

Exploring the challenges Faced by Women Entrepreneurs: An Empirical Study

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Abstract:

Women entrepreneurship is further going to witness high investigation as it has been observed as an instrumental tool for regional balance and employment. Even businesses owned by women have shown good contributing results still women entrepreneurs continue to witness differences on various fronts like in accessing finance, accessing market, marketing practices, family support and access to training programs are few to mention. When 'Entrepreneurship' is the agenda of discussion, Surat city of Gujarat has been a special city for interest because it has rich entrepreneurial background. Theoretical evidences pull researchers interest to enquire whether women entrepreneurs in Surat have which type of experiences with regard to problems and prospects. Therefore the researcher conducts a study focusing on enquiry of problems and prospects of women entrepreneurship in Surat city.

Keywords: women entrepreneur, Motivational factors, challenges of women entrepreneur

Introduction:

According to, the fourth all Indian censuses at present women Entrepreneurs consist of 13.72 per cent of the total Entrepreneurs in India. It is also obvious that this percentage was increasing every year. The position of women Entrepreneurs helps to describe the problems of unemployment and poverty. Expansion of women Entrepreneurs was a crucial part of human resource development. Entrepreneurship between women has been a new concern. The growth of women Entrepreneurs was very low India in general and Gulbarga District in particular.

Number of governments entrepreneurial programmes and schemes focal point on women in small scale Industries. Propounded by different departments and initiated at different times, most of the schemes share a lot of common features. The Women Industries Programme (WIP) offers 50 per cent subsidy limited to Rs25 000 for building construction and machinery for the business under the small-scale industries. Entrepreneurs are offered free Management Training Programmes and stipend during the training period in small scale industries.

Subsidies are given to women entrepreneur in the small-scale industries sector; the Khadi and village Industries Commission (KVIC) gives 30 per cent margin money as subsidy (limited to Rs10 Lakh) as against the 25 per cent for the general category

Irrespective of these special incentives, women enterprises encounter several problems Often, women are merely fronts for men to obtain concessional credit, subsidies, and other incentives offered for women enterprises. Duplication of the same type of enterprises (herd mentality) has been rampant among the women units, limiting themselves to certain limited

areas of work. Many women units not opt for business expansion even when they have scope for it. In all about 90 per cent of the women units are reported to be sick.

Research Methodology:

Jadhawrao Madhavi sugaraj (2013), searched on "a study of women entrepreneurship and their problems in the development in India", this study conducts that the research method is descriptive study, the no. of respondents is 250 and the 63 enterprise are covered for the research by the researcher. The sampling method is convenience sampling, there has been a steady increase in the participation of women in small business indicating immense potential for entrepreneurial development among them. Changes in the global and domestic environment has contributed towards the growth of women entrepreneurship in India. Young female entrepreneurs should share their success stories in the world of e-commerce to speed up entrepreneurial movement in India.

Shikha Mahajan (2013), searched about "the women entrepreneurship in India", this study Women of 21st century is no more a traditional resource confined to homes only rather an educated, knowledgeable and innovative part of the overall population possessing the capacity to transform economics into thriving enterprises. The basic requirement in development of women entrepreneurship is to make aware the women regarding her existence, her unique identity and her contribution towards the economic growth and development of country.

Mishra & Kiran (2014), talked about "the entrepreneurial development of women", this study conducts that the research method is descriptive study, no. of respondent is 60. As well as the data is collected from the secondary sources like books, websites, journal's, etc. They highlighted the fact that women are becoming socially and economically independent and empowered through running up their own enterprises. Women entrepreneurship is getting more importance nowadays for the economic growth of the country. The paper focused on the factors which could be used to enhance entrepreneurial skill of women residing in rural areas.

Junare and Singh (2016) in their work 'An Analysis of Technological Practice among Women Entrepreneurs of different Entrepreneurial Avenues in Selected Cities of Gujarat on basis of survey conducted on 50 women entrepreneurs of Ahmedabad and Vadodara, cities of Gujarat try to probe the entrepreneurial avenues they chose to practice their entrepreneurial skills. The result suggests that women are mostly into the business of manufacturing of customized clothing (22 per cent) followed by retail business (16 per cent) and engineering based and handicraft businesses (10 per cent each).

