OPPORTUNITIES AND OBSTACLES IN TRANSGENDER ENTREPRENEURSHIP

A project report submitted in

Partial fulfilment of the requirements for the award of the degree of

MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Submitted by

HARSHA ANIYAN

SM20JMC010

UNDER THE GUIDANCE OF

Ms. Remya John

DEPARTMENT OF COMMUNICATIVE ENGLISH

ST TERESA'S COLLEGE

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Accredited by NAAC with 'A++' Grade

Affiliated to

MAHATMA GANDHI UNIVERSITY

March 2022

CERTIFICATE

This is to certify that the dissertation titled, **'Opportunities and Obstacles of Transgender Entrepreneurship '**prepared and submitted by **Harsha Aniyan** in partial fulfilment for the requirements for the award of the degree of **Master of Arts in Journalism and Mass Communication** is a bonafide record of project work done by the student and is hereby accepted.

Place: Ernakulam   Ms. Remya John

Date**:** 25-03-2022   **Head of the Department,**

Department of Communicative English.

GUIDE'S CERTIFICATE

This is to certify that the dissertation titled, **'Opportunities and Obstacles of Transgender Entrepreneurship'** is a record of the original and independent work carried out by **Harsha Aniyan** under my guidance and supervision. This has not previously formed the basis of the award of any degree/ diploma /other similar title of recognition

Place: Ernakulam

Date: 25-03-2022   Ms. Remya John

DECLARATION

I hereby declare that the dissertation titled **'Opportunities and Obstacles'** is an original work prepared and written by me, under the guidance of **Ms. Remya John**, **Department of Communicative English, St. Teresa's College** in partial fulfilment of the requirements for the degree of **Master of Arts in Journalism and Mass Communication.** This thesis or any other part of it has not been submitted to any other University for the award of other degree or diploma.

Place: Ernakulam

Date: 25-03-2022   Harsha Aniyan,

                                                              SM20JMC010

ACKNOWLEDGEMENT

I take this opportunity to offer my humble prayers and thanks to God Almighty for his mercy and blessings for the completion of this project.

I am deeply grateful to **Rev. Sr. Emeline CSST,** Director, , St. Teresa's College (Autonomous), Ernakulam **Rev. Dr. Sr. Vinitha CSST**, Manager, St. Teresa's College (Autonomous), Ernakulam, for their kind cooperation and I am highly indebted to **Dr. Lizzy Mathew**, Principal, St. Teresa's College (Autonomous), Ernakulam, for her unconditional support and encouragement during my course of study in this institution.

I express my sincere gratitude to **Ms. Remya John**, Head of the Department of Communicative English, St. Teresa's College (Autonomous) for the valuable suggestions and guidance provided by her in fulfilling this project. I am profoundly indebted to my guide for her constant support and help for the successful completion of this project.

I am extremely thankful to my supervising guide, **Ms. Remya John**, Department of Communicative English for his guidance and for all the teachers of the department for their valuable help rendered for the successful completion of this project.

Last but not the least, I wish to express my gratitude to my friends and family for their love and support.

Harsha Aniyan

TABLE OF CONTENTS

CONTENTS

LIST OF TABLES

LIST OF FIGURES

ABSTRACT

Entrepreneurship was historically a male-dominated activity. However, in the present period, we see gender equality in all aspects of life. In today's culture, a transgender entrepreneur has great rank and positions. However, transgender businesses encounter a variety of issues and difficulties. It reduces their productivity. The study's main goal is to identify the significant barriers that transgender entrepreneurs face. Another goal is to offer practical advice for the growth of transgender entrepreneurship. Primary data was acquired by a survey questionnaire in this study. Samples were obtained at Ernakulam, Kerala. The data was gathered using the snowball sampling approach. The study gathered 50 samples from all throughout the cosmos. The research demonstrates both the internal and external factors effected the development of their entrepreneurship.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO ENTREPRENUERSHIP

The economic, social, cultural, religious, and psychological elements all have a role in the emergence of entrepreneurs in a culture. An entrepreneur is simply a person who leads the application of human energy for the organization of a business through his insight and ability. From the beginning, entrepreneurship has been a male-dominated activity, although that has evolved through time. In various regions of the world, transgender people are also emerging among today's most remarkable and inspirational entrepreneurs. Transgender entrepreneurship is critical to their lives' creation of jobs, innovation, growth, and development. It will contribute to the transgender community's gender equality, empowerment, and social inclusion.

In every sector of socioeconomic endeavour, there is a constant and ongoing process of development and reformation. It refers to the idea of promoting, creating, multiplying, modernising, and rehabilitating businesses in the fields of commerce, trade, and industry. Small-scale industrial units, in fact, serve as incubators for entrepreneurial skill and initiative. In the new situation, transgender people have become more aware. Entrepreneurship opens up a new arena for them, allowing transgender people to pursue their dream job while being independent and self-sufficient.

1.2 TRANSGENDER

In his 1965 reference work Sexual Hygiene and Pathology, psychiatrist John F.Oliven of Columbia University coined the term transgender, writing that the previous term, transsexualism, "is misleading; actually, 'transgenderism' is meant, because sexuality is not a major factor in primary transvestism." Various transgender, transsexual, and transvestite people, including Virginia Prince, popularised the term transgender with diverse definitions in the December 1969 issue of Transvestia, a national journal for cross-dressers she founded. Transgender and trans persons were used as umbrella words by the mid-1970s, while transgenderist and transgenderal were used to refer to those who aspired to live cross-gender without undergoing sex reassignment surgery. In instructional materials, transgenderist was shortened as TG by 1976.

Transgender people have a gender identification or expression that is different from the sex given to them at birth. Transsexuals are transgender people who seek medical treatment to transition from one sex to another. Transgender, or trans, is an umbrella term that encompasses people who are non-binary or genderqueer, as well as people whose gender identity is the polar opposite of their assigned sex (trans men and trans women). Other transgender definitions include those who identify as a third gender or consider transgender people to be a third gender. Being transgender is not the same as having a different sexual orientation. Transgender people might be heterosexual (straight), homosexual (gay or lesbian), bisexual, asexual, or none of the above, or they can refuse to define their sexual orientation. Cisgender is the polar opposite of transgender, and it represents people whose gender identity corresponds to their assigned sex.

1.3 EXCLUSION OF TRANSGENDER FROM MAIN STREAM

Many transgender people suffer discrimination at work, in public places, and when seeking medical care. They are not legally protected against discrimination in India. The Supreme Court of India proclaimed transgender to be a "third gender" in Indian Law in April 2014. In India, the transgender population (which includes Hijras and others) has a long history in Hindu mythology. Seldom, our society realizes or cares to realize the trauma, agony and pain which the members of Transgender community undergo, nor appreciates the innate feelings of the members of the Transgender community, especially of those whose mind and body disown their biological sex. Our society often ridicules and abuses the Transgender community and in public places like railway stations, bus stands, schools, workplaces, malls, theatres, hospitals, they are sidelined and treated as untouchables, forgetting the fact that the moral failure lies in the society's unwillingness to contain or embrace different gender identities and expressions, a mindset which we have to change.(Radhakrishnan,2012)

1.3 ENTREPRENEURSHIP

Emergence of entrepreneurs in this society face different types of issues like economy, social, cultural, religious and psychological factors. An entrepreneur is a person who starts a new firm and bears the most of the risks while reaping the majority of the benefits. Entrepreneurship has evolved as a result of changing circumstances over time. Transgender people confront unique challenges because they are not considered regular people. However, because they overcame more and more severe challenges to become businesses, they are now regarded as the most inspirational entrepreneurs. Transgender entrepreneurship is critical in terms of employment

creation, innovation, growth, and progress in their lives. It will help community achieve gender equality, empowerment, and social inclusion.

Entrepreneurial talents and initiatives are channeled through small-scale manufacturing entitieslike makeup artists, painters, theatre Artists, etc. As a result of the altered situation, transgender people have become more aware of their rights. Entrepreneurship offers up a new arena for them, allowing transgender people to pursue their desired job while maintaining their freedom and self-sufficiency.

