

A STUDY ON PROBLEMS FACED BY WOMEN ENTREPRENEURS IN AND AROUND TIRUPATI, ANDHRA PRADESH

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ABSTRACT:

The main objective of the present paper is to investigate the problems faced by Women Entrepreneurs in and around Tirupati locality of Chittoor district, Andhra Pradesh. Women entrepreneurs play a crucial role in the upliftment of the family economically. As Tirupati is a growing city where the number of tourists and pilgrims floating is more, there are more opportunities for doing business, especially small businesses. As the Andhra Pradesh government is providing microcredit through self-help group schemes, women have more opportunities to set up their business enterprises. Not only state government but the central government as well provides financial assistance to women for starting up their business enterprise. District Industries Centers (DIC) also play a crucial role in assisting women in terms of financial, marketing, research etc. Even though the governments both central and state governments provide different schemes, financial assistance and subsidies to businesswomen, still they face some problems. In this paper, an attempt is made to identify what are all such problems which are faced by the women in running their business enterprise.

Keywords: Women Entrepreneurs, District Industries Centers, Central and state governments, Andhra Pradesh, Tirupati, Chittoor.

1. INTRODUCTION:

Women entrepreneurship is a concept that shows the empowerment of women. When women do



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business, it has multifaceted results. For doing business central and state governments play crucial roles in providing financial assistance. Not only central government and state governments but District Industries Centers (DIC) also play a crucial role in assisting women in terms of financial, marketing, research etc. Even though the governments both central and state governments provide different schemes, financial assistance and subsidies to businesswomen, still they face some problems.

Today, there are 13.5 million to 15.7 million female-owned businesses in India, which is 20% of all businesses. Although huge in total, they are primarily made up of sole proprietors who directly serve an estimated 22 to 27 million people. Assist is a series of efforts called females that are not managed or directed by females. The combination of money-related and regulatory reasons means that women are "paper" owners who play a small role. Benchmarks from the implementing countries and the states of India are good benchmarks for India to accelerate the overall female enterprise. Accelerating the quantity and quality of companies towards such benchmarks will result in more than 30 million female-owned companies, 40 of which are self-employed. This could lead to a transformative business in India with 150-170 million occupations, accounting for more than 25% of the modern work required for the entire working-age population from now to 2030. Equivalent.

To achieve this visionary but practical goal, we need to understand the limitations faced by different types of female businessmen in the Indian scene. In particular, there are six

specific sections of the business visionary that have different characteristics depending on whether they are scaled up, small scale, or alone. Urban or rural; trapped in agriculture. A deep understanding of these sections was essential to having a real knowledge of motivation, promotion, restrictions and, most importantly, preventative measures to accelerate the entrepreneurial spirit of Indian women. For example, access to finance affects all business visionaries, manifested in the difference in the investor environment of scalers, but with the need for local and urban sole proprietorship data and non-customization. Scalers face unfair disadvantages by banning systems, especially informal systems, but city sole proprietors rarely have the opportunity to become part of networks of all kinds. Rural farmers can be a special section that survives and acts as a basic catalyst for the modernization of agribusiness and local biological systems. All sectors of businessmen, not just non-entrepreneurs, are exposed to strict social restrictions. These manifest themselves in the form of social work consent denials and gender-specific tendencies, which are generally ongoing.













The current state

According to decentralized sources, India has more female-owned companies than any other countries, with an estimated 13.5 million to 15.7 million MSMEs and agribusiness. A closer look reveals the need for a multi-layered approach to promoting female inclusion for these companies. A closer look reveals some subtleties that are recognizable. Female-owned businesses are developing. Over the last decade, women-owned businesses have grown from 14% to 20%, according to government sources. It is usually backed by federal and

state governments, financial professionals, banks, financial and educational teachings, and above all, enterprising female workers. India is still far behind its peers. According to the Global Entrepreneurship and Development Institute (2015), India is below the 20th percentile on the list of female entrepreneurs. This can be well below developed markets such

as the United States and the United Kingdom, as well as developing markets such as Brazil, Russia and Nigeria. Indian women-owned companies are primarily one-person companies. As a result, income and employment are reduced. Only 17% of all women-owned companies use contract specialists, compared to 28% for all companies.