Parul Agrawal (2017), searched on "problems and prospects of women entrepreneurship". This study conducts that the data collection is secondary data, the sources of data are websites, books, magazines, etc. The women have become more aware and better educational facilities have enabled them to venture into this male dominated space. The women today have emerged as a key player in economic development of the nations. Globally, they have become a key player in sustaining both social development and

economic growth. There are a number of socio-economic hurdles faced by the women while they attempt to venture into setting up and running their own enterprises.

Neha Tiwari (2017), talked about "the women entrepreneurship in India", this study conducts that review the existing research and explore the profile, features and challenges encountered by Indian women entrepreneurs. The researcher is collected the data from the google scholars, census published by the government of India. Women entrepreneurship is closely intertwined with instrumental societal and economic benefits. Despite the fact that women constitute nearly half of the population in India, their participation in entrepreneurial activities remains severely limited. Women entrepreneurship is instrumental for achieving economic and societal growth. Despite constituting around half of the total population of India, the economic participation of women is very limited.

Mayank Kumar Rai (2018), searched for various issues and challenges faced by entrepreneurs in India in their article. " Issue and challenges of women entrepreneur in India". This study conducts the research of the problems and challenges of women entrepreneur, the method of research is descriptive study, the sampling method is convenience method and no. of respondents are 60. The data is collected from the secondary source like journals, magazines, websites and newspaper. For start-up, women's have to face many problems but now there are many institutions which had made many schemes to help women as an entrepreneur & to a large extent they fulfil it. Indian women are no longer restricted to being homemakers Now, they are considered as backbone of not Just their own homer but the economy of country.

Praveen Kumar (2018), searched on "the study of women entrepreneurship in India", This study conducts the research of the study challenges faced by women entrepreneur, the method of research is descriptive study, the sampling method is convenience method and the data is collected from the RBI. NABARD, Census Surveys, newspapers, publications from various websites which focused on various aspects of Women Entrepreneurship. Therefore, there is need of continuous attempt to inspire, encourage, motivate and co-operate with women entrepreneurs, awareness programs ought to be conducted on a mass scale with the intention of making awareness among women regarding the various areas to conduct business.

John kaviarasu (2018), researched on "the critical context of its challenges faced by the women entrepreneurship". This study conducts the problems that should be faced by the women entrepreneur during the business. They are the financial constraints and shortage, marketing problems, shortage of raw materials, stiff competition, limited managerial ability. high cost of production, absence entrepreneurial aptitude, low risk-taking ability, family constraints, A good proportionate of women are found in the field of business as entrepreneurs. This very fact has changed the demographic characteristics and subsequently it is reflected in the economic growth of the country. It is good to note that the Government of India has formulated various training and development cum employment generations programs for the women to start their ventures.

Objective of study

- To analyse various challenges faced by women entrepreneurs.
- To find out various enabling and limiting factors for women entrepreneurs to start-up and sustain in a business.
- To suggest remedial measures for development of women entrepreneurship in Surat.
- To extract respondent's perception on prospects for women entrepreneurs in Surat as a market and culture.

Scope of Study

This is an exploratory research study based on an empirical survey conducted by the researcher in the Surat city covering Varachha , Katargam, Amroli, Adajan area where major women are engaging in various textile, Art, food making Businesses. The work does not intend to study any specific industry rather aims to identify the distribution of women entrepreneurs in the various industries of small scale sector. Owing to the objectives of the study the businesses which were established 2019 or before are included to study. Women Entrepreneurs of both registered as well as unregistered units are considered as respondents because of the fact that the units reflected in government data were either closed, or shut down or the unit is originally run by male entrepreneurs without women, who is apparently the documented owner of the unit, having nil knowledge about the business activity which does not match our definition of women entrepreneurs. The research is based on the lands of Gujarat hence language barrier has been most important for the researcher. The interview schedule framed by the researcher has been 100 translated in Gujarati to cope up with this limitation which became instrumental to interact and extract responses from the respondents. Besides language other barriers have been approach of those women owners (respondents) who sought husband's permission to respond to the researcher as on repeated approaches respondent faced difficulty in reaching to these women to understand their point of view.

