**Abstract**

Women entrepreneur has witnessed a rapid growth over the past few years.Women are particularly productive in business.Economically empowering them help us to develope the nation. This study was conducted in the rural area of Coimbatore district.With the help of snowball sampling 64 unorganised women entrepreneurs were identified.Demographic and economic status related datas were collected from those identified respondents. This paper reviews literature on rural women entrepreneurs.This study will be helpful to identify not only the demographic nature, but also the reason behind rural women to take up the business