Figure-1: Six segments of women entrepreneurs

Segment	Percentage of women-owned enterprises	Overview
Scaler 	 <1%	<ul style="list-style-type: none"> • Rural or urban women with non-farm businesses • Generate more than INR 50 lakh in revenue or employ more than 10 people • Operate from a formal office setting • Value growth, recognition and wealth creation
Urban small business owner 	 ~6%	<ul style="list-style-type: none"> • Operators of small urban businesses • Generate less than INR 50 lakh in revenue, and typically employ less than 10 people • Serving a large, local customer base, they operate from an office or a co-working space • Value the steady income potential from entrepreneurship
Rural small business owner 	 ~8%	<ul style="list-style-type: none"> • Operators of small rural non-farm local businesses • Generate less than INR 50 lakh in revenue, and typically employ less than 10 people • Operate from homes or a community centre • Often driven by financial necessity, they value the steady income their business provides
Urban solopreneur 	 ~31%	<ul style="list-style-type: none"> • Urban, self-employed women • Typically generate less than INR 50 lakhs in revenue • Usually work from home, occasionally with parttime help • Value the flexibility entrepreneurship brings, and the ability to generate income and be productive
Rural solopreneur 	 ~38%	<ul style="list-style-type: none"> • Rural non-farm, home-based business owners • Generate supplemental household income by selling individually or through collectives • Value entrepreneurship for the petty supplemental income it provides; operate the business as a secondary priority to household work
Rural agripreneur 	 ~16%	<ul style="list-style-type: none"> • Farm-based business owners, focused on growing and selling agriculture products for profit • May employ people formally • Mobility constraints mean they usually work full time but from home, selling primarily through offline channels such as markets or distributors • Are engaged as entrepreneurs due to necessity, given absence of other income opportunities

1. REVIEW OF LITERATURE:

—(Shastri et al., 2021) The objective of this paper is to study the motives of female entrepreneurs and to identify the issues experienced by female entrepreneurs of small and medium-sized enterprises (SMEs). Design/Methodology/Attainment This research is based on data obtained from 345 female entrepreneurs working in Rajasthan's seven regions between July-18 and Jan-19. The key motives and obstacles of entrepreneurs were identified using technological and factor analysis. result. In addition, rather than motivating female entrepreneurs, the system creates issues. Entrepreneurship is considered as a masculine rather than a feminine role in patriarchal societies. In terms of supporting families and networks, the absence of coherent and cohesive social capital reflects the weak informal institutional environment. Originality/Values This research adds to the little empirical literature on motivations and motivational factors.

(Tiwari, 2017) A synthesis of the literature review revealed different profiles of Indian female entrepreneurs. Female entrepreneurs represent a heterogeneous segment belonging to different age groups and demographics. The emergence of female entrepreneurs has led to the emergence of entrepreneurship prospects. Even though women make up nearly half of India's population, women's participation in entrepreneurship is still severely limited. They also face a variety of gender- and gender-neutral issues when starting and running a business. As this study is an attempt to decipher the concepts, profiles and dynamics of Indian women entrepreneurship, this study aims to analyze the prevalence of women entrepreneurship in India.

We analyze the gender database and global publications on Women Entrepreneurship issued by the Indian Government to identify the emergence of women entrepreneurs in India. There is an urgent need to decipher policy mandates and interventions that can improve the environment for women entrepreneurs in India.

(Pathak & Varshney, 2017) This case highlights the multiple challenges facing women-led entrepreneurial ventures in rural areas in traditional patriarchal societies such as India. It also helps to understand the inevitable entanglement of business and social issues given the rural context. Indian rural entrepreneur Malavika Sharma founded Avika, an Indian traditional handcrafted clothing business. Avika has grown rapidly and currently employs over 700 rural women.

(Yadav & Unni, 2016) The survey results show that there is still a long way to go before establishing a solid theoretical foundation for the study of women's entrepreneurship. The lens of feminist theory can be applied alongside existing entrepreneurship theories to advance this area. Methodologically, in the past studies, the positivist paradigm was dominant, and an innovative methodology is needed to construct explanations through a constructivist approach. In addition, research is mainly confined to borders and is mainly carried out in developed countries. To promote the development of the industry, it is necessary to build transnational networks and promote the development of professional communities.

