

Theory of Social Innovation for Policy Entrepreneurship

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ABSTRACT

Policy refers to a broad guideline framed by the government for some desired changes in a state. Policy entrepreneurs are the persons who strive to introduce desired changes in the policies. Policy entrepreneurs work with various bodies and get the policy implemented. Policy entrepreneurship is a new field of study. The paper is based on qualitative analysis of data on policy entrepreneurs. The researcher undertook qualitative study on a few policy entrepreneurs from India for the purpose of identifying the process of policy entrepreneurs. The researcher presents a working model in the form of 5Ps of policy entrepreneurship. The researcher identifies and presents five factors viz: Passion, Purpose, Publicity and Participation. Presentation as the most important social innovation for achieving policy initiatives. The researchers have found that the policy entrepreneur tries to use the 5Ps as social innovations for the ultimate purpose of achieving desired policy changes.

Keywords: policy, policy entrepreneur, policy advocacy

INTRODUCTION

Everyone is familiar with the policies of their times. These policies have been introduced either by governments or due to public demand. These policies may also have come due to well planned initiatives to motivate government and media to go for such policies. Such initiatives may come from what is called "policy entrepreneurs". Thus those persons (except governments) who influence the policy framing are the field of this paper. Policy entrepreneurs are distinct and different from governments (who may be actual policy makers). Although the governments are officially the policy framers, yet, there are individuals and organizations, which influence certain policies in public interest. [1]

A policy is a system of principles to guide decisions and achieve rational outcomes. A policy is a broad guideline, statement of intent, a purpose, roadmap for the public and civil servants and is implemented as

a guideline for actions. Policies to assist in subjective decision making usually assist senior management with decisions that must be based on the relative merits of a number of factors, and as a result are often hard to test objectively, e.g. work-life balance policy. Policies are broad guidelines that help the organization in framing right boundaries for decision making.

Decisions are taken in the light of policies. Policies give enough freedom and autonomy within certain boundaries. Policies are neither too tight, nor loose. They set the broad range within which policy makers permit the decision to be made. The executives, who take the decisions understand the policies and the goals behind those policies and try to take such decisions which are as per the policy guidelines. [2].

The term 'policy' may apply to government, private sector organizations and groups, as well as individuals. It is a

kind of making important organizational decisions, including the identification of different alternatives such as programs or spending priorities, and choosing among them on the basis of the impact they will have.

Many large companies have policies that all purchases above a certain value must be performed through a purchasing process. By requiring this standard purchasing process through policy, the organization can limit waste and standardize the way purchasing is done. The State of California provides an example of benefit-seeking policy.

A government may make a policy decision to raise taxes, in hopes of increasing overall tax revenue. Depending on the size of the tax increase, this may have the overall effect of reducing tax revenue by causing capital flight or by creating a rate so high that citizens are deterred from earning the money that is taxed.

REVIEWING LITERATURE

The term entrepreneur is derived from the French word *entreprendre*, i.e. to undertake. The French economist Jean Baptiste Say first coined the term in 1803 and defined an entrepreneur as an individual who "shifts economic resources out of an area of lower and into an area of higher productivity and greater yield". Many decades later, scholars gradually have expanded the use of the idea of entrepreneurship and adapted the concept from business to the public sector.

In the problems stream, conditions are defined as problems based on how an individual values and believes in it and how much of an impact will happen through change. In the policy stream, ideas and solutions are formulated through policy ideas usually developed by specialists to an issue. Policy development has better chance of surviving implementation if it has support from various different communities affected by the policy. The politics stream focuses on different elements that will affect a policy such as

The term 'policy entrepreneur' was first coined by American political scientist John W. Kingdon .

Policy entrepreneurs use innovative ideas and non-traditional strategies to influence society, create opportunities, and promote desired policy outcomes.

Policy entrepreneurship usually happens over three phases. It starts with a demand in the political landscape for some form of innovation involving a public good. Secondly, an innovative policy instrument is proposed to supply that demand. Lastly, strategies are used such as team building, problem definition, and leadership by example to make certain that the innovation is placed on the agenda. Unlike a public intellect who strives to assert them into many different topics and be publicly vocal, a policy entrepreneur will focus on specific topics and possibly work behind the scenes with state and political elite [3].

national mood, efforts by the people to campaign for change and legislative turnover. [4].