1.4 NEED FOR THE STUDY

In today's society, a transgender entrepreneur enjoys significant status and positions. However, transgender entrepreneurs encounter a variety of issues and hurdles. It has a negative impact on their productivity. The study's main goal is to discover the most significant barriers that transgender businesses face and also to offer recommendations for the growth of transgender businesses.

Where do transgender people fit in if they don't fit into the socially imposed gender binaries? To comprehend how transgender people realize their identity, it's necessary to understand the concept of gender and sex as a continuum. A person's sex is determined at birth based on a visual examination of the baby's genital presentation (Sennott& Smith, 2011). According to the Intersex Society of North America, there are 40 different intersex conditions, only one-third of which are apparent to the human eye (as cited in Sennott& Smith, 2011). Gender, according to Unger (1979), is "a term used to characterize the non-physiological aspects of sex that are culturally perceived as acceptable to males or females." Gender is a carefully constructed identity throughout time that is developed via a specific stylized repetition of

activities (Butler, 1988). Gender is an emotional condition, hence there is no such thing as a "real" or "genuine" gender; rather, it is what we perceive ourselves to be (Sennott& Smith, 2011). Gender expression, which is the external presentation of gender, cannot be divided into masculine and feminine binaries; rather, it is a continuum that changes shape through time (Sennott& Smith, 2011). Their gender is expressed regardless of their gender.

1.5 OBJECTIVES

1. To find out major constraints confronted by the transgender entrepreneur.

2. To discover the obstacles that transgender entrepreneurs confront while starting a business.

3. To provide effective suggestions for the development of transgender entrepreneurship.

1.6 RESEARCH QUESTIONS

This research paper will answer the following questions:

Q1. What are the internal factors that effects transgender entrepreneurship?

Q2. What are the supporting measures that transgender are expecting for being an entrepreneur?

Q3. What are the external factors that affects transgender entrepreneurship?

Q4. Why transgender is choosing entrepreneurship over other occupations?

Chapter 2

REVIEW OF LITERATURE

2.1 Introduction

The study is conducted with the objective of finding the opportunities and obstacles of Transgender Entrepreneurship in Ernakulam using one-to-one interviews and surveys as well as it aims to analyse the issues faced by them in daily lives. Many of the studies would look at only from one particular angle like discrimination of Transgender as a whole community in society. This study aims to examine their entrepreneurship challenges too. So, previewing previous research works with different perspectives will give more insight into transgender entrepreneurship and will help inconducting this study in broader perspective.

In this chapter, previous research works on Transgender Entrepreneurship, qualitative and quantitative perspective to Transgender Entrepreneurship and official senses reviewed research papers focusing on the content of Transgender are reviewed. The main sourcefor accessing previous literature on Transgender Entrepreneurship is mainly through web and journals consolidating essays and Research works on Transgender.

2.2 Transgender Community in India

Dr. Sharma (2021) in her study 'Challenges Faced by the LGBTQ Community- A Comparative study between India and Australia' discussed about the challenges of sexual minorities are often underscored within the world and brought a backseat. But to effectively use Gender mainstreaming as a base for policy work, one needs to change that. This text broadly investigates the challenges faced by the LGBTQ community in an exceedingly comparative

format. Giving due weightage to the global perspective, this article tries to analyse analyse the challenges faced by a developing country, India and a developed country, Australia. The aim of the studyis to derive at what stage are we in the liberalization of LGBTQ compared to a developed country, what are the historical factors that have influenced the progress, if any. The researcher took up this topic because as a citizen in this democratic country, it is incredibly concerning to hear about the challenges that the LGBTQ have to face and a positive change within the country's state of mind is that the need of the hour. The researcher has employed doctrinal methodology within the research paper to arrive at the results. After carefully dissecting the historical background, the challenges and the next suggestions of the LGBTQ community in India and Australia, the researcher has arrived at some results. India, currently, is at the initial stages of reforms in the LGBTQ community as compared to Australia and a few of it will be attributed to the various perspectives of a culturally and religiously rich India. In terms of awareness and acceptance rate, India is quite low. Most of the challenges faced by the community are due to lack of awareness and knowledge. But to administer credit when it's due, India has come a protracted way and fought a tough battle. It isn't visiting be easy within the coming future but what we'd like is an informed and upstanding youth community. The reforms will follow accordingly.

Mr. Habin. (2021) in his study 'Transgender Community in India: A Study on the the Religious and Cultural History' investigates the earlier references of transgender community in Indian texts and culture. The researcher tries to trace a history and tradition (mainly religious and cultural) of the transgender community in India. This study concludes that, by referring to transgender people as eunuchs, Indian society strives to suppress them. Legends and sagas contain detailed information about such individuals. Transgender people are defined by modern

science as those who are externally male but internally feminine. It's just a different way of expressing one's gender. Thus, the village has its own rich tradition. However, by rejecting this heritage, Indian society attempts to suppress transgender identity and marginalize persons who are gender nonconformists.

Subramanian et.al (2015) in their study 'Mapping and size estimation of Hijras and other Trans-Women in 17 States of India: First Level Findings' A large-scale study on mapping and size assessment of varied subgroups of trans-women (including hijras) was undertaken in 17 Indian states, and it was about effective planning, implementation, and evaluation of targeted HIV interventions among trans-women. They employed a spatial community mapping approach and conducted interviews with community and non-community key informants to locate trans-women (TW) frequenting locales and estimate their surveyed numbers at those locations. They discovered that in the 17 research states, a total of 5821 sites were identified, with 1664 (28.6%) in rural areas and 4157 (71.4%) in urban areas. Maharashtra, Odisha, Tamil Nadu, Uttar Pradesh, and West Bengal were the top five states with the most TW sites, accounting for 60% of all sites.

2.3 Transgender Entrepreneurship

Chakkunny and Dr. Sundara (2020) in their study 'Problems and Possibilities of Transgender Entrepreneurship in Kerala' finds out the major constraints confronted by the transgender entrepreneurs and also tries to provide the effective suggestions for the development of transgender entrepreneurship. The Primary data collected for this study is through interview schedule and observation. Secondary data were collected from books, journals and internet through Snowball sampling method. Today a transgender entrepreneur enjoys high status and positions in our society. But transgender entrepreneurs face multiple types of problems and

challenges. It negatively affects their efficiency. The study was concentrating 50 samples from the universe. The study also shows both the internal and external factors affected the development of their entrepreneurship.

Akhila and Ursula (2019) in their study titled 'Equalizing the Gender: A Study on Women and Trans-women Enterprises in Kerala' The impact of entrepreneurship on the social lives of women and trans-women in Kerala was the subject of the study. The Kerala Kudumbashree Mission, a self-help group movement for women in the state, is one of the endeavors that has been effective in promoting gender equality in all aspects of life through women empowerment since 1998. Kudumbashree is also setting an example by defining womanhood in a broader context, which includes trans-women. Kudumbashree's idea to develop micro businesses for trans-women is unique and groundbreaking. The success stories of Kudumbashree women's businesses serve as an example for the country in terms of women's empowerment. The study focused on the impact that the businesses had on women's and trans-women's social lives in terms of acknowledgment, reception, and reward. The study used a narrative technique to capture the lived experiences of the participants.

Ms. Suraiya (2017) in her article 'A Study on incredible Entrepreneurs with reference to Transgender of Coimbatore District' examines on the factors that led the transgender to be an entrepreneur. The Objectives of the study is to understand the concept of Transgender, to analyse the entrepreneurial difficulties of Transgender Entrepreneurs and also to offer Suggestions based on the findings of the study. Simple Random Sampling method was undertaken in the study. Secondary Data includes books, magazines, journals, periodicals, newspapers, posters, TV channels and other related websites. Findings of the study is that the most widespread and discrete exploration of transgender activism is occurring in every sector of life. A well-

structured, government-funded vocational rehabilitation program must be established so that transgender entrepreneurs can expand their skill set margin and be free of sex urge, prostitution, and drug addiction. Live and Let Live is a human phenomenon, and the transgender community is slowly being seen in a new light, with a vibrant, prosperous growth of entrepreneurship thanks to technological advancements and other innovative modules that benefit entrepreneurs, the transgender community, society, and the entire nation.

