**Abstract**

Self- efficacy is the impression of one's own capacity to achieve an objective.Selfadequacy can impact selection of exercises, exertion, perseverance, and accomplishment. Individuals procure data about their self-adequacy for a given action from their genuine exhibitions, vicarious encounters, types of influence, and physiological side effects. This study focuses on the self- efficacy of the rural entrepreneur and the respondents of the study were from Coimbatore District. Now-a-days rural infrastructure has been receiving more attention where Diary farming and poultry are again slowly growing up in rural areas. The study mainly helps to know about the self - efficacy level of the rural entrepreneurs also it provide basic ideas about the rural entrepreneurs’ motivation level and their different qualities based on their work for future researchers.Findings of this study say that the individual’s different qualities of self -efficacy that would vary according to the situation, problems and so on. In addition, it describes how individuals develop their social, emotional, cognitive and behavioural capabilities and how to regulate their lives and what motivates them to participate in entrepreneurial and lifelong learning career activities throughout their lifespan.