Result and Discussion :

Table 5.1 Arrangement of the seed capital

Seed Capital	Percentage
Personal savings	35%
Borrowing from family / relative	37%
Bank credit	25%
Local creditors	3%
Total	100%

From this figure/chart we come to know that there are more women entrepreneur in Surat city arrange the seed capital in personal savings, from friends and relatives and they are also taking credit from banks.

Table 5.2) Motivational factors to become an entrepreneur

Entrepreneur	Percentage
Family business	30%
Financial status of the family was weak	15%
Always wanted to start business of my own	36%
Due to lucrative government schemes	3%
Due to boom in the existing industry	3%
Due to strong business plan	13%
Total	100%

In the above table 5.2, it is interpreted that there are 36% of the respondents to become entrepreneur because wanted to start business by own as entrepreneur, 30% of the respondents belongs to family business as entrepreneur, 13% of the respondents belongs to strong business plan, and 3% of respondents are boom existing industry and financial status of family was weak, only 3% of due to lucrative government schemes become entrepreneurs.

Table 5.3) Descriptive statistics

	Mean	Std. Deviation	Std. Error Mean	t	df	Sig. (2-tailed)
Limited working capital	2.88	.919	.086	22.463	114	.000
Lack of collateral security	2.20	.740	.069	21.916	114	.000
delay bills payments	2.43	1.060	.099	31.888	114	.000
Negative attitude of bank towards women	2.54	1.134	.106	24.541	114	.000
Poor knowledge of financial management	2.56	1.186	.111	24.014	114	.000
Lack of leisure time	2.05	.836	.078	23.114	114	.000
Lack of risk bearing	2.42	1.051	.098	26.322	114	.000
Avoidance of economics risk	2.50	1.021	.095	24.662	114	.000
lack of self confidence	2.60	1.191	.111	26.314	114	.000
absence of need of achievements	2.61	1.114	.104	23.418	114	.000
dual role in home and business	1.97	.995	.093	25.120	114	.000
Lack of confidence in women's ability	2.43	1.043	.097	21.269	114	.000
Male dominance in decision	2.66	1.235	.115	24.934	114	.000

Lack of social contact	2.72	1.105	.103	23.112	114	.000
lack of proper control	2.14	1.042	.097	26.424	114	.000
lack of proper planning	2.46	.911	.085	22.015	114	.000
poor knowledge of business management	2.48	1.063	.099	28.974	114	.000
lack of decision making skill	2.52	1.165	.109	25.013	114	.000
lack of communication skills	2.66	1.146	.107	23.215	114	.000
inadequate power	2.16	1.113	.104	24.895	114	.000
Non-availability of land / plot/ shed	2.49	1.012	.094	20.781	114	.000
Inadequate transportation facilities	2.40	.989	.092	26.356	114	.000
Inadequate water supply	2.63	1.127	.105	26.012	114	.000
Lack of technological	2.12	1.163	.108	24.977	114	.000
Inadequate technology support for machinery utilization	2.38	.923	.086	19.558	114	.000
Poor knowledge of modern technology	2.58	1.235	.115	27.676	114	.000
High cost of technological acquisition	2.27	.976	.091	22.420	114	.000
Corruption in sanction of subsidy, incentive and loan	2.12	1.077	.100	24.931	114	.000
Non co-operative attitude of govt. employees	2.39	.997	.093	21.121	114	.000
Poor knowledge of government support scheme	2.53	1.071	.100	25.713	114	.000
Discrimination with women entrepreneur in government policy	2.57	1.229	.115	25.349	114	.000

