



# EMPOWERING RESILIENCE: FINANCIAL AND CAREER STRUGGLES OF TAMILNADU SPORTSWOMEN

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## Abstract:

This study delves into the financial and career struggles, including the pervasive influence of gender bias, faced by sportswomen in Tamil Nadu, India, and explores strategies for empowering their resilience. Despite significant strides in gender equality in various spheres, female athletes continue to encounter formidable obstacles, particularly in securing stable financial support and sustainable career pathways. Drawing from qualitative interviews, surveys, and existing literature, this research examines the multifaceted challenges hindering the financial security and professional advancement of Tamil Nadu sportswomen, with a specific focus on the gender biases embedded within the sporting ecosystem. Factors such as limited access to resources, inadequate sponsorship opportunities, societal stereotypes, and gender-based discrimination emerge as key barriers. Furthermore, the study identifies resilience-enhancing initiatives encompassing financial literacy programs, mentorship networks, skill development workshops, and advocacy for policy reforms aimed at addressing gender bias. By illuminating the systemic challenges and proposing actionable interventions, this

research aims to contribute to the broader discourse on gender equity in sports and catalyze efforts towards fostering a more supportive environment for Tamil Nadu's aspiring female athletes.

**Key Words:** Women Empowerment, Gender Bias, Financial Hurdles, Sponsorship.

## INTRODUCTION

In the realm of sports, the journey to success is often romanticized, focusing primarily on the glory of victories and achievements. However, many athletes, particularly women, face formidable challenges beyond the field. This paper delves into the financial and career struggles of sportswomen in Tamil Nadu, India, shedding light on their resilience in overcoming these hurdles. Positioned within the broader context of gender equality and social empowerment, the study aims to unravel the multifaceted factors shaping the experiences of sportswomen, focusing on societal norms, gender biases, and financial challenges. Through qualitative inquiries and analysis, it seeks to illuminate the barriers hindering professional development and propose actionable strategies for empowerment. By giving voice to their stories and exploring innovative approaches for financial empowerment, the research aims to foster a more inclusive and supportive environment for Tamil Nadu's female athletes.

## OBJECTIVES OF THE STUDY

- a. To examine the impact of societal norms and gender biases on their professional development in Tamil Nadu sportswomen.
- b. To analyse the financial hurdles faced by Tamil Nadu sportswomen during their careers.
- c. To investigate the strategies employed by these sportswomen for financial empowerment in Tamil Nadu sportswomen.

## RESEARCH METHODOLOGY

### Area of the Study

The area of the study is concerned with the sportswomen who faced a financial and career hurdle around Tamil Nadu.

### Source of data

Both Primary and Secondary data have been selected for the study. The Primary data have been obtained by administering a structured questionnaire regarding Empowering Resilience: Financial and Career Struggles of Tamil Nadu sportswomen. The Secondary data have been collected from Journals, Articles, Books and Webpages.

## Sample Size

The data collected from the 116 respondents of sportswomen who faces financial and career struggles around Tamil Nadu

## Sampling Method:

Simple Random sampling method is used for this study.

## Tools for analysis

The following statistical tools have been used to analyses the primary data collected:

- Percentage analysis method
- Chi-square method

## Simple Percentage:

**Table No: 4.1**  
**Age the respondents**

AGE	Frequency	Percent
Below 15	5	4.1
21- 25	66	56.9
26-30	6	5.2
30- 35	1	0.9
Above 36	2	1.7
16- 20	36	31
Total	116	100

The table 4.1 shows majority of the respondents belongs to the category of the age between 21-25(56.9%). 31% of the respondents belongs to 16-20 and least (1.7%) respondents from the category of above 36.

**Table No: 4.2**

## Respondents Marital Status

MARITAL STATUS	Frequency	Percent
Married	14	12.1
Unmarried	102	87.9
Total	116	100

The table 4.2 shows the marital status of the respondents in the survey. In total, 116 people were surveyed. Of those surveyed, 12.1% (14 people) of the respondents were married and 87.9% (102 people) were unmarried.

**Table No: 4.3**  
**Respondents Educational Qualification**

EDUCATIONAL QUALIFICATION	Frequency	Percent
Diploma	5	4.3
PG	33	28.4
Schooling	16	13.8
UG	62	53.4
Total	116	100

The table 4.3 shows the educational qualifications of the respondents in a survey. A total of 116 people participated in the survey. The most common educational qualification was Undergraduate (UG) with 62 respondents (53.4%). Following that is Postgraduate (PG) schooling with 33 respondents (28.4%). Diploma holders are the least frequent with only 5 respondents (4.3%).

**Table No: 4.4**

**Years of experience in sports field**

YEARS OF EXPERIENCE IN SPORTS FIELD	Frequency	Percent
10-14 years	21	18.1
15-19 years	6	5.2
5-9 years	57	49.1
Above 20 years	2	1.7
Below 4 years	30	25.9
Total	116	100

The table 4.4 shows the years of experience in sports of the respondents. Almost half (49.1%) of the respondents have between 5-9 years of experience in the sports field. This is followed by those with below 4 years of experience (25.9%). Fewer respondents have 10-14 years (18.1%) and 15-19 years (5.2%) of experience. A very small number (1.7%) have over 20 years of experience.

