

**A STUDY OF THE INDIAN RURAL VS. URBAN
SECTOR WITH REFERENCE TO MASLOW'S NEED
HIERARCHY THEORY WITH SPECIAL EMPHASIS TO
SOCIETAL EMPOWERMENT IN ALLAHABAD
DISTRICT, INDIA.**

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ABSTRACT

The paper evaluates the Maslow's Need Hierarchy Theory propounded by Maslow in 1956, in societal perspective to identify the level of need achieved by people in the present, modern era. India is basically an agrarian economy, wholly based on agriculture for its existence, consisting of 71% of total population in rural sector and the rest 29% in the urban sector. If we study the two areas of the Country, it is found that agriculture is the backbone of the rural economy and they generally lack in facilities of infrastructure, education, medical and other promotional facilities. A study conducted by a group of students of Master Of Social Work final students in a field project, Motilal Nehru National Institute Of Technology, Allahabad 2010 in Balrampur, a district in Uttar Pradesh, India shows that most deaths in the area was in the ratio of 650 out of 1000 in 2007, now because of intervention of NGO'S it has decreased to 350 per 1000 due to available adequate facilities in the area due to lack of facilities.

After 63 years of Independence in the Country the people are more concentrated on 1st, 2nd & 3rd levels of needs- biological and physiological needs, safety needs, and belongingness. There is a requirement of adhoc measures for the growth and development of these nations. There needs fulfillment are more focused on the achievement of 4th and 5th level of Maslow's

hierarchical Needs. In the Urban sector people are working in organizations, are more educated and are exposed to technological advancement and changes. Hence, they can opt for 4th level of needs- achievement, status, esteem and 5th level of needs- self actualization. We find a vast difference in the satisfaction of needs in people and tried to explore the area surrounding Allahabad, Naini, Balrampur etc.

Keywords: Rural area, Urban India, Identification of Needs, Level of needs, Empowerment.

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INTRODUCTION

India is an agricultural based country. It has different social, political, geographical, economical environments region, state wise and has four seasons. The socio economic conditions in the 19th century was dominated by political commotions and instability. The society retained most of its traditional features but several changes were induced in the society. At the lowest stratum of the social order majority of people were poor. The mass of poor formed the common people who were mainly the agriculturist and artisians. The middle class comprised of the merchants, shopkeepers, low cadre of employees etc. Casteism was the main feature of the Hindu society and made people extremely rigid in their dealings. The reason was no educational and technological advancement. With westernization the needs gradually changed from traditional to modern. With the modern and technological changes the needs of the lower strata, middle strata and upper strata of the population has increased and changed. In India, agriculture is the predominant occupation accounting for about 52% of employment for rural people. India is basically a rural economy and represents the framework of regulations, institutions and practices defining

parameters for the sustainable livelihood and reasonable quality of life. Analysis of the Rural-Urban division revealed that 70% of India's population lives in villages but the rural occupation contributes to only 16% of India's economy.

RURAL VS URBAN ECONOMY

A rural economy substantially depends on land and agriculture. On the other hand, an urban economy substantially depends on any one or a combination of industry, trade and commerce. If we want to develop a rural economy we should develop land and agriculture. The land and agriculture development would increase income of the rural population whereby they would tend to raise their living standard by letting urban amenities, facilities and traditions enter in their life. Whatever the high level of living standard is achieved there on the basis of increased income generated on account of land and agriculture development, the economy remains rural, all the same. It becomes developed but is not converted into an urban economy. A study conducted by the Students of School and Management Studies in 2010 revealed that most of the children die in rural area not due to malnutrition but due to lack of health awareness. The status of urbanization is not well achieved in India except in the metro cities like Mumbai, Chandigarh, Gurgaon, Bangalore, New Delhi etc. Due to globalization the face of the Indian villages is changing, they are becoming aware of their rights, needs and status. It is necessary to identify the presence of disparities and differences in the growth of the rural and urban sector. India is not only culturally diversified but has a rich source of talent, creativity, skills that can be nurtured into productive activity.

