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**Dr. Seema Singh**  
Department of Political  
Science, Agra College, Agra,  
Uttar Pradesh, India

## Opportunity as a political entrepreneur

**Dr. Seema Singh**

### Abstract

Entrepreneur is an individual who practices innovative ideas through its technical knowledge and through his managerial capabilities grabs the existing environmental political opportunities to fulfil his own destiny and reaping massive profits. Political entrepreneur scans the existing environmental opportunities, examines the feasibility to setup his political venture resulting in his self-satisfaction which brings happiness, joy, comfort, peace and helps in attaining self-actualization. Political entrepreneurs are considered as change agents in the process of industrial, social, political and economic development of a country and can also be termed as 'spark plugs' to transform economic and political scene of the country, i.e., every country needs varied category of entrepreneurs for prosperity of the nation.

The present economic and political climate of the country is ideal for the application of various entrepreneurial approaches to solve various political problems since series of mis-governance, corruption, inefficiency and sensitive issues are being exercised by the political entrepreneur in order to serve him as an electorate.

**Keywords:** Political entrepreneur, opportunity, entrepreneurship

### Introduction

Entrepreneur is an individual who has the art of practicing innovative ideas, continuously enriches its technical knowledge, develop their managerial abilities, talented in grabbing the existing environmental opportunities and competent in arranging the resources, i.e., manpower, material and capital. Entrepreneur scans the existing environmental opportunities, examines the feasibility to setup his venture resulting in creation of goods and services, which brings happiness, joy, comfort and peace. Thus an entrepreneur is an innovator, job and wealth creator. In the wordings of Mr. Rahul Bajaj, Chairman & MD of Bajaj Auto who said, 'If we could have an entrepreneur in every family, India's economy will be sky rocketing. We would then be able to take our rightful place as an economic super power in the community of nations. Entrepreneurs create jobs. They create wealth. They create products and services'.

Political developments in recent past are considered as best time to study political entrepreneurship in India and AAP is the face of such entrepreneurial resurgence, who has created entirely different type of new politics. Similar to the discovery of a new market, that holds the promise of profitability and power, a political entrepreneur always finds a space for innovation in political arena. Political entrepreneur exploits the existing opportunity to fill gaps of the market of power and establish his own political enterprise to fulfil his aspirations.

### Objective of the Study

This research paper explores the qualities of an entrepreneur as well as exploitation of existing opportunities to design himself as a political entrepreneur.

### Need of an Entrepreneur

Entrepreneurs are considered as 'change agents' in the process of industrial, social, political and economic development of a country and can also be termed as 'spark plugs' to transform economic and political scene of the country, i.e., every country needs varied category of entrepreneurs for prosperity. Historical evidences reveals that countries with more number of entrepreneurs are more developed because more entrepreneurs means more enterprises, which means more production, which leads to increase in Gross Domestic Product and Gross National Product, which ultimately increases the national income and thereby prosperity of the country.

**Correspondence**  
**Dr. Seema Singh**  
Department of Political  
Science, Agra College, Agra,  
Uttar Pradesh, India

Countries like Japan & USA who have given importance for entrepreneurial development are developed, whereas countries like Bangladesh and Nepal are under-developed because of lacking of entrepreneurial activities. Similarly in India states like Gujarat and Punjab are developed, because they have given importance for entrepreneurial development, whereas states like Bihar and Orissa are backward or under-developed because of lacking of entrepreneurial activities. Not only this, entrepreneurs role in economic development can be appreciated for their contribution in country's GDP, employment and exports, because the economic growth of any country largely depends upon his contributions by development of small, large and big enterprises. Entrepreneurs create a healthy competition in industrial, economic and political sector to satisfy customer as well as fulfil human needs and desires. Such competition enables them to provide their services in remote and rural areas of the country, which indirectly promotes their standard of living thereby ultimately results in economic and political growth and human resource development of the country.

