Health is very important thing in human’s life. The health of Indian women is inherently linked to their status in society. Indian rural women are living with lot of health issues. The government of India launched large number of Government healthcare schemes. These schemes are very useful to meet health problems in India especially in rural areas, but unfortunately all these schemes are not reached to rural areas. This study attempts to measure the level of awareness about government healthcare schemes among rural women and identifies the effective promotional medium. For this study, ten villages in Coimbatore district are selected and data was collected from 135 households through questionnaire. Based on the findings the recommendations are provided for the appropriate authorities for further improvement on the promotional campaigns and to make the health care schemes more effective.