—(Jagdish prasad, 2014) This study is based on secondary data sources from the 4th Pre-India Micro, Small and Medium Enterprise (MSME) Census published by the Government of India. A limitation of the study is data availability. The

last census was carried out in 2002-03 as of 2001-02 and the Government of India only published data for the sector SSI (Small Scale Industries) registered in the 1st and 2nd Census. Unlike the fourth census, this census did not provide data on women businesses. For this reason, our study only refers to a specific time point (2006-07) and does not refer to "analysis over some time". Given the importance of databases for policy development, the 4th Census of All India was conducted in 2008. The latest data on women entrepreneurs in 2006-07 was released by the Government of India at the 4th Total Indian MSME Census. Before the adoption of the MSME Development Act 2006, the Government of India under the Ministry of MSME conducted three censuses of Registered Small and Medium Enterprises (SSI).

(A. Singh, et al., 2014) This conceptual paper indicates the role and emphasizes the women entrepreneurs as the potentially emerging human resource in the 21st century to overcome the economic challenges from a global perspective. Woman constitutes the family, which leads to Society and Nation. Female entrepreneurs make significant contributions to economic growth and to poverty reduction.

(Kaushik et al., 2013) Entrepreneurship is at the heart of economic development. Entrepreneurship is a key element of entrepreneurship. Today, women are an emerging economic power. Women make up the family that leads to society and the family. The socio-economic development of women is essential to the development of any country. Every woman wants to start her own business, but can't be successful in the Indian environment. A changing environment makes it easier for men to embrace women's entrepreneurship

opportunities now. The growing service sector also promotes women's entrepreneurship. The purpose of this study is to investigate various intrinsic and extrinsic and motivating factors of female entrepreneurship. It also talks about investments and exciting working hours for women.

—(D. A. Singh & Raina, 2013) In India today, more and more women are entering entrepreneurship, especially in small and medium-sized enterprises (SMEs). Women across India are showing interest in economic independence. The topic of women's participation in entrepreneurship has been largely ignored both in society as a whole and in the social sciences. They want to be inspired by role models like Pepsi Co's CEO, Indra Nooyi. Or Ekta Kapoor, Creative Director at Balalaji Telefilms. Indian women are no longer considered great exhibits. They carve a niche for themselves in a male-dominated world. Indian women are good at both housework and meeting deadlines at work. Women are generally considered housewives with little or no economic or commerce connection. Not only are women less engaged in entrepreneurship than men, but they also tend to prefer creating and running businesses in a variety of industries than men. But this picture is changing. The transition from a housewife to a stylish businesswoman is not that easy.

——(Jennings & Brush, 2013) This document has three main goals. First, document the development of the work known as the Women's Entrepreneurship Study. Second, we evaluate the contribution of this work, especially against the extensive literature on entrepreneurship. Third, we discuss how this extensive literature presents challenges (both challenges and opportunities) for women entrepreneurship scholarships. We

approach these goals from an informed pluralist perspective, trying to figure out whether and how research on women's entrepreneurship offers extensions and can be extended to general studies of entrepreneurs and their businesses.

(Vijayakumar & Jayachitra, 2013) This paper focuses on the problems, challenges, challenges and ways to overcome women entrepreneurs, and analyzes the policies of the Indian government and the challenges they face in running their businesses. Women's entrepreneurship is becoming important in India due to economic liberalization and globalization. Political and institutional frameworks for entrepreneurial skills development, vocational education and training have broadened the horizons for women's economic empowerment. In Hindu scriptures, women are portrayed as incarnations of Shakti. But in reality, she is treated like an abala. However, only a third of economic enterprises are women. Women leave work collectively to stay at home. To find jobs for entrepreneurs, not housewives. The growing presence of women as an entrepreneur has changed the demographics of businesses and the economic growth of the country. Scientists are focusing on this interesting phenomenon as women-owned businesses are playing a more active role in society and the economy. India has many successful businesswomen entrepreneurs in social and economic fields. They perform well.

