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MOTIVATION

Motivation is derived from Latin word “movere” which means “to move”.

Motivation in simple terms may be understood as the set of forces that cause/affect/ influence people to behave in certain ways.



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According to Dalton E.McFarland, “Motivation refers to the way in which urges, drives, aspirations, striving or needs direct, control or explain the behaviour of human beings”.

Motivation refers to the way a person is enthused at work to intensify his desire and willingness to use his energy for the achievement of organisational objectives.



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Importance

The employees will cooperate voluntarily with the management and will contribute maximum.

They will improve their skills and knowledge

The rates of labour turnover and absenteeism among the workers will be low.

Good human relations.

The number of complaints and grievances will come down.



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Accident rate will also be low

Contributes for the improvements in quality of products.
Better quality of products will increase the public image
of the business

Highly motivated workers are more productive.

Any technology needs motivated employees to adopt it
successfully (ISRO).



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Motivation is an effective instrument in the hands of a manager for inspiring the workforce and creating a confidence in doing things effectively.

By motivating the workforce, management creates '*will to work*' which is necessary for the achievement of organisational goals. Motivation involves getting the members of the group to perform effectively, to give their loyalty to the group and to carry out properly the purpose of the organisation.



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Types of needs:

Primary Needs: Food, Water, Sleep, Sex

Secondary Needs: Need for Power, Achievement, Status, Affiliation

Consequences of non fulfillment of need:

Frustration

Aggression

Withdrawal



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Theories of Motivation

Content Theories -

content theories explain what motivates and what does not motivate

Process Theories –

the process theories examine the variables that go into the motivational process taking place within an individual.

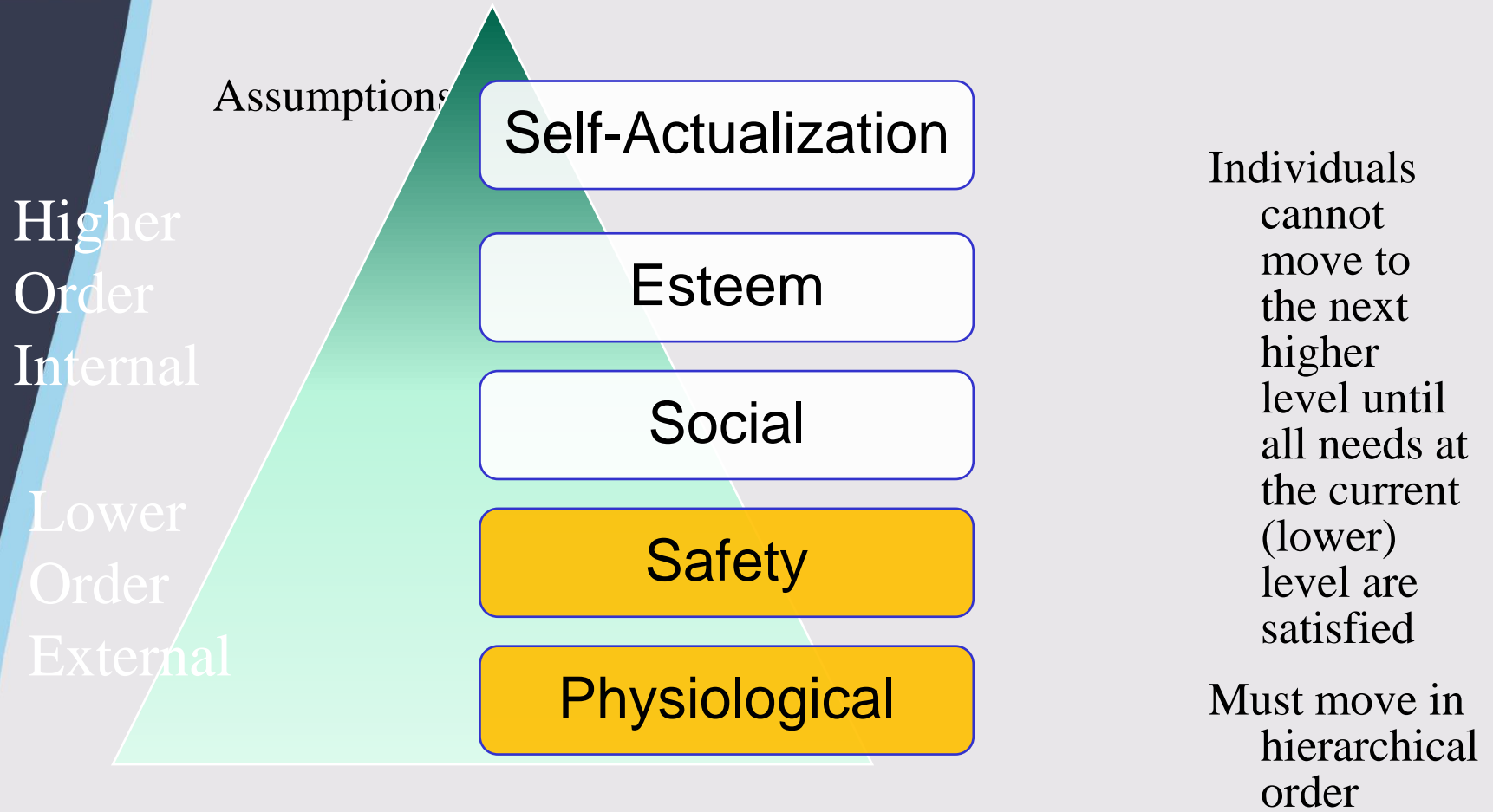


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Maslow's Need Hierarchy Theory

There is a hierarchy of five needs. As each need is substantially satisfied, the next need becomes dominant.





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Physiological Needs- food, clothing, shelter, air, water and other necessities of life.

Safety and Security Needs- economic security and protection from physical dangers such as war, crime, waves, floods, earthquakes, riots

Social needs: need for friends, need for belongingness and need to give and receive love.

Esteem needs: Esteem from others include prestige, recognition, acceptance, attention, status, reputation and attention.



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Self actualization needs:- Self actualization is to become the total kind of person that one wants to become to reach the peak of one's potential. Maslow estimated only a few i.e., less than one percent of the population fulfills the need for self – actualization.