**Abstract**

Institutional support for women entrepreneurs has been a channelised support mechanism organized by the governments or by voluntary associations. Supporting women in their business endeavourshas been the major goal of these institutions. The present study is made to find out the role of non-financial institutions in supporting and encouraging women entrepreneurs in Coimbatore. The study is based on primary data collected from 300 women entrepreneurs in Coimbatore who have availed support from the select non-financial institutions. Simple random sampling technique has been applied and the data have been analyzed using the statistical tools like simple percentage analysis, descriptive statistical tool viz., mean and standard deviation, ANOVA and t-Test to reveal the results of the study. It has been found that the non-financial institutions have mostly offered planning support to the respondents whereas production/ rendering service and marketing support have not been sufficiently offered by these institutions