Mrs. Suraiya (2017) 'Inhibitions of Transgender Entrepreneurs with Reference to Coimbatore District' aims at the objectives To study the socio-economic profile of the Transgender Entrepreneurs and also to examine the problems encountered by transgender entrepreneurs. Null hypotheses were formulated for the study. The study was conducted within the nucleus of South India in the Indian state of Tamil Nadu is entitled to Coimbatore District covering 13 blocks. In all aspects of life, the largest and most identifiable surge of transgender activism is taking place. The Findings of the study was that , A well-structured, government-funded vocational rehabilitation programme must be established so that transgender entrepreneurs can increase their skill set margin and entirely eliminate the gender gap. They should be free of sex drives, prostitution, and drug addictions.

2.4 Transgender Community in Kerala

Antony and Johny (2017) in their study 'Social Work Intervention for the Empowerment of Transgender Community in Kerala, India.' attempts to view the needs of the transgender community from the perspective of Maslow's hierarchy of needs theory. To define the pattern of human development, he utilized the phrases "physiological," "safety," "belongingness," and "love," as well as "esteem," "self-actualization," and "self-transcendence." The constraints of transgender people's holistic development and peaceful functioning in society are discussed in

this article. The article also makes recommendations for how to reintegrate the transgender community and how it may contribute to the overall development of society. The researcher uses Maslow's need hierarchy to analyse the quality of life of transgender people and identify areas that need to be improved in order to aid them. The writers of this research attempted to summarize the problems and obstacles faced by transgender people, particularly in Kerala, and it is apparent that their lives are not satisfying enough to meet their demands. The study shows that there is a significant demand for social work interventions and that suitable education and training is required. Teachers, practitioners, students, the government, and the general public should come together with a shared vision and objective to empower and holistically development of Transgender.

Ms. Kuriakose and P K (2018) in their study 'Social Upliftment of Transgenders in Kerala through employment Opportunities' examines the status of transgender people in Kerala as citizens, as well as their current career options. The study establishes a paradigm for transgender employability and social upliftment by establishing employment chances by examining the instances of certain well-known transgender. The study's findings included conducting literacy and skill development programs for transgender people. Start unique vocational classes for transgender people, such as tailoring, beauty, and toy manufacturing. Provide financial assistance and a loan to people who are just starting their own businesses.

Mr.Aneesh (2017) in his study 'Quality of Life Among Transgender in Kerala' focused on the quality of life of male to female transgender in Kerala between the ages of 18 and 40. The research was conducted using quantitative methods and a descriptive research methodology. The study population consisted of male to female transgender individuals aged 18 to 40 years old from three districts in Kerala, India (Kottayam, Ernakulam, and Thrissur). A total of 100 people

were included in the study. Data was collected using a questionnaire with a socio-demographic data sheet produced by the researcher and the WHO QOL-BREF (1996). In-depth interviews were used to gather information. The findings show that transgender people have a moderate to good quality of life in their current life position, both domain-wise and overall.

2.5 Discrimination against Transgender

Machiridza and Bhonsle in their study 'Challenges Faced by Transgender (Pre and Post Sec 377) of Vadodara' examines the issues that transgender people confront and the expected consequences of social work intervention to help them overcome them. Transgender persons are among the most marginalized and discriminated-against members of Indian society, who are not recognized by their families or the government. The outcomes of this study demonstrate that transgender persons face numerous hurdles, including social issues, psychological issues, marketing issues, bureaucratic issues, knowledge issues, gender and other concerns, financial restrictions issues, and entrepreneurship issues. The researcher employed social work intervention strategies to help transgender people deal with their problems.

Ms.Philip (2018) in her study 'Stigma and Discrimination Towards Transgender in the Society' aims to learn about societal biases towards transgender people, to learn more about transgender people's quality of life and the issues they confront in society. The researcher in this study employed a descriptive research approach to examine the stigma and discrimination that transgender people face in society. Data was gathered from 50 transgender people in the Ernakulam area. In this study, the data was collected via a questionnaire. The questionnaire employs a self-prepared scale. The information gathered was analyseanalysed with descriptive statistics and displayed in tables.

2.6 **Entrepreneurship**

Swathy and Benazir (2014) in their study 'A Study on the Challenges Faced by Entreprenuers' examines how entrepreneurs overcome obstacles when beginning a business. The key problems that entrepreneurs confront when beginning a firm are examined in this study. Financial issues, production issues, labour issues, and government-related issues are the most common issues that entrepreneurs confront. This was a descriptive study that included surveys, facts, and conclusions. A created and verified questionnaire was used to collect data.According to the findings of this study, the key problems faced by entrepreneurs are market competition, financial challenges, marketing challenges, and so on. They overcame the obstacles by incorporating practical expertise and a well-thought-out business plan into the company. The greatest strength of entrepreneurs is their self-confidence, whereas their main weakness is their fear of failure, which they have when they first start their firm. As a result, people have faith in his or her ability to deal with the world and take real efforts to achieve the objectives.

Eckhardt and Shane (2003) in their Research Article 'Opportunities and Entrepreneurship' elaborates perspectives on entrepreneurship by delving deeper into the importance of opportunities in the entrepreneurial process. The paper emphasizes the need of studying entrepreneurship using a disequilibrium paradigm that focuses on the characteristics and availability of entrepreneurial opportunities. In addition, the article discusses various opportunity typologies and their implications for entrepreneurship.

Nikhil et.al (2015) in their study 'Problems and Prospects of Start-Ups in Kerala-A Study with special Reference to Cochin Startup Village' aims to know the prospects and problems of Start-Ups in Kerala with special reference to Cochin Start-Up Village. Analysis was done via statistical software, independent sample t -test and rank test were used. The study found that the

majority of start-ups were incorporated by male dominance, indicating a significant gender gap. Incorporations were done in corporate form, with the majority of females being registered. Although modern sources of favorable funding schemes were available, the majority of the start-ups were engaged in B2B business, with education backed by science disciplines. It took nearly a year for companies to come up with a viable product market fit, despite the fact that the majority of the start-ups were engaged in B2B business. The major issues faced by start-ups include a lack of Return on Investment (ROI), poor mentoring, and poor product market fit, with funding and infrastructure issues being the least of their concerns.

Chapter 3

METHODOLOGY

3.0 Introduction

Methodology is the study of research methods, or more officially, "a coherent and logical scheme based on views, attitudes, and values that govern the decisions researchers make." It entails a theoretical examination of a branch of knowledge's corpus of procedures and principles, with methodologies from different disciplines differing depending on their historical evolution. This results in a series of approaches that span different perspectives on how knowledge and reality should be interpreted. This places techniques in the context of broader ideas and approaches.

It comprises specific procedures, techniques and methods adopted to conduct the research effectively. The chapter is categorized into various titles such as research, design, sampling design, tools used and methods for data collection etc.

The study is conducted with the objective of finding the Opportunities and Obstacles of Transgender Entrepreneurship in Ernakulam. The study participants include Transgender who live in Ernakulam of Kerala. Ernakulam is one of the three districts, among the 14 districts of Kerala in which the number of micro enterprises is very high. Transgender people have a gender identity or gender expression that differs from the sex that they were assigned at birth. Some transgender people who desire medical assistance to transition from one sex to another identify as transsexual. Hence the study covers the transgenderin Ernakulam.

It is an attempt to narrate the lived experiences of the Transgender Entreprenuers on how they are minimizing the demarcation between the gender spectrums in their livelihood and also using

charts to show the results of survey done among transgenders.. The study shows both the internal and external factors that affect the developmentof transgender entrepreneurship.

3.2 Research Design

Research design is the framework of methods adopted to conduct the research. The research design is a framework for conducting the study and collecting data. It is defined as the specific methods and procedures you use to acquire the information you need (Smith 2012). Research design has to be thoroughly specific as to what methods of data collection are followed.