The importance of various items on the factors affecting to women entrepreneur when they are intend to buy. All the items are statistically significant with high mean values. To identify the underlying dimensions of the items, which are perceived to be important by the respondents, the 31 items were then factor analysed. Initial visual assessment of the correlation matrix indicated considerable degree of inter-factor correlation (see Table 5.3). In addition, from the factor correlation matrix, the Barlett test of Sphericity ($p < 0.000$) and the Kaiser- Meyer-Olkin (KMO) measure of sampling adequacy index (with a value of 0.546) confirm the appropriateness of the data for exploratory factor analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.824
Approx. Chi-Square		1690.677
Bartlett's Test of Sphericity	df	465
	Sig.	.000

Table 5.4 Rotated Component Matrix

Rotated Component Matrix								
	Component							factors
	1	2	3	4	5	6	7	
lack of self confidence				.624				D
Lack of collateral security			.580					C
delay bills payments			.589					C
absence of need of achievements				.592				D
Poor knowledge of financial management			.744					C
Lack of leisure time				.725				D
Lack of risk bearing				.668				D
Avoidance of economics risk				.570				D
Limited working capital			.509					C
Negative attitude of bank towards women			.701					C
lack of proper control	.743							A
dual role in home and business						.650		F
Lack of confidence in women's ability						.587		F
Male dominance in decision						.589		F
Lack of social contact						.678		F
Non-availability of land / plot/ shed		.568						B
lack of proper planning	.735							A
poor knowledge of business management	.693							A

Poor knowledge of government support scheme							.643	G
lack of communication skills	.668							A
inadequate power		.732						B
Poor knowledge of modern technology					.510			E
Inadequate transportation facilities		.552						B
Inadequate water supply		.535						B
Inadequate technology support for machinery utilization					.602			E
Discrimination with women entrepreneur							.614	G
High cost of technological acquisition					.682			E
Corruption in sanction of subsidy, incentive and loan							.705	G
Non co-operative attitude of govt.employees							.727	G
lack of decision making skill	.630							A
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.								
a. Rotation converged in 12 iterations.								

Total Variance Explained

Component	Initial Eigenvalues	Rotation Sums of Squared Loadings
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	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.816	31.666	31.666	4.570	14.743	14.743
2	2.278	7.348	39.014	3.268	10.543	25.286
3	1.673	5.397	44.411	3.148	10.156	35.442
4	1.496	4.825	49.236	2.395	7.726	43.169
5	1.363	4.398	53.634	2.098	6.767	49.936
6	1.249	4.028	57.662	1.827	5.893	55.829
7	1.209	3.901	61.563	1.778	5.734	61.563
8	1.004	3.238	64.801			
9	.943	3.043	67.844			
10	.928	2.992	70.836			
11	.871	2.809	73.645			
12	.814	2.625	76.270			
13	.740	2.388	78.658			
14	.700	2.260	80.917			
15	.665	2.145	83.062			
16	.594	1.917	84.979			
17	.557	1.796	86.774			
18	.541	1.746	88.521			
19	.442	1.425	89.946			
20	.412	1.329	91.274			
21	.364	1.174	92.449			
22	.349	1.125	93.574			
23	.312	1.006	94.580			
24	.290	.934	95.514			
25	.280	.902	96.416			
26	.247	.796	97.212			
27	.236	.760	97.972			
28	.200	.647	98.619			
29	.174	.562	99.181			
30	.134	.432	99.613			
31	.120	.387	100.000			

Extraction Method: Principal Component Analysis.