**Table No: 4.5****Beginning of the Sports Career**

<b>BEGINNING OF SPORTS CAREER</b>	Frequency	Percent
College	14	12.1
Private Coaching	11	9.5
Schooling	66	56.9
Sports Academy	25	21.6
Total	116	100

The table no 4.5 shows the beginning of sports career of the respondents. Over half (56.9%) of the respondents began their sports careers in sports academies. Private coaching schools come in second at 9.5% (11 respondents). College programs account for 12.1% (14 respondents) of those surveyed. A smaller percentage (21.6% or 25 respondents) started their careers else

**CHI-SQUARE TEST****Table No: 4.6****Age & Financial hurdle for sportswomen in terms of career progression**

**H<sub>0</sub>**: There is no association with age and financial hurdles for sportswomen in terms of career progression.

**H<sub>1</sub>**: There is association with age and financial hurdles for sportswomen in terms of career progression.

	<b>Value</b>	<b>df</b>	<b>Significance Level</b>
Pearson Chi-Square	32.776 <sup>a</sup>	30	.332
Likelihood Ratio	27.094	30	.618
N of Valid Cases	116		

**INTERPRETATION**

The Chi-Square test yielded a p-value 0.618, indicating that the observed differences were not statistically significant at the 0.05 level. Hence there is no significance association with age and financial hurdles for sportswomen in terms of career progression. So, alternate hypothesis is accepted and null hypothesis is rejected.

**Table No: 4.8****Educational qualification & Investment options for long term financial stability in sports**

**H<sub>0</sub>**: There is no association with age and financial hurdles for sportswomen in terms of career progression.

**H<sub>1</sub>**: There is association with age and financial hurdles for sportswomen in terms of career progression.

	Value	df	Significance Level
Pearson Chi-Square	6.945 <sup>a</sup>	9	.643
Likelihood Ratio	7.933	9	.541
N of Valid Cases	116		

**INTERPRETATION:**

The Chi-Square test yielded a p-value 0.541, indicating that the observed differences were not statistically significant at the 0.05 level. Hence there is no significance association with education and investment options for long term financial stability in sports. So, alternate hypothesis is accepted and null hypothesis is rejected.

**FINDINGS AND SUGGESTIONS****FINDINGS****SIMPLE PERCENTAGE ANALYSIS**

- Most of the respondents (59.6%) are age of 21-25. The majority of the sportswomen are youngest.
- The majority of the sportswomen were unmarried (87.9%, or 102 people). Only 12.1% (14 people) were married.
- Undergraduate (UG) with 62 respondents (53.4%) is the most common educational qualification among the survey participants. This is followed by postgraduate (PG) schooling with 33 respondents (28.4%).
- Nearly half (49.1%) of the respondents reported having between 5-9 years of experience in sports.
- Half (56.9%) of the respondents began their sports careers in sports academies. This suggests that sports academies are a popular starting point for many athletes.

**CHI-SQUARE ANALYSIS\**

- The personal factor age and the area that presents the most significant financial hurdles for sportswomen in terms of career progression is not statistically significant.
- The personal factor educational qualification and investment options for long-term financial stability in sports is not statistically significant.

## SUGGESTIONS

- Financial literacy programs: Encourage participation in programs that teach money management and financial planning.
- Investment education: Provide educational programs focused on investment options for long-term financial security.
- Financial support: Address the perceived gap in financial support opportunities between male and female athletes.
- Competition expenses: Explore strategies to reduce competition and travel costs, a major financial burden for sportswomen.
- Collaboration impact: Investigate alternative collaboration models with brands to ensure a more significant financial impact for sportswomen.
- Savings prioritization: Support the existing prioritization of saving for financial empowerment among sportswomen.
- Scholarship opportunities: Create or support scholarship programs specifically designed to aid sportswomen.
- Retirement planning: Integrate retirement planning guidance into financial literacy programs for sportswomen.
- Career transition support: Offer guidance and support for sportswomen as they transition out of their athletic careers.
- Mental health resources: Provide mental health resources to address the potential financial stress faced by sportswomen.

## CONCLUSION

This research study project aims to contribute to the understanding of the challenges faced by Tamil Nadu sportswomen and the stories of Tamil Nadu sportswomen reveal the resilience and determination they possess in the face of adversity. By addressing the financial and career struggles they encounter, the sporting community can foster an environment where these athletes can thrive and achieve their full potential. Through collaborative efforts from stakeholders, including sports organizations, policy makers, government agencies, and private sponsors, these women can be supported in their journey towards success, ultimately contributing to the growth and development of sports in Tamil Nadu. By highlighting these stories, the project seeks to inspire positive changes in support systems and contribute to the ongoing dialogue on gender equality in sports.



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