**Abstract**

empowerment of women indicates women gaining control over their own lives. It involvesbuildingself confidence, raising awareness, expanding choices, increasing access to and control over resources. So empowering rural women, who are the backbone of our agrarian economy, is a sure path to achieve major economic gains. The rural women have a much greater, positive influence in factors governing sustainable development of the country. The present study is made to find out the role of family in encouraging rural women entrepreneurs, the problems faced by rural women entrepreneurs in promoting their venture and the measure they take to overcome difficulties. The study is based on primary data collected from 75 rural women entrepreneurs in Coimbatore. Simple random sampling technique was applied and the data have been analyzed using the statistical tools like simple percentage analysis and Kendall’s coefficient of concordance to reveal the results of the study. The rural women entrepreneurs have lack of family support as their major problem, and they have opined that when they could raise loans from banks and if they get family support in all their endeavours they will be able to overcome their difficulties and achieve great heights in their career.