The multiple-streams framework is considered to provide the best conceptual insight in terms of the presence and influence of policy entrepreneurs and their role in emergence of policy windows by using the three 'streams' to explain the gap between a problem getting attention and the adoption of an impactful solution. [4] claims these are not linear processes; instead, these three streams are to be treated as separate streams, able to happen in any order. He states that these three streams must come together at the same time. These streams are that a window of opportunity must exist, as well as a viable solution, combined with the motivation and the opportunity of the policy makers to select the solution. Many opportunities for policy change open, but most of them close before anyone even have a chance to take advantage because the attention of the policy agenda shifts dramatically.

Characteristics of Policy Entrepreneur:

A policy entrepreneur usually will have a large network of people with political influence that they utilize when pushing their idea forward. Persistence is essential for a policy entrepreneur to be successful. Many hours must be dedicated to their idea by giving speeches and talks, writing papers and speaking in front of government committees if they are to have success considered to be rational individuals, motivated by a 'desire for power, prestige and popularity, the desire to influence policy, and other factors in addition to any money income derived from their political activities'. [5]

Policy entrepreneurs may be able to involve public in policy changes. They may be able to create a pressure on policy framers, legislators, executives and judiciary in favour of some policies and may actually help in introduction of such policies. The society should be thankful to the policy entrepreneurs, for raising demand for policies and for ensuring that such policies are actually implemented. We have witnessed in the past that many people tried to influence positive policies in regard to microfinance, climate change, social development through welfare of the poor, introduction of better government policies, abolition of apartheid etc. Those persons who worked hard to influence policies in these sectors have helped the entire mankind. They have tried to introduce and implement such policies, which have helped and which will help the society. [6].

Social Innovations for Policy Changes:

Social innovations are the means of introducing new practices or new ways of doing thing through collective efforts of the masses. These innovations may take form of involving people in social change or may also involve raising questions to the general public to enable them to think critically and come up with a better solution. Social innovations and social transformation go together. Social innovations precede social transformations. Social transformations may be achieved through various means including public policy changes, public

participation, public involvement and public awareness. Out of all these, we will focus here on public policy changes. Public policies are policies created by governments or semi-governmental bodies, which are guidelines to action. These policies are supposed to help the society in its own transformation. These policies are designed to help the society in its overall transformation. These policies are prepared and designed for the common benefit. A large number of policies have been designed and implemented through public participation. There is a greater need of public participation in public policy framing and implementation. Those entrepreneurs, who try to achieve the ultimate goal of greater public participation in policy framing and who have been trying to create pressure on governments to create public policies for the ultimate benefit of the general masses are the entrepreneurs under our study [7, 8].

The researcher had to select and study a few policy entrepreneurs, who have actually introduced one or a few policies at national level. Such policy entrepreneur could be the source of data for understanding the way the policy entrepreneur's work. The researcher interacted with policy entrepreneurs spread over a very long period of time and documented his observations, interactions and insights. The researcher talked face to face with many policy entrepreneurs for collecting data for this purpose. The mode of data collection was disguised. However, the researcher asked questions about the way the policy entrepreneur was influencing the policy framing process. The researcher purposefully kept the study as disguised study to ensure that the data are accurate and the data reflect the way the policy entrepreneur's work. The researcher used Grounded Theory for data collection purpose and used Content Analysis for data analysis [9].

The researcher studied following activists, who introduced major policy reforms in India: -

- Aruna Roy - She played a major role in Right to Information Policy
- Manubhai Shah: He played an important role in consumer movement in India
- Vijay Shankar Vyas: He played an important role in agriculture policy, youth policy, women empowerment policy and pro-poor economic policies.
- Anil Kumar Gupta: he played a major role with regard to innovation policy, policy towards traditional knowledge, policy towards artisans and craftsmen etc.
- M.S. Swaminathan: He played an important role with regard to agriculture policy of India.

The researcher informally interacted with them to know about their perspective about how they have succeeded in policy initiatives. The researcher used un-structured, un-guided free flow interactions as a tool for data collection [9, 10].

An example of data is presented below: -
“Prof. Vijay Shankar Vyas narrated me the entire process of initiatives taken by him to advocate for youth policy. He told me that he wanted to prepare a document on youth policy and forward that to Central Government and Rajasthan Government so that youth policy could come in existence.”The researcher found the following from the data based on data analysis: -

- These persons were passionate for some issues and they were able to present their observations to different policy makers repeatedly so that there could be some actions.
- These persons understood the limitations of the government, therefore they kept patient and kept trying for the policy changes that they wanted to implement.
- These persons used social innovations to create desired impact. For example, Prof. Vijay Shankar Vyas organized many conferences and seminars on Youth Policy to generate collective opinion on the issues relating to youth policy and submitted those observations to the governments for implementation.

- These persons used their meetings with policy makers, politicians and influential persons to push the desired policy changes.