Having established that the analysis has provided a stable solution, examination of the varimax-rotated principal component loading was performed (see Table 5.4). The cumulative factors revealed that the first factor accounts for 14.743% of the variance. The second factor accounts for 25.286 % of the variance. The third factor accounts for 35.442% of the variance. The fourth factor accounts for 43.169% of the variance. The fifth factor accounts for 49.936 % of the variance. The Sixth factor accounts for 55.829% of the variance. Finally, the seventh factor accounts for 61.563% of the variance. After the rotation, there are no negative loadings on any consequence on factor A, factor B, factor C, factor D , factor E, factor F, factor G. We found seven factors affecting the women entrepreneurship in the surat city market as follows: factor A might

be interpreted as Managerial Skill Problems ; factor B as Infrastructure problem; factor C as Financial Problem; factor D as Personal Problems, factors E Technology problem, factor F as social Problem and factor G as Government Support Problems. The specific name given to each factor is designed to reflect an item or notion that conceptually relates to the rest of the items under a particular factor.

The reliability test is reported in (Table 5.5). At this point only initial of internal reliability of the expected factors was performed in the form of Cronbach's coefficient α . For the purposes of this study, the cut-off value adopted was 0.5 (Nunnally, 1978) and the acceptable benchmark level of item-to-total correlation was set above 0.3. Corrected item-total correlation gives the Pearson correlation coefficient between the score on the individual item and the sum of score on the remaining items. Following the decision relating to the internal reliability, the factors were re-specified. This was undertaken to further reduce the number of factors. The internal reliability of the first structure was tested.

Table 5.5: Internal consistency and related decisions of first structure

Factor	Indicator	Estimate	SE	Z	P
financial problem	var1	0.275	0.1067	2.57	0.01
	var2	0.354	0.0755	4.68	< .001
	VAR3	0.615	0.112	5.49	< .001
	VAR4	0.756	0.1159	6.52	< .001
	VAR5	0.908	0.112	8.1	< .001
personal Problem	VAR6	0.248	0.0838	2.95	0.003
	VAR7	0.604	0.0975	6.19	< .001
	VAR8	0.589	0.0957	6.16	< .001
	VAR9	0.752	0.1087	6.92	< .001
	VAR10	0.672	0.1019	6.59	< .001
social Problem	VAR11	0.429	0.1007	4.26	< .001
	VAR12	0.688	0.1001	6.87	< .001
	VAR13	0.611	0.1229	4.98	< .001
	VAR14	0.653	0.1082	6.04	< .001
Managerial Problem	VAR15	0.72	0.0892	8.07	< .001
	VAR16	0.716	0.0736	9.74	< .001
	VAR17	0.757	0.0892	8.48	< .001
	VAR18	0.855	0.0973	8.79	< .001
	VAR19	0.843	0.0954	8.84	< .001
infrastructure problems	VAR20	0.77	0.0978	7.87	< .001
	VAR21	0.637	0.0901	7.07	< .001
	VAR22	0.679	0.088	7.71	< .001
	VAR23	0.72	0.1003	7.18	< .001
Technical Problem	VAR24	0.781	0.1069	7.3	< .001
	VAR25	0.63	0.086	7.32	< .001
	VAR26	0.814	0.117	6.95	< .001

	VAR27	0.5	0.0958	5.22	< .001
	VAR28	0.795	0.0911	8.72	< .001
	VAR29	0.747	0.0836	8.94	< .001
	VAR30	0.835	0.0882	9.48	< .001

Factors and items	Corrected item-total correlation	α value	Decision
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government Support
Problem

	VAR31	0.898	0.1042	8.63	< .001
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Factor C (Financial Problems)			
Limited working capital	.437	0.659	Retained
Lack of collateral security	.550		
delay bills payments	.484		
Negative attitude of bank towards women	.454		
Poor knowledge of financial management	.558		
Factor D (Personal Problems)			
Lack of leisure time	.391	0.679	Retained
Lack of risk bearing	.504		
Avoidance of economics risk	.455		
lack of self confidence	.468		
absence of need of achievements	.468		
Factor F (Social Problems)			
Dual role in home and business	.322	0.620	Retained
Lack of confidence in women's ability	.475		
Male dominance in decision	.363		
Lack of social contact	.452		
Factor A (Managerial Skill Problems)			
lack of proper control	.604	0.850	Retained
lack of proper planning	.727		
poor knowledge of business management	.652		
lack of decision making skill	.645		
lack of communication skills	.696		
Factor B (Infrastructure Problem)			
inadequate power	.545	0.756	Retained
Non-availability of land / plot/ shed	.519		
Inadequate transportation facilities	.635		
Inadequate water supply	.521		
Factor E (Technology Problems)			
Inadequate technology support for machinery utilization	.586	0.721	Retained
Poor knowledge of modern technology	.495		
High cost of technological acquisition	.432		
Factor G (Government support Problem)			
Corruption in sanction of subsidy, incentive and loan	.661	0.836	Retained
Non co-operative attitude of government employees	.678		
Poor knowledge of government support scheme	.704		
Discrimination with women entrepreneur in government policy	.637		

