

## 1. Maslow's Need Hierarchy Model:

A.H. Maslow developed a conceptual framework for understanding human motivation which has been widely acclaimed.

→) Basic Physiological Needs :- Basic and primary needs required for human existence are physiological needs. These needs relate to the survival and maintenance of human life. They include such things as food, clothing, shelter, water, and other necessities of life.

→) Safety and Security Needs :- Individuals seek protection from natural environment, biological danger, economic deprivation and emotional

threat from other beings and animals. For this purpose, he wishes security for himself. They want job security, personal bodily security, security of source of income, provision for old age, etc.

⇒ **Social Needs** :- Man is a social being. He is therefore interested in conversation, sociability, exchange of feelings and ideas, companionship, recognition, belongingness, etc. Organisation should provide scope for formation of informal groups, encourage working in teams, interpersonal relationship and interpersonal understanding to motivate employees.

⇒ **Esteem and Status Needs** :- Maslow believes that people seek growth. They have natural desire to be identified and respected by others. This instinct is called as esteem. Esteem needs are associated with self-esteem and esteem from others.

⇒ **Self-actualization Needs** :- This final step under the need priority model is the need for self-fulfilment or the need to fulfil what a person considers to be his mission in life.