

AWARENESS OF THE CONCEPT OF POLITICAL ENTREPRENEURSHIP AND HOW IT AFFECTS PUBLIC POLICY: A CASE STUDY OF RALAPANAWA, HIRALLUGAMA, ULPATHGAMA IN MADAWACHCHIYA DIVISION

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Political entrepreneurship is the use of political strategies and resources to create and pursue new opportunities within the political system or in wider society. Political entrepreneurs are individuals or groups who use their skills, networks, and resources to identify and pursue opportunities to effect change by influencing public policy. The required data for the study were gathered through 100 informants through questionnaire and interviews. Researchers utilise a mixed approach with both qualitative, quantitative methods and document analysis. The primary purpose of this study was to address the major unique problems of a new generation of political entrepreneurs of this era. Mainly, the study found that 92% lack knowledge about the political entrepreneurship and how to make the way with shaping public policy. 84% mentioned that this concept has not been socialised, because the majority of the informants were not aware of the political system, public policies and new strategies. While 53% noticed that the political entrepreneurship should be included in education system as a new subject. The areas of Hirallugama, Ulpathgama and Ralapanawa in Medawachchiya area are inhabited by people with very minimum living income. They are basically engaged in petty earning and there is no proper political mechanism to guide them properly. This is why political entrepreneurship is necessary. It is felt that if political entrepreneurship is activated in these areas without proper awareness, it will not become an effective outcome in deciding public policies. Their political knowledge is underdeveloped, and the concept of political entrepreneurship is not comprehensible to them. Overall findings suggest that political entrepreneurship can be a powerful force for sense and innovation in Sri Lanka and can influence public policy in a variety of ways.

Key words: *New strategies, Political entrepreneurship, Powerful force, Public policy, Sri Lanka*