'(Siddiqui, et al. 2012) This article attempts to explore the issues and challenges facing women entrepreneurs in India. Many women have these qualities but are unaware of their true abilities because they have not had a platform to showcase their talents. Women in India take on more responsibility for raising children with love

and affection and maintaining a better home. Women entrepreneurs are people who take on challenging roles to meet their personal needs and become economically self-sufficient. At the family level, women effectively coordinate a variety of activities with little discomfort.

(Xavier et al., 2012) This study looked at female entrepreneurs who switched from paid work to small business ownership. This study used a convenient sample of 153 women who started their businesses. It was found that the main factors that drove women to quit their jobs to start a business were their desire for personal growth, self-reliance, and economic profit. Enthusiasm for business, listening and communication skills, and self-control were some of the most common personal skills. This study focuses on: First, the factors that drive women out of work to own businesses; Second, personal and entrepreneurial characteristics; Finally, the challenges faced in the transition from paid work to business ownership. Self-completed questionnaires were distributed manually via email and fax. Key entrepreneurial skills mentioned included self-confidence, leadership, creative problem-solving, efficiency and effectiveness in completing a plan, entrepreneurship and business knowledge, analytics, a balance between personal and business life, and flexibility. Issues faced by respondents include a shortage of skilled workers, a lack of general staff, development and growth challenges, financial constraints due to high overhead costs, and a lack of expert advice.

(Mathew & Panchanatham, 2011) The major goal of this study was to create and evaluate a tool that could be used to describe the work-life balance (WLB) issue that female entrepreneurs in South India experience. We also wanted to learn more

about the crucial elements that influence these women's WLB. Role overload, dependent care issues, health issues, time management issues, and a lack of enough social support were identified to be important factors influencing the WLB of Indian female entrepreneurs in this study. This study offers advice to human resource professionals, management consultants, academics, and female entrepreneurs on how to deal with the primary WLB issues that women entrepreneurs in India face. To that goal, data was gathered via domain-based sampling (random clusters) that included semi-structured interviews and questionnaires. Standard statistical procedures such as factor analysis, regression analysis, analysis of variance (ANOVA), and Student's t-test were applied to the obtained data. There were 39 statements in the produced 5-point psychometric tool.

———(Halkias et al., 2011) The goal of this study is to look at the business and social characteristics of 67 female entrepreneurs in three Nigerian regions to better understand their entrepreneurial patterns and social and economic issues. Personal demographics, entrepreneurs' impressions about the business environment and businesses, and the motives and incentives that led to the development of the business were all recorded in the survey. By gathering and processing data to obtain frequency distributions for each question/variable in the survey, and then establishing crosstabulations between all variables and using the 2 tests, strong relationships were discovered. conclusion. The fact that certain significant differences do not exist or do not exist even after men and women,

company owners or managers, have already started a business is compelling evidence that Africa has significant untapped growth potential for women. It is obvious from the findings that female entrepreneurship in the United States is on the rise.

2. OBJECTIVES OF THE STUDY:

1. To find the problems encountered by women in business Enterprises.
2. To study the impact of problems faced by women entrepreneurs on the performance of business enterprises.

3. METHODOLOGY:

Women's entrepreneurship literature reviews include a variety of aspects that influence performance and issues experienced by women to familiarize themselves with the current state of the sector. This study was created by combining several factors based on previous research and gaps. Primary and secondary data were used to create the research design. The study's goal is to figure out which issues in women's entrepreneurship have a significant impact on firm performance. The study took place in and around Tirupati, Andhra Pradesh, from October 2021 to November 2021. Data were collected from several places in the Tirupati region, and around 180 women entrepreneurs took part but complete responses collected from 164 respondents are fit for the analysis. The opinions were gathered using a structured questionnaire, and the hypotheses were examined using Cronbach's alpha test (Table-1), t-test, SEM model to determine the relationship between the items.