- These persons taught common people about their cause and organized them to raise the demand for the desired policy changes. For example, Prof. Manu Bhai Shah asked people to prepare application for need of a consumer protection act. He succeeded in getting consumer protection act framed due to repeated efforts to mobilize general public for the cause [12, 13].

Proposition on Social Innovations for Policy Entrepreneurship:

Based on data analysis, the researcher found following observations, which are presented here as propositions: -

Passion: The researcher observed a passion to promote a cause in the policy entrepreneur.

Purpose: the researcher found a very clear purpose in terms of benefit to the society in mind of the policy entrepreneur.

Publicity: the researcher found willingness in the policy entrepreneur to spread information about policy level initiatives to media and those who may spread information among masses.

Participation: The researcher observed that the policy entrepreneur was keen for mass-participation for the purpose of bringing desired policy changes.

Presentation: The researcher observed that the policy entrepreneur again and again presented documents to policy makers and political leaders to ensure desired policies. The policy entrepreneur used all his means to submit presentations repeatedly and followed up those presentations so that the desired policy changes were implemented. The researcher thus concludes the research with a working model cum proposition on policy entrepreneurship of 5Ps [12, 13, 14 and 15].

DISCUSSION

Hard working nature is seen in all successful policy entrepreneurs. Good Policy entrepreneurs always enjoy their work. A policy entrepreneur is a good leader too; Sincerity towards work as well as for their business is required. They are always self motivated.

A keen analysis approach for the market is needed, Promotion of own works by himself /herself is one of good quality needed by policy entrepreneur, and Clarity in vision is essential component for being entrepreneur.

Innovative ideas keeps entrepreneur ahead of their competitors, Courageous attitude helps entrepreneurs to investment big and received big. Vendors rely more on entrepreneurs with Positive Business Image. Key to success for every entrepreneur is Good administrative

policy. For a start up, to grow, it is important to know customer & his/her choice. For image of successful entrepreneurs, a solid rock reputation is required from your costumers, investors and other stack holders, for long term success of firm; entrepreneur should have command on monetary management.

Entrepreneur should not be Accessible to team, customer, & loves to be in market than office. Entrepreneur with strong empathy skills are also more productive and innovative.

For dealing with vendors, customers, and employees, a successful entrepreneur needs to be able to be fair with those they do business with. An entrepreneur has to negotiate on some decisions for getting better results in business. Negotiation skills cannot be neglected.

RESULT

This is an exploratory study in which researcher has tried to study basic characteristics and qualities of successful policy entrepreneur. In this process ,first task was to indentify policy entrepreneurs using judgment sampling ,referencing ,we have identified 30 entrepreneurs and contacted them ,and carried out detailed in depth interviews ,we followed unstructured approach in interviews and based on whatever responses were there ,we came to know what policy entrepreneurship is , then researcher took content analysis of detailed contents and detailed case studies were analyzed ,every information about policy entrepreneur was collected and analyzed and based on detailed content analysis, various characteristics of policy entrepreneur and factor that leads to policy entrepreneurship were identified . Based on these detailed and comprehensive assessment scale was prepared, the researcher tried to identify reliability and validity of that scale, and to test the scale 30 policy entrepreneurs and 30 non entrepreneurs (other people) contacted. Scale was administrated on them. The liability and validity of scale by using statistical tools, scale was further

analyzed. Based on data collected ,detailed factor analysis was carried out ,initially , there were 21 factors that were identified based on the qualitative studies ,later on ,after administration of scale , there were only 8 factors , that explained almost 77% variables ,with regard to the study ,and that helped researcher in identifying 8 most important variables or characteristic (Hard working , Enjoy what they do , team work , leadership quality, good competitor, sincerity ,self motivated ,self promoter) that are related to policy entrepreneur . So, researcher concludes with model, that policy entrepreneur should have those 8 characteristics which have been identified based on this study. The research is an exploratory study and first study of its kind and therefore researcher recommends that in future, more detailed and comprehensive studies may be carried out in this field, so that more detailed aspects may be explored in regard to this field. In the future, detailed studies using experimental mode of study or analytical mode of studies may be conducted, that may help understand field of policy entrepreneurship in greater detail.

CONCLUSION

The research brings to light the fact that policy entrepreneurs bring their energies towards introduction of new policies. They use public influence, collective voice, seminars, conferences, media, meetings and networking to influence policy framing. They teach common people about issues relating to the policy

that they wish to implement and continuously strive to get the policy implemented. They strive patiently to implement the desired policy. They also understand the limitations of the policy makers; therefore they don't lose their patience and keep trying for achieving desired changes.

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