

**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.**

**<sup>1</sup>Dr. Ambalika Sinha, <sup>2</sup>Sweta Agarwal**

<sup>1</sup>Assistant Professor, <sup>2</sup>Institute Research Fellow

**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 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> 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 4<sup>th</sup> and 5<sup>th</sup> 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 4<sup>th</sup> level of needs- achievement, status, esteem and 5<sup>th</sup> 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..