Table-1: KMO and Cronbach's Alpha Test

	Short Form	KMO Test	Cronbach's Alpha Test
Personal Issues	PI	0.856	0.867
Social Issues	SI	0.908	0.906
Financial Issues	FI	0.895	0.898
Marketing Issues	MI	0.902	0.907
Production Issues	PRI	0.794	0.873
Technological Issues	TI	0.906	0.911
Performance Indicators	PIN	0.891	0.902

Source: Primary data analysis

Exploratory factor analysis was used to uncover relevant characteristics impacting women entrepreneurs from the data obtained. For a good prediction of outcomes, the data was rotated using the varimax approach. The indicator variables having a diagonal axis of less than 0.50 were eliminated.

For Personal Issues, factor analysis was used to reduce the 12 questions (statements) to four under one component. The Social Issues were reduced to four measurement variables under one factor, which explained 68% of the variation. After eliminating 11 factors, the Finance Issues resulted in six measurement variables, with one component accounting for 71% of the overall variation. After reducing the marketing issues to four measurement variables, one component

explained 67 percent of the overall variation. After reducing the production issues to four measurement variables, one component explained 69 percent of the overall variation. The Technological Issues were reduced to three measurement variables, with one component accounting for 71% of the variation. All of the components have good load factors and properties in general (Table-1). The performance indicators of the businesses were reduced to four, accounting for about 78 percent of the overall variation associated with this design.

Cronbach's alpha values are used to determine the data's internal consistency. All of the constructions have a value greater than 0.85 proved that (Table-1).

5. DATA ANALYSIS & DISCUSSION

Table-2: Profile of the women entrepreneurs

Particulars	Classification	Number	Percentage
Age Group	30 &Below years	18	11
	31-40 years	46	28
	41-50 years	64	39
	Above 50 years	36	22
	Total	164	100

Particulars	Classification	Number	Percentage
Marital Status	Married	134	82
	Unmarried	14	9
	Widowed	11	7
	Divorced	5	3
	Total	164	100
Educational Qualification	Illiterate	6	4
	Primary school	17	10
	Secondary School	39	24
	Graduate	97	59
	Post Graduate and above	5	3
	Total	164	100
Family Type	Nuclear family	126	77
	Joint family	38	23
	Total	164	100
Number of years in business experience	Less than 5 years	32	20
	Between 5-10 years	21	13
	Between 11-15 years	83	51
	Above 16 years	28	17
	Total	164	100
Sources of Funds	Own fund	47	29
	Relatives & Friends	24	15
	Self-help groups	61	37
	Banks & Financial institutions	32	20
	Total	164	100

Source: Primary data analysis

The demographic profile of the respondents is given in Table-2. Out of the 164 respondents taken for the study majority portion (39 percent) belong to the age group of 41-50 years. Regarding marital status 82 percent are married, 59 percent have Graduate education and 77 percent belong to nuclear families. 51 percent have between 11-15 years of business experience. 37 percent have borrowed from their relatives to start the business while 29 percent used their funds, 20 percent have borrowed from Banks & Financial institutions, 15 percent have borrowed from their relatives & friends.

Null hypothesis: There is no significant difference between the sample mean and the hypothetical population mean of issues faced by women entrepreneurs.

