

## **Diaspora Finance for Promoting Sustainable Female Entrepreneurship in the Indian Punjab**

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### **Abstract:**

The role of diaspora finance in promoting sustainable female entrepreneurship in the Indian Punjab is an important yet underexplored area. Using a mixed method, this paper examines how diaspora finance can catalyze female entrepreneurship and contribute to poverty reduction. The qualitative and quantitative data were collected using the questionnaire survey and in-depth face-to-face semi-structured interviews with 30 diaspora Punjabis living in the UK and 30 respondents from the Indian Punjab. The findings suggest that diaspora finance can be a significant financial tool for promoting rural female entrepreneurship. The rural females do not have access to formal finance due to a lack of ownership and collateral. Thus, a lack of finance hinders their entrepreneurial activities. The qualitative findings suggest that the knowledge diaspora living abroad not only sends money but also brings with them skills, experience and knowledge which can be used for the local development, fostering skill transfer, innovation and capacity building in the rural Punjab. The diasporan Punjabis are ready to share ideas, knowledge and skills in the rural Punjab to enhance female entrepreneurship, as a social remittance to contribute towards the rural development and women empowerment, besides financial remittances. The results exhibit the deep emotional connection of the Punjabi diaspora with their homeland and their desire to support rural communities. By examining the impact of diaspora finance on sectors such as agriculture and allied activities and informal female entrepreneurship, this paper underscores the potential for promoting long-term rural development and addressing issues like unemployment, poverty, and environmental degradation. Hence, research findings will aid the government and policymakers to formulate policies that can strengthen the link relationship between the diaspora and rural Punjab and design diaspora investment instruments to maximize the economic and social benefits. The results exhibit that diaspora finance emerges as a powerful tool in driving rural female entrepreneurship, creating sustainable economic opportunities, and contributing to the broader development agenda in Punjab.

### **Keywords:**

Diaspora Finance, Female entrepreneurship, Punjabi Diaspora, remittances, India.