This study 'Opportunities and Obstacles in Transgender Entrepreneurship' adopts a quantitative approach where a certain number of transgenders will be selected on a voluntary basis. The population of transgender who took my survey was very diverse, especially in their choice of living. Researcher targeted this group of people for a variety of reasonsTransgender people are the ones who are more affected by societal norms and discriminationAlso, the transgender needed to be over the age of 18 for legal and human subjects issues. Finally, the researcher could not ask only about societal acceptance to take the survey as most of these transgender usually are facing different kind of difficulties and also to read more about transgender entrepreneurship, which in turn could distort my results.

Women were send messages to their Instagram accounts and also by collecting their number through different sources and called them asking for volunteers. Also asked the recepients to forward information about my survey to their transgender friends, family members, etc. so even more transgender could be included

3.2.1 Quantitative Approach

Quantitative research methods emphasise objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. The final written report has a set structure consisting of introduction, literature and theory, methods, results, and discussion (Babbie& Earl R, 2010).

For this study, a structured questionnaire was used as a tool to get quantitative data from various respondents. The respondents were linked to an online survey (see a copy of the survey questionnaire in the Appendix).

3.3 Questionnaire Design

Online survey or internet survey, is one of the most popular data collection sources, where a set of survey questions is sent out to a target sample and the members of this sample can respond to the questions over the world wide web.

The online survey was used as the main research technique for this study. According to "Introduction to Using Online Surveys" (Ritter & Sue, 2007), an online survey works best in situations where a list of potential respondents is known to have emails and a good internet access, and it is very useful to the target respondents as they are geographically dispersed. The online questionnaire was designed with the help of Google Forms, the link of which was sent to the respondents via social media platforms such as WhatsApp and Instagram. The survey consisted of nine questions about the individual's occupation, how he/she feels about the society,

etc. The survey was made available on February 20, 2022 until May 20, 2022. During this time, the sample population access this survey 24 hours a day and 7 days a week.

3.4 Sample for the Study

A survey method was considered over all the other forms of data collection to collect comprehensive data directly from the primary sources. The population selected for the study consists of transgenders of different occupations in Ernakulam. Out of which 50 of them form the sample size. As the survey was conducted via online mode, the sampling methods selected for the study were snowballing and convenient sampling methods which are categorized under the non-probability sampling methods.

Most of the survey questions had multiplechoice as options. The only open ended question asked the participants to indicate the problems that they faced to become an entrepreneur.

3.5 Sample Size

Among a large number of transgenders in Ernakulam, a total of 50 transgender peoples were selected as the sample size for this study. This sample size includes transgender working in both private sector and public sector. The sample for this study was made up of transgender ranging in age from 18 to over 50 years.

3.6 Sampling Method

The covenient method and snowball sampling methods were chosen for this study from an immense variety of sampling methods accessible in the field of research. There are two sorts

of sampling methods in this field: probability and non-probability methods. The methods mentioned above are non-probability sampling approaches.

3.6 Tools used for Research

One of the most important tools used for this study was a survey that was conducted online. The survey was structured in the form of a questionnaire. It consisted of nine questions, out of which eight questions were multiple choice questions and one was an open-ended question. These questions were distributed as a Google form to the required sample audience via various social media sites such as WhatsApp and Instagram. These techniques aided in the acquisition of accurate data.

The research followed proper ethics during the entire study. The participants were informed about the purpose of the research. An oral consent was given by the participants. Interviews were voluntary and the participants had the right to withdraw their interview at any point. Participants name or any other data of personal identification have not been used anywhere in this study. Throughout the research work, all participants were aware of the role of the researchers.

Chapter 4

DATA ANALYSIS AND INTERPTRETATION

4.1 Introduction

The main objective of the study was to identify the opportunities and obstacles in transgender entrepreneurship . All the information that is gathered for the study to answer the analysis queries and to fulfill the objectives of the study are analyseed and interpreted with the help of questionnaire.These responses are thoroughly analysed and interpreted. This chapter presents the analysis and interpretation of the whole data collected from Transgender people who resides in Ernakulam.

The survey responses are analysed and illustrated using various forms of graphical representations and a simple percentage evaluation is done to analyse and further describe the data.

The following demographic data shows distribution of age, gender and education among the respondents.

4.2 Age

The respondents were asked to mark their age and have categorized it into three A total of 50 responses were collected. Table 4.2 and figure 4.2 illustrate the result.

Table 4.2Age

Age	Frequency	Percentage %
Below 25 Years	05	12
25 – 35 Years	31	52
Above 35 Years	15	36
Total	**100**	**100**

The data from table 4.2 has been represented as a chart as shown below which gives the overall percentage regarding the different age groups to which the respondents belong.
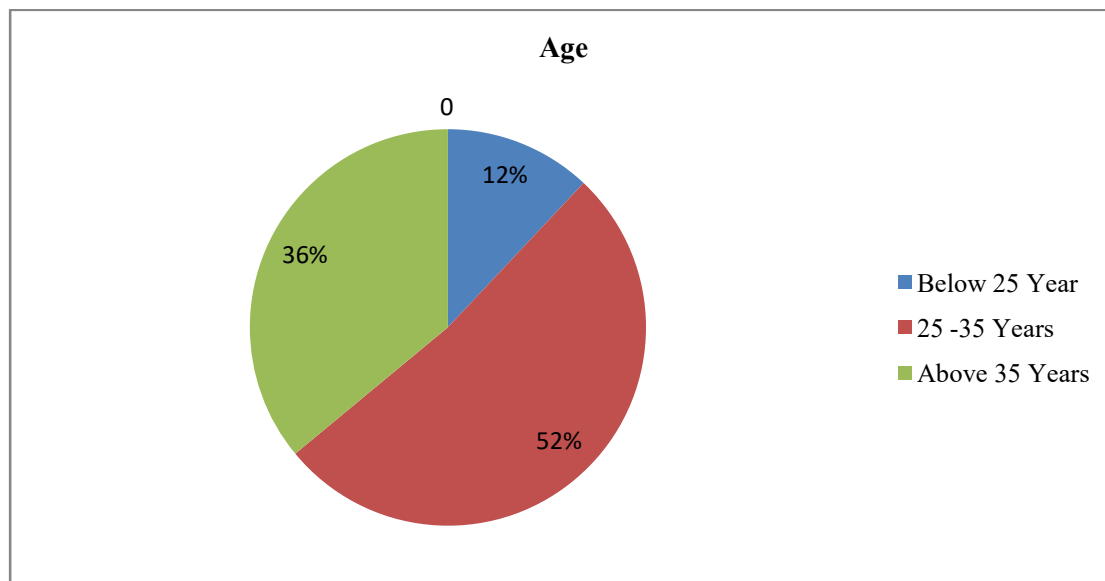
Figure 4.2Age

Table 4.2 and Figure 4.2 show that 50 transgender who have responded to the questionnaire.

Here, It can be seen that 52% of them belongs to the age group of 25-35 years, 36% of them are above 35 years and only 12% of the them are below 25 years.

4.3 Societal Acceptance

While dealing with the equality among the people of a society, there was a total of 50 responses were collected. Table 4.3 and Figure 4.3 represent the results.