Rural India is centered for growth in the near future. However, it suffers from lack of basic infrastructure. Having a vicious poverty circle and the absence of adequate infrastructure- water, electricity, transportation, house hold goods, market access to rural population prevents rural India from undertaking activities that can accelerate economic growth. The two third of India's consumers live in rural areas and little more than half of the income is generated. Numerous studies over the World have revealed that investments in

rural sector through government programmes and Non government Organisations can enhance activities to reduce poverty. Poverty is most prevalent in the states of Orissa, Bihar, Uttar Pradesh and Madhya Pradesh and least prevalent in Haryana, Punjab and Himachal Pradesh, Jammu and Kashmir. Housing and the ancillary utilities of sewer and water systems problems are most prevalent in India. Investments in road, telecommunications, power supply, drinking water facilities, schools and health care facilities can lead to empowerment of villagers. Therefore, through identifying the level of needs of an individual folk achieved on the basis of Maslows Need Hierarchy Theory, we can easily assess their degree of empowerment. The basic levels of needs like safe drinking water, shelter, food and power are the primary growth factors in the rural sector, the fulfillment of security needs help in increasing the source of income and employment generation oppourtunities for the rural folk. They need money to meet out their agricultural activities and livelihood. The esteem needs aim at equal treatment and respect from outside world. They need modern techniques to get wel-equipped with the changes in the urban society. They have the Self Actualization needs related to technological advancement in agriculture, changes in rural household and environment etc

Rural India is central for growth in the near future and identifying the level of needs achieved on the basis of Maslows Need Hierarchy Theory, we can easily assess their degree of empowerment. The basic levels of needs like food, water, infrastructure and power are the primary growth factors in the rural sector, the fulfillment of security needs aims at health and employment generation oppourtunities for the rural folk.

They need money to meet out their agricultural activities and livelihood. The esteem needs aim at equal treatment and respect from the society. They need modern techniques to get wel-equipped with the changes in the urban society. The esteem and self actualization needs are insignificantly prevalent in rural India.



Fig1. Maslow's Need Hierarchy Theory

A need is something that is necessary for organisms to live a healthy life. Maslow's need Hierarchy Theory in urban area- We all have five basic levels of needs. The 1st level of needs is physiological needs. The second level of needs -security, it is missing in towns and cities due to competition, lack of money for maintaining standards of living, people indulge in mal practices. The third level of needs is a sense of belongingness is decreasing due to busy and stressful life in the cities. The nuclear family system has emerged as the dominant factor. The fourth level of need- esteem as people have become independent and working for self development. The Fifth level of needs is self actualization needs fulfilled by the individual once in the life time, which shows a sign of achievement only in urban area.

I. OBJECTIVE: To identify the needs of the rural and urban Folk with reference to Maslow's Need Hierarchy Theory.

LOCATION: Allahabad and adjoining areas- Naini, Soraon and Balrampur.

AGE LIMIT- 20-45 years

II.METHODOLOGY:

Procedure: A **Questionnaire** was administered to 45 urban and 45 rural individuals. People were contacted individually and questions were asked one by one on the level of needs achieved.

III. INTERPRETATION: Rural vs. Urban

HIERARCHY	RURAL SECTOR	URBAN SECTOR
BASIC NEEDS	65%	91%
SAFETY NEEDS	33%	62%
SOCIO BELONGINGNESS	77%	67%
ESTEEM NEEDS	56%	68.8%
SELF ACTUALISATION	13%	27%