Table-3: One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
PI-4: Lack of encouragement	0.059	163	0.953	0.006	-0.20	0.21
PI-7: Family responsibilities	3.053	163	0.003	0.287	0.10	0.47
PI-9: Lack of formal education	2.642	163	0.009	0.293	0.07	0.51
PI-11: Lack of freedom to take decisions	1.596	163	0.112	0.165	-0.04	0.37
SI-1: Lack of leadership	1.843	163	0.067	0.189	-0.01	0.39
SI-3: Lack of communication skills	1.437	163	0.153	0.128	-0.05	0.30
SI-6: Non-cooperation from family	1.553	163	0.122	0.165	-0.04	0.37
SI-8: Lack of social mobility	1.872	163	0.063	0.213	-0.01	0.44
FI-1: Heavy interest rates	2.114	163	0.036	0.195	0.01	0.38
FI-3: Deficiency/shortage of capital	2.964	163	0.003	0.305	0.10	0.51
FI-4: Lack of financial information	1.837	163	0.068	0.195	-0.01	0.40
FI-6: Insufficient loan	1.237	163	0.218	0.128	-0.08	0.33
FI-7: Lack of collateral security	1.109	163	0.269	0.110	-0.09	0.31
FI-9: No. of instalments is Less	2.724	163	0.007	0.262	0.07	0.45
MI-1: Heavy competition	1.512	163	0.132	0.159	-0.05	0.37
MI-4: Lack of experience in various issues	1.170	163	0.244	0.128	-0.09	0.34
MI-5: Collection of bad debts	1.014	163	0.312	0.104	-0.10	0.31
MI-8: Market risks and uncertainties	-0.489	163	0.625	-0.049	-0.25	0.15
PRI-2: Raw material availability	2.200	163	0.029	0.213	0.02	0.40
PRI-3: Availability of infrastructure	1.807	163	0.073	0.177	-0.02	0.37
PRI-6: Availability of warehousing facilities	2.751	163	0.007	0.268	0.08	0.46
PRI-7: Demand for product	0.621	163	0.535	0.055	-0.12	0.23
TI-1: Technical knowledge required for business	1.783	163	0.077	0.171	-0.02	0.36
TI-4: Computer literacy	2.260	163	0.025	0.207	0.03	0.39
TI-5: Access to updated technology	0.988	163	0.324	0.098	-0.10	0.29

Source: Primary data analysis

Table-3 shows the factors which are significant in the different issues to entrepreneurs base on the decision criteria of ($p > 0.05$). PI-4: Lack of encouragement, PI-11: Lack of freedom to take decisions, SI-1: Lack of leadership, SI-3: Lack of communication skills, SI-6: Non-cooperation from family, SI-8: Lack of social mobility, FI-4: Lack of financial information, FI-6: Insufficient loan, FI-7: Lack of collateral security, MI-1: Heavy competition, MI-4: Lack of experience in various issues, MI-5: Collection of bad debts, MI-8: Market risks and uncertainties, PRI-3: Availability of infrastructure, PRI-7: Demand for a product, TI-1: Technical knowledge required for business, TI-5: Access to updated technology, factors proved to be significant by not rejecting the null hypothesis. PI-7: Family

responsibilities, PI-9: Lack of formal education, FI-1: Heavy interest rates, FI-3: Deficiency/shortage of capital, FI-9: No. of installments is Less, PRI-2: Raw material availability, PRI-6: Availability of warehousing facilities, TI-4: Computer literacy factors proved to be insignificant by rejecting the null hypothesis.

Null hypothesis: There is no significant difference between the sample mean and the hypothetical population means of Performance Indicators faced by women entrepreneurs.

Table-4: One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
PIN-3: Sales growth	1.590	163	0.114	0.146	-0.04	0.33
PIN-4: Control on Expenses	2.828	163	0.005	0.299	0.09	0.51
PIN-6: Stability/ growth in Profits	0.349	163	0.728	0.037	-0.17	0.24
PIN-7: Return on investment	0.275	163	0.783	0.024	-0.15	0.20
PIN-8: Customer retention	0.439	163	0.661	0.043	-0.15	0.23
PIN-9: Growth in market share	0.345	163	0.730	0.037	-0.17	0.25

Source: Primary data analysis

Table-4 shows the factors which are significant in the different issues to entrepreneurs base on the decision criteria of ($p > 0.05$). PIN-3: Sales growth, PIN-6: Stability/ growth in Profits, PIN-7: Return on investment, PIN-8: Customer retention, PIN-9: Growth in market share factors proved to be significant by not rejecting the null hypothesis. PIN-4: Control on Expenses factor proved to be insignificant by rejecting the null hypothesis.

Structural Equational Model (SEM) is used to test the impact of Personal Issues (PI), Social Issues (SI), Financial Issues (FI), Marketing Issues (MI), Production Issues (PRI), Technological Issues (TI) on Performance Indicators (PIN).

H_0 : The model fits perfectly.