Table 4.3 Societal Acceptance

Societal Acceptance	Frequency	Percentage %
Yes	06	12
No	44	88
Total	**50**	**100**

The data from the above table has been represented as a pie chart as shown in figure 4.3 which gives the overall percentage of how transgender being treated in the society from their own experience.
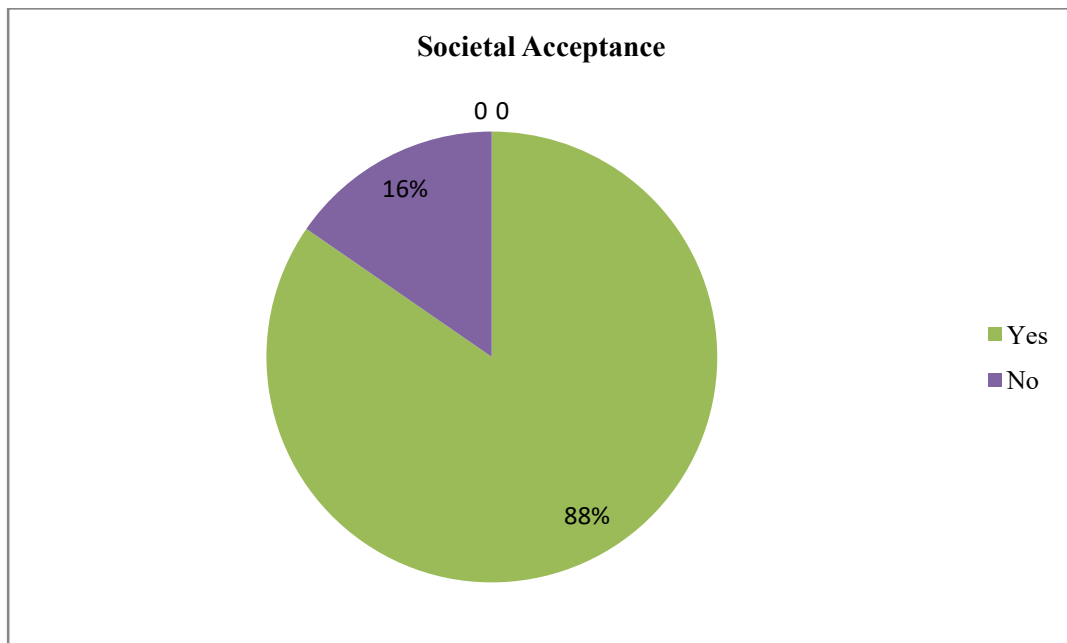
Figure 4.3 Societal Acceptance

Table 4.3 and figure 4.3 explain that a vast majority of 88% of the respondents have been not treated equally in the society. 16% of respondents reported that they got equally treated in society.

4.4 Discrimination in other institution

The respondents were asked to indicate that whether the discrimination in other institutions led them to become an entrepreneur from the five options given and the survey yielded 50 responses from the total sample size of 50 respondents. Table 4.4 and figure 4.4 illustrates further.

Table 4.4 Discriminations in other Institutions

Discrimination in Other Institution lead to become an Entreprenuer	Frequency	Percentage %
Strongly Agree	12	24
Agree	25	50
Neutral	10	20
Disagree	03	06
Strongly Disgree	0	0
Total	**50**	**100**

The data from the above table has been represented as a pie chart as shown in figure 4.4 which gives the overall percentage of the experience of the respondents.
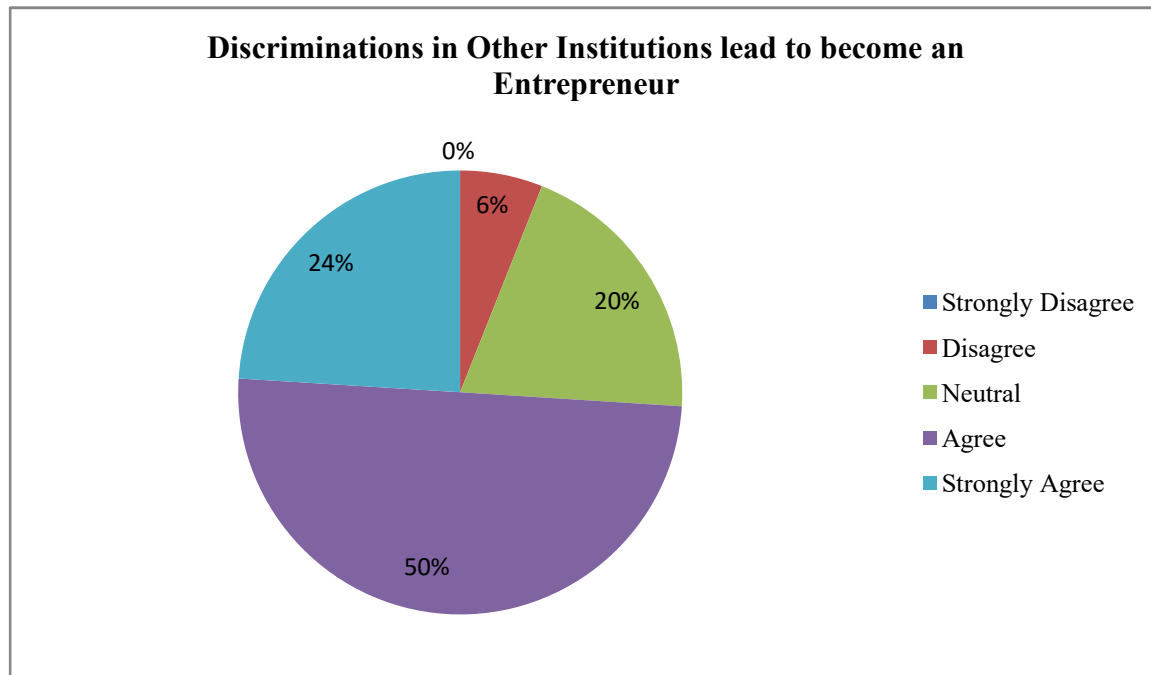
Figure 4.4 Discrimination in other institutions

Table 4.4 and figure 4.4 explains that a vast majority of 50% of the respondents have agreed and 24% of respondents strongly agreed that they have faced discriminations in other institutions and that lead them to be an entrepreneur. 20% of them reported that they neither agree or disagree the statement. 6% of the respondents disagreed to the statement.

4.5 Government Policies.

The respondents were asked to indicate that whether it is difficult for them to start a business without the help of Government Policies from the five options given and the survey yielded 50 responses from the total sample size of 50 respondents. Table 4.5 and figure 4.5 illustrates further.

Table 4.5 Government Policies.

It is difficult to start a business without Government Policies	Frequency	Percentage%
Strongly Agree	03	06
Agree	15	30
Neutral	20	40
Disagree	12	24
Strongly Disagree	01	02
Total	**50**	**100**

The data from the above table has been represented as a pie chart as shown in figure 4.5 which

gives the overall percentage of the opinion of the respondents.
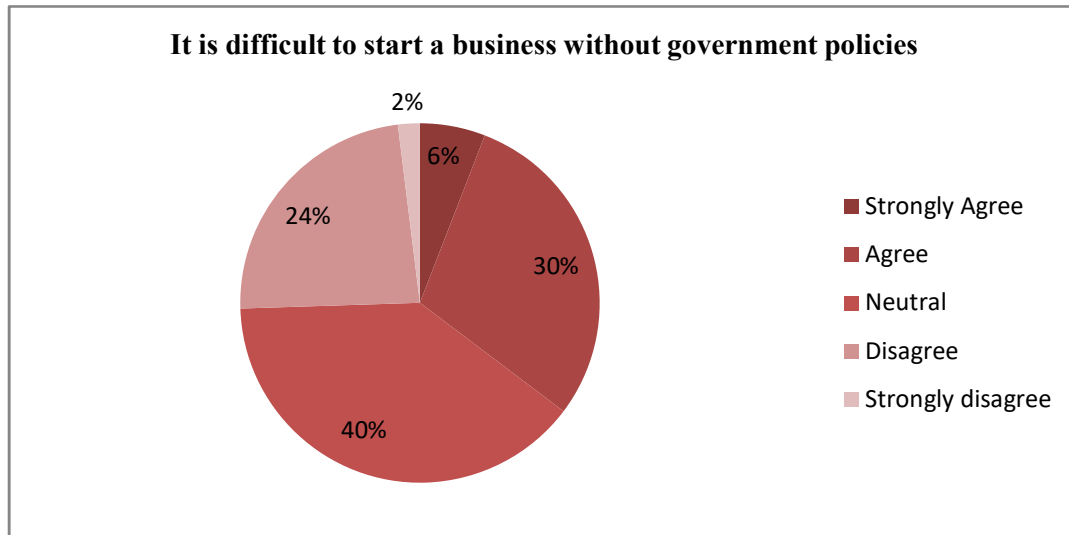
Figure 4.5 Government Policies.

