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**TITLE OF THE THESIS: PERFORMANCE APPRAISAL OF WOMEN
ENTREPRENEURS IN NATIONAL CAPITAL REGION**

ABSTRACT

The aim of the study was to identify the associations between specified characteristics of female entrepreneurs and financial performance.

The finding of the study indicates that even though the education is necessary for entrepreneurial success but it is not mandatory that those who are having higher education will achieve higher financial success in their entrepreneurial venture. The divorce women entrepreneurs are having highest financial performance among all three categories. Women entrepreneurs who were first born in their family were able to perform financially better than those who were not. The personal income of women entrepreneur does not help them to be more financially success. While on contrary the family income plays a very significant role in enhancing the financial performance of women entrepreneurs in NCR region. Women entrepreneur who were involved in professional services having highest financially success than the other business while those who are involved in retail business are having second best chances to achieve financial performance in NCR region. The Study analyses role of capital employed in success of women entrepreneur: higher the investment in entrepreneurial venture, higher will be performance appraisal of women entrepreneur mediated by achieving better financial performance in NCR region.

There is strong need to create awareness about various government and non-government policies and plans amongst youth generation so that they can come and avail those facilities and become motivated to start their entrepreneurial venture. Thus there is need to foster the sense of entrepreneurship since the initial school level. The concept entrepreneurship should be taught since the school age so that by that time the young students become able to start their jobs, they should thought about starting their own entrepreneurial venture rather than opting for jobs. In higher education, the entrepreneurship can be promoted by making the incubation cells highly effective. This will create additional career opportunity for young individual to think about their own enterprise rather than working for some other person. The participation of women should also be promoted since due to social barrier, they are not able to participate that much as their male counterparts are doing in entrepreneurial activities. Especially for women entrepreneurs, there is need to create awareness in the society so that the useless social restrictions imposed on women can be released and they can actively participate in entrepreneurial activities. The availability and ease of finance always leads to higher motivation level of entrepreneurs so the government and non-government bodies i.e. financial market plays should make the finance availability easy for women entrepreneurs so that they can avail and start their own ventures. All kinds of necessary information regarding how to start an entrepreneurial organization should be publically available so that anyone can search opportunities for her/himself and gain motivation to be entrepreneur. The entry and exit in some particular industries (mainly SME) should be relaxed and made easy for women entrepreneurs so that larger number of women entrepreneurs can actively participate in entrepreneurial activities to become entrepreneurs.