

## **Need and motivation**

*Dr. Md. Akhtar Hossain*

*Professor*

*Department of Fisheries, University of Rajshahi*

### **Need**

- Gap between present and desired/expected situation
- Two types; felt and unfelt

### **Maslow's need theory**

1. Biological: to increase fish production
2. Safety: guarding/monitoring the fish
3. Love: use the pond as demonstration
4. Recognition: leaflet, poster, folder
5. Self esteem: award at local level
6. Aesthetic: award at national/international level

### **What is Motivation?**

- It is a process which brings energy for work to satisfy a need

### **Motivation cycle:**

need- objective/goal- effort- satisfaction- need

### **How motivation?**

- Farm and home visit
- Method and result demonstration
- Way forward for easy availability of aqua inputs
- Opinion
- Friendly behavior
- Award/reward