Some leading political entrepreneurs like Susan B. Anthony (U.S.) fought for women's rights in the United States, Vinoba Bhave (India) founded the Land Gift Movement, Dr. Maria Montessori (Italy) developed the Montessori approach, Florence Nightingale (U.K.) was a founder of modern nursing, etc. Today Indian population requires utmost transparency, growing and almost ubiquitous voices on political media influencing voter choices and ideas like 'end corruption' and that G-word (governance) are the new currency of political discourse.

Thus we can say that with political entrepreneur, we prosper and without them we are poorer. So every country must motivate its people to become entrepreneurs as well as political entrepreneurs to ensure growth and prosperity in the country. The need of political entrepreneurs to boost up the country's economy is revealed from the following justifications mentioned hereunder –

1. They help in promotion and development of micro, small and medium scale enterprises in rural, semi-urban, tribal and remote areas of the country, i.e., promotes balanced regional development for economic development of the country.
2. They reduce unemployment problem of the country by creating immediate and large scale employment by establishing large number of micro, small and medium scale enterprises in the country by taking advantage of government subsidies.
3. They help in reducing the concentration of economic and political power.
4. They effectively and efficiently utilize the government resources, capital and skill.
5. They employ the skilled labour and provides training to the unskilled labourers.
6. They try to promote the equitable redistribution of wealth, income and even political power of the country among all sections of the society.
7. They also promotes country's export business thereby boost-up the economy of the country, which is an important aspect of economic and political development.
8. They induce backward and forward linkages which stimulates the economic, social and political development process in the country.

9. Raise voices against corruption and try to maintain utmost transparency in government functioning's.
10. Promote use of eco-friendly techniques of production and tries to recycle industrial waste and treat waste before dumping them in water / land.
11. Helps in promotion of eco-friendly activities, viz., plantation, cleaning river, ponds, etc., tries to produce eco-friendly products in their enterprises.
12. Create awareness among the general public about importance of eco-friendly products and follows the rules, regulation and policies of the government.

### Who is an Entrepreneur

Entrepreneur can be defined as a person who tries to create something new, organizes production, undertakes risk and handles economic uncertainty involved in running the enterprise. In nutshell economic and political development of a country never occurs as an accident. It is always brought about by design, which is possible due to sincere, innovative and planned efforts of entrepreneurs. Thus entrepreneurs are the pioneers in the economic and political development, growth and prosperity of a country. Several authors have evolved different concepts in defining the term entrepreneur as –

Richard Cantillon defined entrepreneur as “a person who pays a certain price to a product to resell it at an uncertain price, thereby making decision about obtaining and using the resources while consequently admitting the risk of enterprise”, he laid emphasis on risk-taking behaviour of an entrepreneur.

Adam Smith, the father of political economy defined entrepreneur as an individual who undertakes the formation of an organization for commercial purposes by recognizing the potential demand for goods and services and thereby acts as an economic agent and transforms demands into supply.

Joseph Schumpeter has defined entrepreneurship as a process of creative destruction and entrepreneurs as innovators who use this process of shattering the status quo of the existing products and services to set new products and new services, i.e., he laid emphasis on the innovativeness of an entrepreneur.

Thus we may conclude that an entrepreneur is a business leader who by its vision, initiative, innovativeness, risk taking and organizing abilities plays an instrumental in the economic and political development of the nation. Similarly political entrepreneur is an individual who uses political field to gain influence over the public in a well defined oriented manner and performs local developments in more structured manner with good governance and utmost transparency. It can also be referred as an individual who found a political party or a group or a project who seeks to gain profit through subsidies, protectionism, government contracts or any other favourable arrangements of government through his political influence.

We can assume the advantage of being a political entrepreneur in terms of income generation, realizing self-actualization and unlimited scope in its expansion. Several studies conducted so far to determine the glamour of being a political entrepreneur or why an individual should become a political entrepreneur is discussed below –

1. **Opportunity to create one's own Destiny:** Swami Vivekanandji said “You are the creator of your own destiny” reveals that when an individual / businessman

establishes his own independent political party or group, then his own self satisfaction is the main driving force behind the success of his venture in order to make his destiny reap new delightful heights.