Factor Covariances					
		Estimate	SE	Z	p
financial problem	financial problem	1			
	personal Problem	0.919	0.0708	12.98	< .001
	social Problem	0.728	0.1016	7.16	< .001

	Managerial Problem	0.583	0.0902	6.46	< .001
	infrastructure problems	0.505	0.1062	4.75	< .001
	Technical Problem	0.603	0.1025	5.88	< .001
	government Support Problem	0.707	0.0802	8.81	< .001
personal Problem	personal Problem	1			
	social Problem	0.854	0.083	10.29	< .001
	Managerial Problem	0.645	0.0849	7.6	< .001
	infrastructure problems	0.629	0.0961	6.55	< .001
	Technical Problem	0.59	0.103	5.73	< .001
	government Support Problem	0.698	0.0803	8.69	< .001
social Problem	social Problem	1			
	Managerial Problem	0.72	0.0836	8.6	< .001
	infrastructure problems	0.636	0.102	6.23	< .001
	Technical Problem	0.629	0.1028	6.12	< .001
	government Support Problem	0.604	0.0987	6.11	< .001
Managerial Problem	Managerial Problem	1			
	infrastructure problems	0.89	0.0499	17.86	< .001
	Technical Problem	0.714	0.0736	9.7	< .001
	government Support Problem	0.527	0.0847	6.22	< .001
infrastructure problems	infrastructure problems	1			

	Technical Problem	0.711	0.084	8.46	< .001
	government Support Problem	0.7	0.0752	9.3	< .001
Technical Problem	Technical Problem	1			
	government Support Problem	0.672	0.079	8.5	< .001
government Support Problem	government Support Problem	1			
Test for Exact Fit					
	χ^2	df	p		
	665	413	< .001		

Fit Measures				
			RMSEA 90% CI	
CFI	TLI	RMSEA	Lower	Upper
0.918	0.909	0.0428	0.0625	0.0829

Table 5.6 Goodness of Fit Indices of confirmatory Analysis

Fit index type	Observed value	Acceptable Value	Fit Level
χ^2/df	1.61	≤ 3	Perfect fit
CFI	0.918	≥ 0.90	perfect fit
TLI	0.909	≥ 0.90	Good fit
RMSEA	0.0428	$\leq 0.05-0.08$	Acceptable fit

In Above table 5.6, CFA analysis was applied to the data obtained from the second sample group to which the scale was applied and the suitability of the structure determined in EFA was tested. Jöreskog (1969) suggested that EFA will generally be used to determine the construct validity of the scales. As a result of the CFA analysis applied to the data obtained from 115 respondents, χ^2/df ratio was determined as = 1.61. In addition, some other fit index (RMSEA = 0.0428) were observed to be fit, while others were observed to be fit like (CFI = 0.918, TLI = 0.909) Schreiber, Nora, Stage, Barlow, and King (2006) stated that it is not necessary to reconstruct the theoretical model if a sufficient fit index is achieved with the proposed modifications. For this reason, the proposed fit indices were examined. Eventually, as a result of the correction of the error variances of some variables, fit indices were obtained within acceptable limits. A sufficient fit index was obtained with the proposed fit indices. The Path Analysis Diagram obtained as a result of the analysis is given in Figure 1