Table 4.5 and figure 4.5 explain that a majority of 40% of the respondents have a neutral

approach about the need for having a government policy to start a business. The total of 36% of

the respondents have an positive approach of having government policies that help them to start a business and the rest of the 26% of them says that it is not difficult to start a new business without having favourable government policies by disapproving the statement.

4.6 Violence at Workplace

The respondents were asked to indicate that whether they have faced any violence in their workplace from the five options given and the survey yielded 50 responses from the total sample size of 50 respondents. Table 4.6 and figure 4.6 illustrates further.

Table 4.6 Violence at your workplace

Have you faced any violence at your workplace	Frequency	Percentage%
Always	08	16
Often	19	38
Sometimes	23	46
Rarely	0	0
Never	0	0
Total	**50**	**100**

The data from the above table has been represented as a pie chart as shown in figure 4.6 which gives the overall percentage of the opinion of the respondents.

Figure 4.6 Violence at workplace

Have you faced any violence at your workplace

Table 4.6 and figure 4.6 explains that all of the respondents somehow have faced violence. Majority of 46%% of the respondents have said sometimes, 38% have said Often and the 16% of them have always agreed and 24% of respondents strongly agreed that they have alwaysfacing violence.

4.7 Motivation in Transgender Entrepreneurship

The respondents were asked to indicate that whether there is lack of motivation in transgender entrepreneurship from the two options given and the survey yielded 50 responses from the total sample size of 50 respondents. Table 4.7 and figure 4.7 illustrates further.

Table 4.7 Motivation in Transgender Entrepreneurship

Motivation is less in transgender entrepreneurship	Frequency	Percentage
Yes	01	98
No	49	02
Total	**50**	**100**

The data from the above table has been represented as a pie chart as shown in figure 4.7 which gives the overall percentage of the opinion of the respondents.
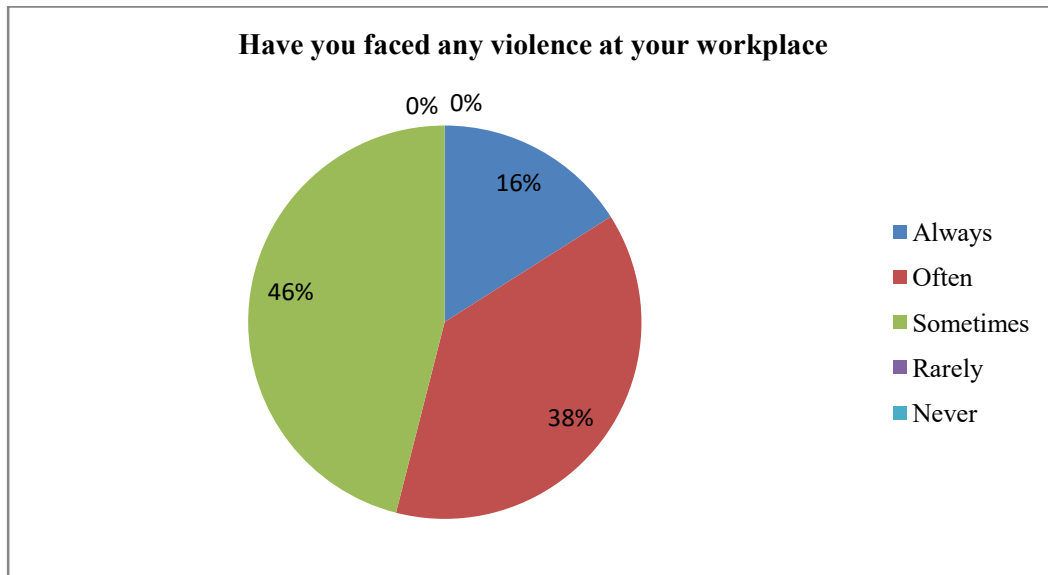
Figure 4.7 Motivation in transgender entrepreneurship.

Table 4.7 and figure 4.7 explains that a vast majority of 98% of the respondents have said that motivation in transgender entrepreneurship and 2% of respondents were against the statement.

4.8 Lack of Educational Facilities

The respondents were asked to indicate that whether there is lack of educational facilities for transgender entrepreneurship from the five options given and the survey yielded 50 responses from the total sample size of 50 respondents. Table 4.8 and figure 4.8 illustrates further

Table 4.8 Lack of educational facilities

There is lack of educational facilities for transgender entrepreneurs	Frequency	Percentage%
Strongly Agree	11	22.4
Agree	24	49
Neutral	06	12.2
Disagree	08	16.3
Strongly Disagree	0	0
Total	**50**	**100**

The data from the above table has been represented as a pie chart as shown in figure 4.8 which gives the overall percentage of the opinion of the respondents.
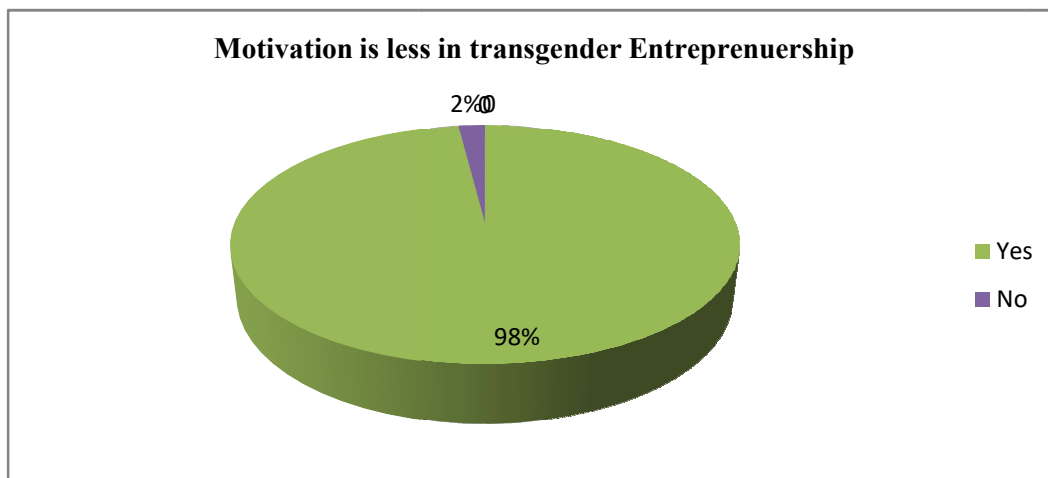
Figure 4.8 Lack of educational facilities.

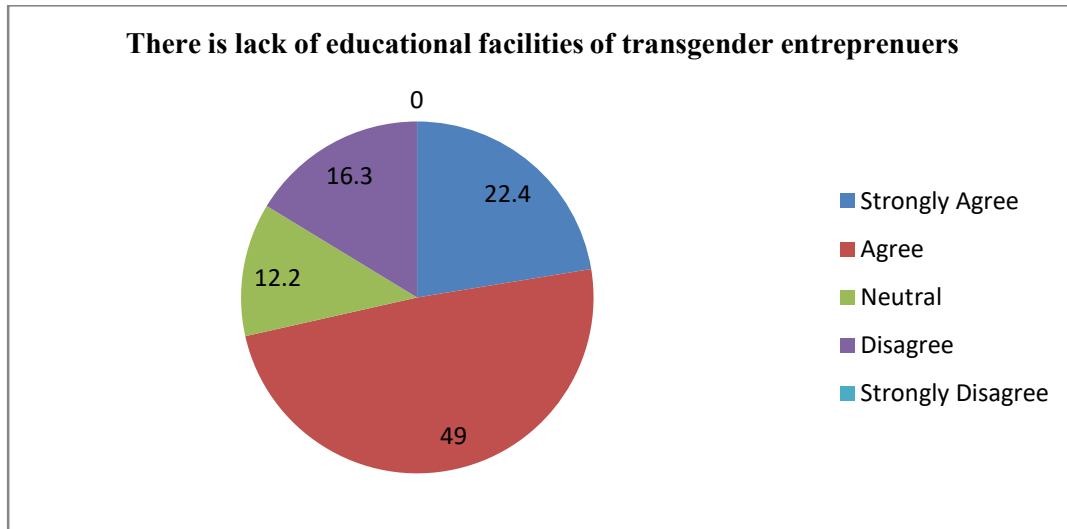There is lack of educational facilities of transgender entreprenuers

Table 4.8 and figure 4.8 explains that a majority of 49% and 22.4% of the respondents agrees that there is lack of educational facilities for transgender entrepreneurs. 12.2% of the respondents neither agreed nor denied the statement. 16.3% of respondents disagreed to the statement.

