people who are different from the stereotype, which is against man-made.
2. Entrepreneurial orientation on analytical skills has to be enhanced regularly which may help in overcoming the fear of imitativeness and promote social status
3. Transgender entrepreneurs should have their autonomous SHGs and NGO Advisory Councils and Co-operative banks so that there is all time mobility of funds and can help in boosting more entrepreneurship among Trans genders.

4. Proper credentials should be given so that they can avail the amenities for infrastructure like allocation of land, transportation, water, electricity etc. to establish the location of business.
5. Bureaucracy norms can be liberalized exclusively for them so that they can be registered under DIC.
6. Officials must concentrate more and make periodical monthly assessment report on entrepreneurial training Trans genders to identify the weaknesses and scope among them and take immediate actions to rectify them.
7. Availability of suppliers / dealers to obtain of raw-materials can be restricted and direct channel of distribution is possible or he prime agent may be involved and cut too many intermediaries.

Conclusion

The most prevalent and discrete exploration of transgender activism is taking place in all sphere of living. A well-structured Government-funded vocational rehabilitation programs must be initiated so that the transgender entrepreneurs can improve their skill set margin and this can completely eliminate them from sex drive, prostitutions, drug addictions. Live and Let Live is the phenomenon of humanity and trans community is slowly being viewed in a new light and has a vivid prosperous growth of entrepreneurship with well advancement of technology and other innovative modules which benefit the entrepreneurs, transgender community, society and the whole of the nation.

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