**Abstract**

The emergence of women entrepreneurs and their contribution to the national economy is quite

inevitable for a country like India. The present study has been taken up in the Coimbatore District, in

the state of Tamilnadu to analyse the extent to which rural women entrepreneurs are motivated and to

ascertain the level of support obtained from their family members. An interview schedule was used to

collect data from 300 respondents who are rural women entrepreneurs. This is an empirical research

based on survey method. The data collected from the primary source were analysed with the help of

various statistical measures such as percentage analysis and mean score analysis.