4.9 Family Support

The respondents were asked to indicate that whether they had family support for being an entrepreneur from the two options given and the survey yielded 50 responses from the total sample size of 50 respondents. Table 4.9 and figure 4.9 illustrates further.

Table 4.9 Family support

Did your family support in your new venture?	Frequency	Percentage%
Yes	23	46

No	27	54
Total	**50**	**100**

The data from the above table has been represented as a pie chart as shown in figure 4.9 which gives the overall percentage of the opinion of the respondents.
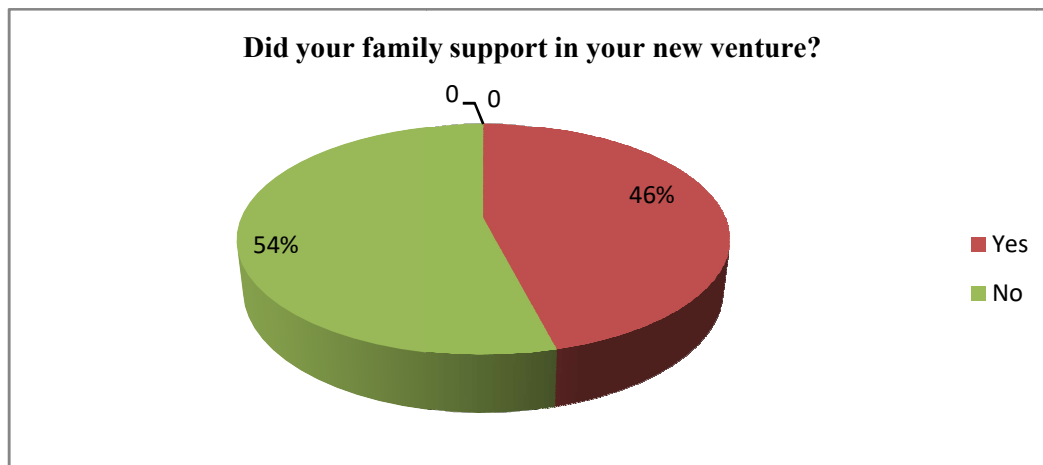
Figure 4.9 Family support

Table 4.9 and figure 4.9 explains that a majority of 54% respondents says there were lack of family support for their ventures and 46% of respondents had family support.

4.10 Expecting Supporting Measures

The respondents were asked to indicate the supporting measure that they are expecting for the well being of transgender entrepreneurship from the two options given and the survey yielded 50 responses from the total sample size of 50 respondents. Table 4.10 and figure 4.10 illustrates further.

Table 4.10 Expecting supporting Measures

What are the supporting measures that you are expecting to be an entrepreneur	Frequency	Percentage%
Social Acceptance	49	98
Government Policies	17	34
Total	**50**	**100**

The data from the above table has been represented as a pie chart as shown in figure 4.9

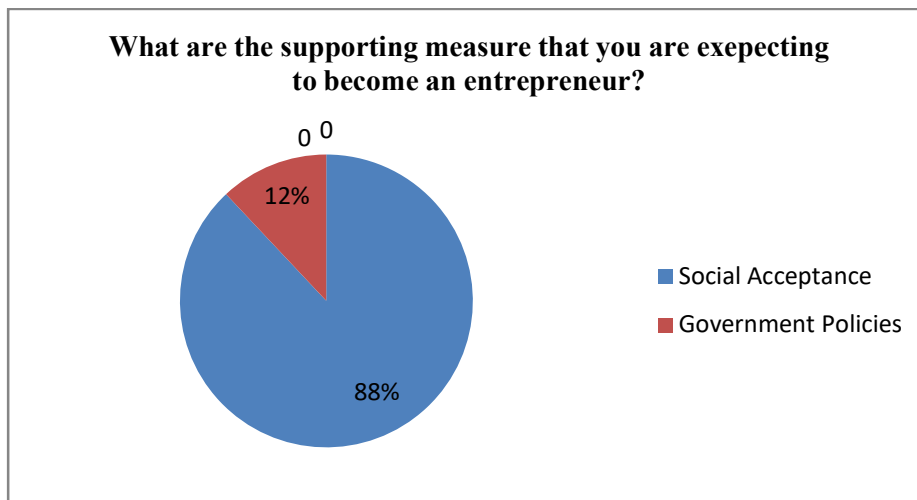which gives the overall percentage of the opinion of the respondents.

Figure 4.10 Expecting Supporting Measure

Table 4.10 and figure 4.10 explains that a vast majority of 88% respondents says that they want

societal acceptance as support for them for being an entrepreneur and 12% of respondents need

Government Policies.

4.11 Major Issues

The respondents were asked to mention the problems that they faced to become an entrepreneur in common as an open ended question and the survey yielded 50 responses from the total sample size of 50 respondents. Table 4.9 and figure 4.9 illustrates further.

Table 4.11 Major Issues

What are the problems that you faced to become an entreprenuer	Frequency	Percentage%
Lack of Support & Acceptance	12	24
Lack of Capital	08	16
Lack of knowledge	11	22
Mental Health Issues	08	16
Lack of support from government	02	4
Criticism and Bullying	09	18
Total	**50**	**100**

The data from the above table has been represented as a pie chart as shown in figure 4.11 which gives the overall percentage of the opinion of the respondents.

Figure 4.11 Major Issues

What are the problems that you faced to become an entrepreneur?

- Lack of Support and Acceptance
- Lack of Capital
- Lack of Knowledge
- Mental Health Issues
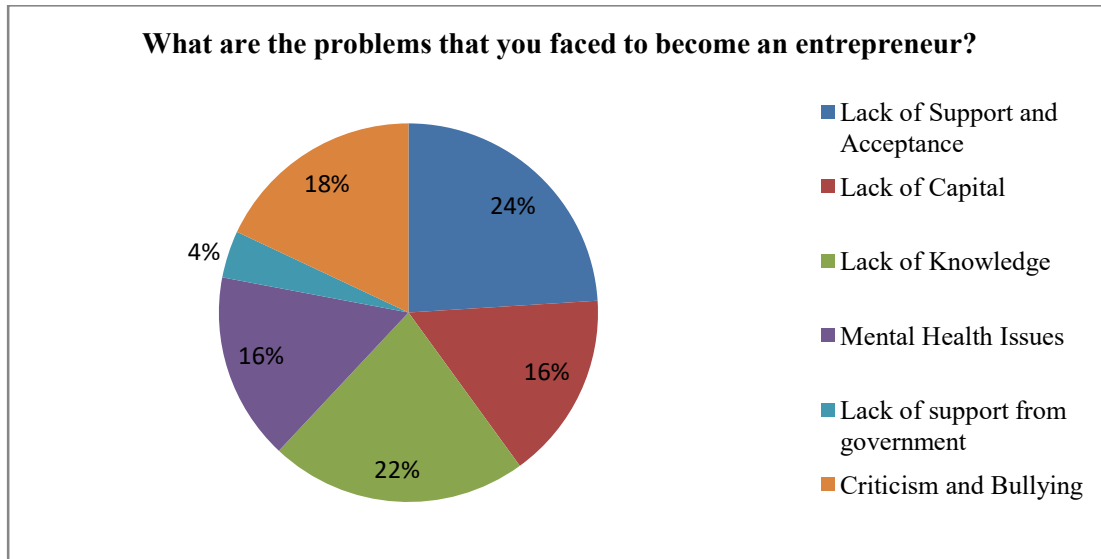- Lack of support from government
- Criticism and Bullying

Table 4.11 and figure 4.11 explains that a majority of 24% respondents says that societal acceptance and support is the problem that they face, 22% mentioned lack of knowledge, 18% says its criticism and bullying, 16% mentioned it as lack of capital, 16% of the respondents faced mental health issues and the least 4% mentioned that it is lack of support from government.