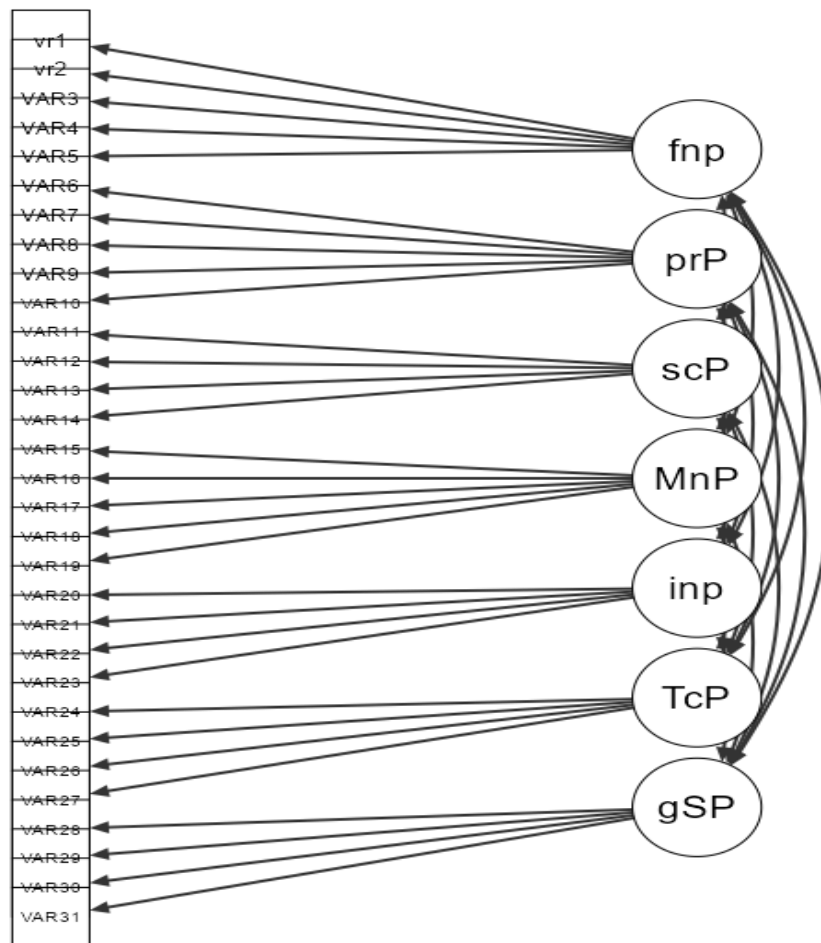


Figure 1 Path Diagram

Convergent and Discriminant Validity Although CFA is used for construct validity, Campbell and Fiske (1959) also recommended to examine the convergence and discriminant validity to determine the ‘structure’ of a measuring tool. The discriminant validity is used to determine whether the observed variables are representative of the latent structures to which they belong to (Hair, et al., 2010). Convergent validity of the measurement model can be evaluated with Average Variance Extracted [AVE] and Combined Reliability (CR-Composite Reliability [CR]). Acceptable value of CR is 0.70 and above and acceptable value of AVE is 0.70 and above, but 0.50 and above is also sufficient. In addition, the CR value should be greater than the AVE value. On the other hand, the square root of the AVE value should be greater than the correlation values between the latent variables. The Maximum Shared Variance (MSV) and Average Shared Variance (ASV) values were examined for the discriminant validity. $AVE > MSV$ and $AVE > ASV$ criteria determined by Hair et al. (2010) were taken into consideration for the for the discriminant validity. Construct validity of whether or not the citizenship scale measures the structure to which it is directed was tried to be determined by using discriminant validity, which is a version of a) convergent validity and b) divergent validity. Average Variance Extracted (AVE) and Combined Reliability (CR) values are presented in Table 5.7