IV. ANALYSIS:

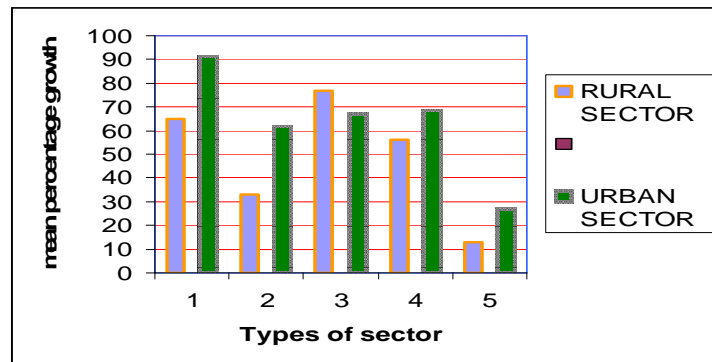


Figure-2 – Shows the graphical-Bar diagramme representation of the results in the study

BASIC NEEDS

RURAL SECTOR The basic needs of food, clothing and safe drinking water are fulfilled in the ratio of 65%. While the basic need related to transport is fulfilled in 68.4%. Thus, people are facing the crisis for shelter in the ratio of 20%. Here, we have a observation that people are aware of their needs due to government programmes launched to provide them rehabilitation, safe drinking water, buses as the central mode for communication. They live in thatched houses made of bricks. They have source for safe water from hand pumps or water line system far from their area.

URBAN SECTOR In the case of urban sector the needs of food, clothing and shelter Are fulfilled in the ratio of 91%. The difference of 9% is in the case of shelter, where people are living in depleted condition .The shelter needs of the people are fulfilled in the ratio of 82%, which is above the rehabilitation from rural sector in India. In the urban people are aware of the basic needs but face crisis for safe drinking water, hygiene etc. The people have all modes of transport to travel. They prefer to travel more by their own means in the ratio of 57%, cycle 45% and other modes of transport in the ratio of 24%.

SAFETY NEEDS

RURAL SECTOR The safety needs with respect to disease, poverty and financial aids is fulfilled in the rural in the ratio 33%. They are able to fight against diseases through Government Hospitals in their area. They face shortage of money as the money lenders are the main source for financial aid to them. The cleanliness is more acute problem with drains overflowing can lead to spread diseases in the area.

URBANSECTOR In the case of urban area people are satisfied with the medical facilities. The ratio of medical facilities is found 62%, which is twice from the rural sector. For specialized disease people move to metro cities for treatment. The people show more of stability in employment and financial aspect as they are satisfied with the present situation.

SOCIO BELONGINGNESS

RURAL SECTOR According to the survey people are traditional and make decisions on the basis of their group committee suggestions. They are more custom driven. They are aware of the family planning system, education for girl child, to make her independent. But they need facilities and money to overcome the backwardness. They show a high level of socio belongingness in the ratio of 77.7%

URBAN SECTOR In the case of urban area it is 67.7% which is less than the socio belongingness from the rural area. This is due to mixture of modern and traditional family found in the cities, people are educated, working in the organisation, having small family which shows they are more career oriented and have a outward living.

ESTEEM NEEDS

RURAL SECTOR Most of the rural folk have a high level of esteem needs in the ratio 56%. They are more involved in meeting out the basic necessities for their livelihood. They require a better status for their children and themselves. They hold a very insignificant reputation in today's modern society.

URBAN SECTOR In the case of urban area the level of esteem needs is in the ratio of 68.8%. This shows that urban people aim for self growth and initiative in their life and want to reach a level which can provide them fame and money.

SELF ACTUALIZATION

URBAN SECTOR In this type of need personal fulfillment and growth takes place. This is very rare in the rural scenario. According to the survey the esteem and self actualization needs shows 13% of percentage growth.

RURAL SECTOR The data collected from urban people who aim for self recognition is 27%, which shows that people are aware of the self actualization and for them self actualization is more focused on monetary aspect than self achievement.

CONCLUSION

From the data collected we come to know that people need empowerment. They are aware of their needs, but are more focused on achieving basic needs. The next need is more focused on earning money and reputation for themselves and their family. They are bit confused about their self actualization needs. The rural India vs. urban India shows a difference in the achievement of needs and this difference is due to lack of facilities, awareness, infrastructure, poverty etc. The study here shows that Maslow Need Hierarchy theory has an importance in the present world and people are still struggling for their empowerment.

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