**Abstract**

In recent times the rural women entrepreneurs are growing rapidly. The study focuses on the psychological capital of rural women entrepreneurs it includes both while starting & running the business enterprise. This study concentrates on the psychological capital of rural women entrepreneur& their potential power to handle the problems that may arise in the business enterprise. It helps us explore in area of their ability to communicate with other persons like the supplier. Women entrepreneurs have contributed to the development of the economy by entering into business & they should encourage others to take up the job. Few women entrepreneurs start the business to set an example to others. The result shows that women have high levels of psychological capital and they are energetically pursuing their work goals.