Chapter 5

CONCLUSION

Transgender people encounter many forms of prejudice in all aspects of life, particularly in the workplace. For transgender people, uncertain professions and financial insecurity are huge obstacles. In the world, entrepreneurship was a male-dominated phenomenon. However, in the present period, one can see gender equality in many aspects of life. In today's culture, a transgender entrepreneur enjoys significant prestige and positions. However, transgender businesses encounter a variety of issues and difficulties. This research looked into the challenges and opportunities of transgender entrepreneurship.

5.1 Findings

The findings from the responses received bring out that the transgender in Ernakulam is facing lack of societal acceptance. Society is sceptical of transgender people's ability. In the country, there is no history of successful transgender entrepreneurs. People in Kerala believe they are only sex workers. Nobody wants to believe in their abilities and qualities.The first point which came to light is the discrimination against them in the society. Majority of the respondents said that they are not treated equally in the society. For common people, socially manufactured beliefs are mostly bland. Society saw them as cursed because of their gender identification and sexual nonconformity. The gender role they have been allocated has a paradoxical influence on all of their endeavours. In the greater culture, cross-gender features and behaviour patterns are not recognised. Coming forward to the mainstream is quite challenging for trans-people.

The key challenges of transgender entrepreneurs, violence and exploitation, must be addressed. We must safeguard them against all forms of exploitation. It is each of our responsibilities.Any change begins with societal acceptability. All required programmes must be developed at the government level, and civil rights must provide all humanitarian concerns.

According to the responses the most preferred option by the respondents for whether the chose entrepreneurship because of the lack of acceptance in other institutions, majority of them have agreed to the statement. The social exclusion mainly reflected in all social institutions. The unfavourable attitude of staff caused the increasing jobless individuals among transgender people. It also limits their employment opportunities. It is a hurdle to get a better job. They prefer neutral stand for having government policies to help them to be an entrepreneur. The government gives this minority additional possibilities and financial support for new creative initiatives. In the current scenario, the powerful legal assistance is quite powerful and useful.

As per the responses received many of the respondents agrees that they faced violence at their workplace. Sometimes they face frightening levels of violence and discrimination. Trans persons are frequently the victims of transphobic hate crimes and state violence, in addition to enduring high rates of domestic and sexual abuse.Transgender persons have relatively restricted ambitions and objectives. A key disadvantage of transgender entrepreneurship is its lack of motivation. Education for transgender people is tough. Only a small percentage of people get high qualifications. In comparison to others, educational facilities are lacking. To be a successful entrepreneur, they require good educational facilities.

5.2 Conclusion

In the present period, people are seeing gender equality in many aspects of life. In today's culture, a transgender entrepreneur enjoys significant prestige and positions. However, transgender businesses encounter a variety of issues and difficulties. This research looked into the challenges and opportunities of transgender entrepreneurship. Discrimination, lack of acceptance and violence against them are the major problems transgender are facing. As a result, it is the greatest moment to focus our sincere actions toward the upliftment of transgender persons through increased employment participation and entrepreneurship.

5.3 Limitations of the study

The analysis methodology has many limitations. First, the convenience sample limits the flexibility to generalise results through respondents were invited from Ernakulam . The perceptions of the society and its people have not been covered in this study, only the perception of transgenders has been taken into consideration. This study is limited to only 50 transgender respondents and hence right not apply to a larger population. If the survey was conducted for an extended duration, it might yield additional responses. Larger the sample, higher the results and also the external validity of the analysis are additional.

REFERENCES

Aneesh (2017).Quality of Life Among Transgender in Kerala. *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)* *https://www.iosrjournals.org/*

Antony, P., &Johny, J. C. (n.d.). *Social Work Intervention for the Empowerment of Transgender Community in Kerala, India*. 9.

A study on incredible entrepreneurs with reference to Transgenders of Coimbatore District. (n.d.). Retrieved May 21, 2022, from http://www.managejournal.com/archives/2017/vol3/issue4/3-2-39

Bena, Y. B. (2014). *A study on the challenges faced by the Entrepreneurs*. *2*.

Chakkunny M, J., &Thangamuthu, S. (2020). *PROBLEMS AND POSSIBILITIES OF TRANSGENDER ENTREPRENEURSHIP IN KERALA*.*VOLUME 33 :*, Page No:1549-1562. https://doi.org/10.37896/GOR33.03/540

Eckhardt, J. T., & Shane, S. A. (2003).Opportunities and Entrepreneurship.*Journal of Management*, *29*(3), 333–349. https://doi.org/10.1177/014920630302900304

E., A., & V. A., U. (2019).Equalising the Gender: A Study on Women and Transwomen Enterprises in Kerala.*IRA-International Journal of Management &*

Social Sciences (ISSN 2455-2267), *14*(2),
40.https://doi.org/10.21013/jmss.v14.n2.p2

Habin, H (2021). TRANSGENDER COMMUNITY IN INDIA: A STUDY ON THE
RELIGIOUS AND CULTURAL HISTORY. *International Journal of
Multidisciplinary Educational Research, 10*.http://s3-ap-southeast-
1.amazonaws.com/ijmer/pdf/volume10/volume10-issue1(4)/4.pdf

Kuriakose, A., &Pk, V. (2018, September 17). *The Social Upliftment of Transgenders
in Kerala through Employment Opportunities*.

Machiridza, Bhonsle (2021). CHALLENGES FACED BY TRANSGENDER (PRE
AND POST SEC 377) OF VADODARA. *International Journal of Creative
Research Thoughts.*

Nikhil, N., Joy, V., &Saraswathy, S. (2015). Problems and Prospects of start-ups in
Kerala—A Study with Special reference to Cochin Startup Village. *International
Journal of Physical and Social Sciences*, *5*, 276–289.

Philip, S. R. (2018). *Stigma and Discrimination TowardsTransgenders in the Society*.
16.

Subramanian, T., Chakrapani, V., Selvaraj, V., Noronha, E., Narang, A., &Mehendale,
S. (2015). Mapping and size estimation of Hijras and other trans-women in 17

states of India: First level findings. *International Journal of Health Sciences and Research*, *5*(10), 1-10.

Sharma, D. S. (2021). Challenges faced by the LGBTQ community- A comparative study between India and Australia. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, *12*(4), 1105–1109. https://doi.org/10.17762/turcomat.v12i4.607

Suraiya, M. L. (2017). INHIBITIONS OF TRANSGENDER ENTREPRENEURS WITH REFERENCE TO COIMBATORE DISTRICT. *Journal Home page: http://www. ijmra. us*, *5*(8)

APPENDIX

QUESTIONNAIRE

A STUDY ON OPPORTUNITIES AND OBSTACLES IN TRANSGENDER ENTREPRENUERSHIP IN ERNAKULAM

I, HarshaAniyan is undertaking a project as part of my academic program. I am conducting a survey on finding Opportunities and Obstacles of Transgender Entrepreneurship with special reference to Ernakulam. I kindly request you to provide me with your valuable response to the queries below. I assure you that the data provided will be kept confidential and used only for academic purpose.

Name:

Age:

Occupation:

1. **Do you think that you are treated equally in the society?**
   - Yes
   - No

2. **Discrimination in other institutions led you to become an entrepreneur.**
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree

3. **It is difficult for you to start a business without Government Policies.**
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree

4. **Have you faced any violence at your workplace?**
   - Always
   - Often
   - Sometimes
   - Rarely
   - Never

5. **Motivation is less in Transgender Entrepreneurship**
   - Yes
   - No

6. **There is lack of educational facilities for Transgender Entrepreneurs.**
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree

7. **Did your family support in your new venture?**
   - Yes
   - No

8. **What are the mupportingmeasures that you are expecting to be an entrepreneur?**
   - **Social Acceptance**
   - **Government Policies**
   - **Other** _____

What are the barriers that you faced to become an entrepreneur?