2. **Opportunity to procure massive Profits:** An individual can reap unlimited / flexible income from his enterprise depending upon the expansion of his political business. Political entrepreneur earn more money in self political employment rather than working for an organization.
3. **Opportunity to make a Difference:** An individual's creative thinking and imaginative powers forces him to do different type of work in the form of his political and social enterprise. E.g., Anna Hazare took action to fight corruption against government in a very different manner.
4. **Opportunity to reach One's Full Actualization:** Self employment of an individual is a big instrument to express his self potentials, self technical knowledge, self interest, self creativity, self imaginative powers, self skills, self vision, self enthusiasm, self full potential in order to achieve what he wants to attain actually in his dreams, i.e., he attain self actualization to the full extent.
5. **Opportunity to do what one Delight him:** As someone said that "Choose a job you love, and you will never have to work a day in your life", means that is an entrepreneur entered into the business of his own interest or his own line of technical knowledge, then he enjoys more and works with full delightfulness.
6. **Opportunity for contribution to Society:** A political entrepreneur does not only attain his own self-actualization in running his political business venture, but also contributes to the society by fulfilling their need and desires, giving jobs to unemployed, utilizing the idle and provides goods and services to the society.

### Types of Entrepreneur

1. **On the basis of Innovativeness:** Clarence Danhof classified entrepreneurs on the basis of innovativeness into four categories as -
  - a) **Innovative/Aggressive:** Innovative entrepreneur is one who quickly assembles various factors of production, synthesizes innovative technical information and introduces a new product. They are characterized by the smell of innovativeness by introducing new goods, new combinations of methods of production, new technology, discovering new markets and create new organization.
  - b) **Imitative/Adaptive:** These entrepreneurs simply adopts successful innovation introduced by other innovators. They imitate the entrepreneurial pattern of existing entrepreneurs and set-up their own enterprise. Such entrepreneurs usually found in developing countries, since they take advantage of government policies and set-up enterprises by imitating technologies of developed countries, provide ample employment to the public and contribute significantly in the growth and development of enterprise and entrepreneurial culture in such countries. They are symbolized as agents of economic development.
  - c) **Fabian:** These entrepreneurs are timid, cautious, shy and lazy. He imitates new innovations only if he is certain that failure to do so may damage his business.

They are not adaptable to the changing innovative environment and love to remain in its existing business with age old techniques of production and depends upon past practices, customs, traditions and religion. Usually they are second generation entrepreneurs in a family business enterprise and follow the footsteps of their predecessors. He adopts the innovative technologies only when he realizes that failure to adopt will lead to loss or collapse of his age-old business enterprise.

- d) **Drone:** These entrepreneurs are conservative and orthodox in their outlook, i.e., never wants to get rid of their traditional way of doing business and are considered as laggards in their entrepreneurial activities. They refuse to copy or adopt opportunities available at their doorstep in respect to new combinations of factors of production. They are conventional in their approach and refuse to adopt changes in production, technology and marketing pattern even at the risk of reduced profits. They do not survive for long period, i.e., when their products lose their marketability and their operations become uneconomical, they are pushed out of market.
2. **On the basis of Type of Business / Nature of Activities**
    - a) **Business Entrepreneurs:** Most of the entrepreneurs fall in this category. Such entrepreneurs through his creative thinking and innovative approach develop new products or services and establish a new enterprise. These entrepreneurs are practical in approach and judiciously combine various factors of production to convert his innovative idea into reality. Such type of entrepreneur is found in the field of small trading and manufacturing concerns.
    - b) **Trading Entrepreneurs:** Such category of entrepreneurs are engaged in trading activities and regularly search new services-oriented methods to sell big share of their products among the consumers in the market. They deal in buying and selling of manufactured goods. They exploit the market and promote their products through various advertising procedures to create demand in the market, e.g. vegetable sellers, fruit sellers, grocery shops, dairy shops, retail shops, wholesalers, super markets, etc.
    - c) **Industrial Entrepreneurs:** They are also known as manufacturing entrepreneurs. Such category of entrepreneurs is engaged in utilizing the raw materials for manufacturing of products. They are also service providers which are also demanded by the consumers in the market. They convert various factors of production and produce finished product and contribute in economic development of the nation. E.g., enterprises like Hero Moto Corp, Hyundai Corporation, carpentry workshop, tailoring, welding, cloth textiles, food processing industries, etc.
    - d) **Agricultural Entrepreneurs:** Such category of entrepreneurs are engaged in marketing of livestock, crops, fertilizers, livestock products, processed agricultural and livestock products, etc. Such entrepreneur applies latest technical knowledge and information in agricultural, livestock and allied activities in order to maximize their production for their economic upliftment.

