**Abstract**

 In India, nearly 73% of the total population lives in rural areas where agriculture and allied activities are the main stay of their lives. The Economic development of our country largely depends on the developments of rural areas and the standard of living of its rural mass. Rural Entrepreneur is one of the important inputs in the economic development of a country and of regions with in the country. The government has tried different schemes to generate income in rural areas, but government is not stopped people moving from city to city. Entrepreneurship is a wise answer to solve the unemployment, migration and to promote economic and social development in rural areas. The strengthening of the rural villages will encourage the prevention of natural resources and improve the rural economic. This paper provides an insight into the present scenario of the rural entrepreneurship, important, role, status by the entrepreneurs and institutions promoting rural entrepreneurship and their roles in developing and fostering rural enterprises