**Abstract**

Women constitute about fifty percent of the population in India. They can be huge source of social and economic development. Their income earning potential needs to be recognized and fostered into well-organized entrepreneurial behavior. Indian women are striking a balance between traditional and progressive values of the society in transition through playing dual responsibility at home and at the work place. Though women have realized their existence and their rights and increased their involvement in economic activities, only women of upper classes in urban cities do reach their goal in this field and women of middle class are not very much ready to alter their role in fright of social retaliation. Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. However, women constitute only one third of the economic enterprises. There exist a plethora of successful business women entrepreneurs both in social and economic fields in India. This study reveals the socio economic factors of selected rural women entrepreneurs with reference to Coimbatore district