- e) **Corporate Entrepreneurs:** Such type of entrepreneurs with the help of their innovative idea, skill and imagination are able to organize, manage and control a corporate very effectively and efficiently. They are the promoters of the undertakings / corporations and mainly engaged in business, trade and industry.
- f) **Political Entrepreneurs:** Political entrepreneurs quintessentially symbolize a deep-seated innovation in terms of their strategies, structures, norms, and values, and are considered rational and functional substitutes for public and charitable sector resource constraints. These entrepreneurs are characterized by altered and mixed behavior, a strong entrepreneurial orientation, and above all, an unquestionable accent on political innovation.

### Conclusion

The present social, cultural, economic and political climate of the country is ideal for the application of various socio-political entrepreneurial approaches to solve various social and political problems. Our negligence in providing equitable market to each generation has provided space for the emergence of political entrepreneurship. Each generation has the right to inherit the same diversity in natural, cultural and economic resources as well as equitable access and fair use of these global natural resources enjoyed by the previous generation. Similar equitable access and fair use of global natural resources must be made between individuals of generations, i.e., both intra-generational and inter-generational concepts are necessary for maintaining the sustainability in the environment.

Poor governance, utmost inequality, restricted public sector capacity and political adamancy and stub-born attitude are inadequacies that have led to serious political imbalances. Political enterprises identify these gaps and competently employ resources to fill them. The rise of social and political media along with incorporation of information technology has stepped up the exchanges between political entrepreneurs, funding agencies, society and other stakeholders. There are examples of several entrepreneurs, viz., Rajeev Chandrasekhar, Rajeev Shukla, Naveen Jindal, Abu Asim Azmi, Vijay Mallya, Rahul Bajaj, Savitri Jindal, Jayadev Galla, Mangal Prabhat Lodha, Rajkumar Dhoot, Dr Kanwar Deep Singh, Nama Nageswara Rao, Raj Kumar Dhoot, etc who turned politicians and from there, their journeys have taken very dramatic turns.

Congress has given space to a number of political parties, but they were encashed by AAP party by unearthing numbers of scams, i.e., coal scam, 2G spectrum scam, Delhi airport scam, ultra mega power projects scam, commonwealth games scam and adarsh housing society scam. Such scams increase the angst against the Congress party and offers fodder to political entrepreneurs. Series of mis-governance, corruption, inefficiency and insensitivity that the Congress government has exercised during their tenure has offered political opportunities to AAP, who was looking to serve an angry electorate. Such culture of arrogance, apathy and submissiveness has opened its flanks for entrepreneurs to rip into. AAP party raised the angst of corruption and converted it into a movement that shook the Congress-led government, i.e., he grabbed it, nurture it, convert it into a political weapon.

However AAP party experiment is in a small corner of the country, which is no doubt very tiny before the larger

electorate of India and whether such experiments will be replicated to achieve success in 543 constituencies of the country, which are geographically, culturally and linguistically unique, resonate with the overarching idea of a corruption-free India, and deliver a more effective politics? There are challenges before each political party vis-à-vis big opportunities always lie in each of the constituencies and the success achieved by AAP may create political entrepreneurs throughout the country. So even today, there is space for innovation, there are gaps in the market for power and there is always a room for establishment of enterprise.

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