Figure-2: SEM MODEL

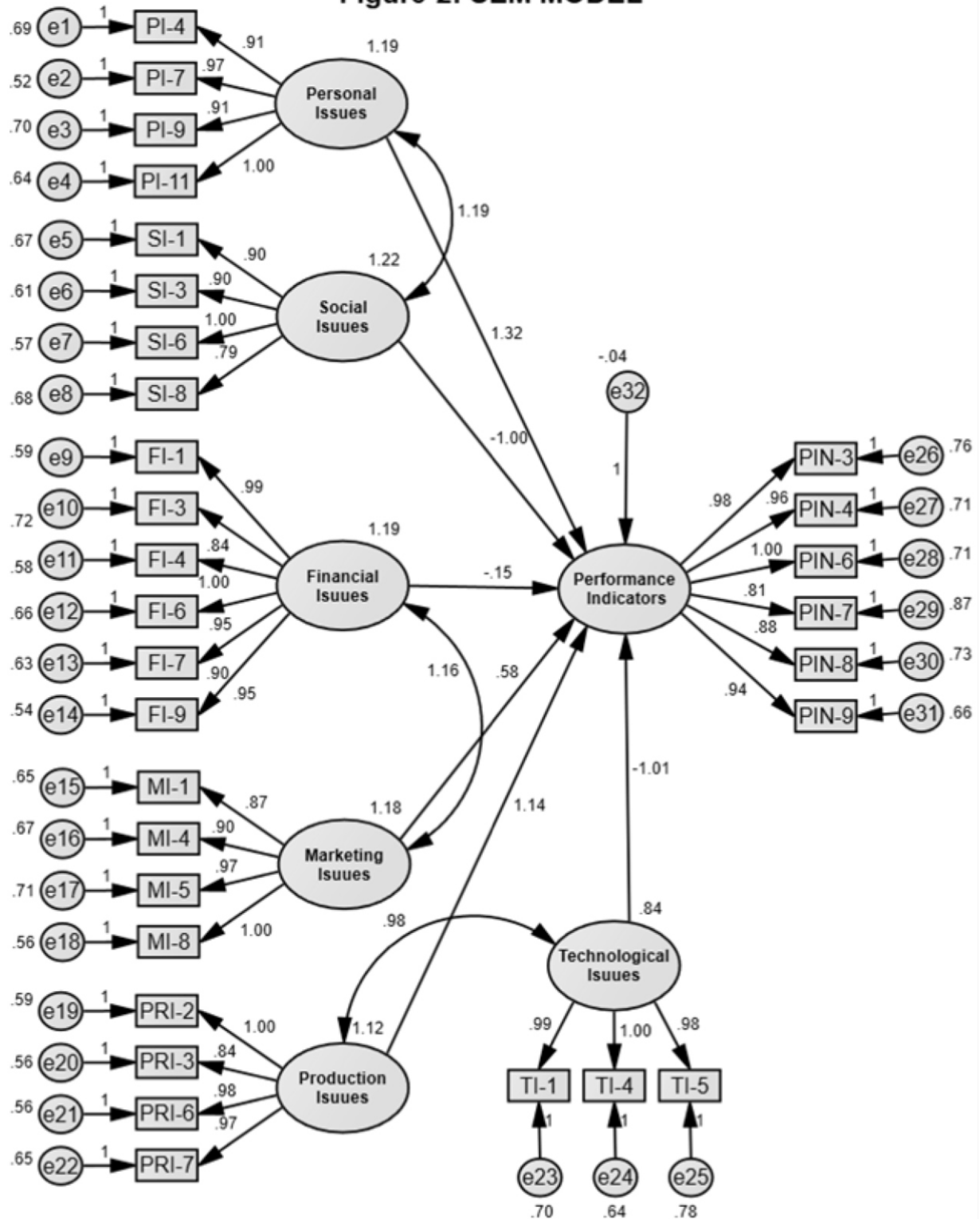


Table-5: Regression Weights: (SEM Model)