Table 5.7 Calculation of AVE, CR Values, MSV and ASV

	AVE	CR	MSV	ASV
Financial Problem	0.56	0.80	0.50	0.32
Personal Problem	0.65	0.90	0.51	0.33
Social Problem	0.55	0.81	0.50	0.32
Managerial Problem	0.53	0.82	0.49	0.31
Infrastructure Problem	0.52	0.81	0.49	0.30
Technology Problem	0.48	0.78	0.43	0.19
Government Support Problem	0.49	0.79	0.45	0.20

Source: Author's calculations based on primary data

Convergent validity is achieved when $AVE \geq 0.50$ and $CR \geq 0.70$. In the present study, all constructs have CR values well above the threshold (0.78–0.90), indicating strong internal consistency and reliability. The AVE values for most constructs are above 0.50 (ranging between 0.52 and 0.65), except for Technology Problem (0.48) and Government Support Problem (0.49) which are slightly below the recommended level. However, since their CR values are above 0.70, convergent validity is still acceptable (Fornell & Larcker, 1981). Discriminant validity is established when $AVE > MSV$ and $AVE > ASV$ for each construct. For all constructs, AVE values are greater than both MSV and ASV, which confirms that each construct is distinct from others and measures unique dimensions of challenges faced by women entrepreneurs. Personal Problems ($AVE = 0.65$, $CR = 0.90$) exhibited the strongest validity, suggesting that issues like lack of leisure time, self-confidence, and dual roles are very consistently measured. Technology Problems ($AVE = 0.48$, $CR = 0.78$) and Government Support Problems ($AVE = 0.49$, $CR = 0.79$) showed relatively weaker AVE values, indicating that although reliable, they capture slightly less variance in their indicators. This suggests a need for refining measurement items or adding more precise indicators in future studies. Overall, the constructs show satisfactory convergent and discriminant validity, ensuring robustness of the measurement model.

VI) Findings and Conclusion

The primary objective is to find out various enabling and limiting factors for women entrepreneurs to start-up and sustain in a business in Surat City. Using factor analysis, we identify seven problems faced by women entrepreneur of Surat City. We found seven factors affecting the women entrepreneurship in the surat city market as follows: factor A might be interpreted as Managerial Skill Problems; factor B as Infrastructure problem; factor C as Financial Problem; factor D as Personal Problems, factors E Technology problem, factor F as social Problem

and factor G as Government Support Problems. The specific name given to each factor is designed to reflect an item or notion that conceptually relates to the rest of the items under a particular factor. In order to examine possible differences in the perceived importance of the seven factors, our analysis indicate that out of four criteria (including rotated principal component loadings, scree test, KMO and

Bartlett's test, and reliability test) examined, all seven factors are to be significant.

The exploratory study on women entrepreneurs in Surat city reveals that while women have increasingly ventured into business across textiles, food, handicrafts, and other small-scale sectors, their entrepreneurial journey remains marked by persistent barriers. The survey shows that most women rely on personal savings and family borrowing for seed capital, with limited reliance on institutional finance due to collateral issues, delayed payments, and banks' negative attitudes toward female borrowers. Motivation is primarily driven by the aspiration to start independent ventures (36%) and family business traditions (30%), while government schemes remain underutilized due to poor awareness and bureaucratic hurdles.

Statistical analysis and factor extraction identified **seven major categories of challenges: financial constraints, personal limitations, social barriers, managerial inefficiencies, infrastructural shortages, technological gaps, and weak government support**. Each of these factors significantly affects women entrepreneurs' ability to sustain and expand their businesses. For instance, dual roles at home and business, lack of confidence, and male dominance in decision-making restrict women's agency. Similarly, inadequate power, transportation, and water supply reduce productivity, while corruption and discrimination in government support schemes limit growth opportunities.

Despite these obstacles, the study confirms the resilience and determination of women entrepreneurs in Surat. Their contributions not only address unemployment and poverty but also add to regional economic development. The findings suggest that **targeted interventions—such as skill development programs, financial literacy initiatives, infrastructure development, technological training, and gender-sensitive policy reforms—are essential for strengthening women's entrepreneurial ecosystem**. With adequate support, women entrepreneurs in Surat can transform into drivers of inclusive and sustainable growth.

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