		Estimate	S.E.	C.R.	P	Label
PIN	<--- PI	1.318	.223	5.593	.002	par_20
PIN	<--- SI	-1.000	.192	-6.456	***	par_21
PIN	<--- MI	1.584	.062	11.263	***	par_22
PIN	<--- PRI	1.141	.034	13.376	***	par_23
PIN	<--- TI	-1.009	.085	-1.289	***	par_24
PIN	<--- PI	-.145	.454	-.320	.007	par_30
PI-9: Lack of formal education	<--- PI	.915	.084	10.940	***	par_1
PI-7: Family responsibilities	<--- PI	.972	.080	12.156	***	par_2
PI-4: Lack of encouragement	<--- PI	.910	.083	10.967	***	par_3
SI-6: Non-cooperation from family	<--- SI	1.000				
SI-3: Lack of communication skills	<--- SI	.901	.078	11.611	***	par_4
SI-1: Lack of leadership	<--- SI	.895	.080	11.255	***	par_5
TI-5: Access to updated technology	<--- TI	.978	.105	9.310	***	par_6
TI-4: Computer literacy	<--- TI	1.000				
TI-1: Technical knowledge required for business	<--- TI	.994	.103	9.667	***	par_7
PI-11: Lack of freedom to make decisions	<--- PI	1.000				
MI-5: Collection of bad debts	<--- MI	.971	.083	11.647	***	par_8
MI-4: Lack of experience in various issues	<--- MI	.903	.079	11.353	***	par_9
MI-1: Heavy competition	<--- MI	.874	.078	11.214	***	par_10
MI-8: Market risks and uncertainties	<--- MI	1.000				
PRI-6: Availability of warehousing facilities	<--- PRI	.982	.084	11.715	***	par_11
PRI-3: Availability of infrastructure	<--- PRI	.841	.078	10.799	***	par_12
PRI-2: Raw material availability	<--- PRI	1.000				
PRI-7: Demand for a product	<--- PRI	.969	.086	11.219	***	par_13
PIN-7: Return on investment	<--- PIN	.809	.145	5.564	***	par_14
PIN-8: Customer retention	<--- PIN	.884	.143	6.186	***	par_15
PIN-9: Growth in market share	<--- PIN	.941	.143	6.572	***	par_16
PIN-6: Stability/ growth in Profits	<--- PIN	1.000				
PIN-4: Control on Expenses	<--- PIN	.961	.147	6.518	***	par_17
PIN-3: Sales growth	<--- PIN	.980	.151	6.471	***	par_18
SI-8: Lack of social mobility	<--- SI	.791	.076	10.399	***	par_19
FI-4: Lack of financial information	<--- FI	1.000				
FI-3: Deficiency/shortage of capital	<--- FI	.836	.079	10.585	***	par_25
FI-1: Heavy interest rates	<--- FI	.993	.081	12.314	***	par_26
FI-6: Insufficient loan	<--- FI	.951	.081	11.713	***	par_27
FI-7: Lack of collateral security	<--- FI	.896	.078	11.450	***	par_28
FI-9: No. of installments is Less	<--- FI	.947	.077	12.299	***	par_29

The χ^2 fit index for the Hearing (Right) model suggested that the absolute fit may not be acceptable ($\chi^2 = 459.829$, $P = 0.138$) as its p-value is greater than cut-off point of $P > 0.05$, but as stated in the Methods section, other descriptive fit statistics ($RMR = 0.067$, $GFI = 0.916$, $AFGI = 0.866$, $RMSEA = 0.064$) reflect a good overall fit, hence this model was not rejected in our analyses.

6. SUMMARY & CONCLUSION

The present study provides some contribution to the existing literature on women entrepreneurs, especially in Tirupati. In Tirupati, successful women entrepreneurs are influenced significantly by personal and production-related problems. A quantitative study with 164 respondents is done by having various problems that influence women entrepreneurs. The study found that personal, financial, marketing and production problems have an impact on women entrepreneurs and firm performance. As per the study is concerned, it is found that most of the women are facing personal problems in their business life. It clearly shows that they are facing work-life balance issues. To clear such issues, there should be encouragement and support from their family and friends. Moreover, financial problems are also there. In this regard, it is suggested that banks need to promote and encourage women entrepreneurs by offering cost-effective financial assistance. Governments should channelize their resource allocation to women entrepreneurs to utilize resources for productive purposes. The empowerment of women entrepreneurs' knowledge in the domain through various programs through training with financial support is needed.

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