

Management : A form of work that involves coordinating an organization's resources- land, labor and capital-toward accomplishing organizational objectives. Management is a set of principles relating to the functions of planning, organizing, directing and controlling and application of these principles helps to create efficient and effectiveness to achieve organizational objectives. Good management is to an organization what health is to the body; the smooth efficient functioning of all its parts. Management concepts apply equally to public, private, not-for-profit, religious organizations, large corporations and small entrepreneurial firms. The concept of management is as old as the human race itself. The concept of management is begun from the concept of 'family'. The concept of 'family' required that life be organized and resources of food be apportioned in such a manner so as to maximize the utility of such resources. Taking proper steps to safeguard the family from attacks by wild animals, planning out where to go fishing and hunting and whom to go with, organizing these groups into and appointing hunting and fishing bands chiefs who would gave directions and so on, all are understated ingredients of management and organization. Application of current management techniques as far back as in 5000 B.C., when ancient Sumerians used written records assisting in governmental operations. The Egyptian pyramids built as early as in 3000 B.C., required the organized efforts of over 1,00,000 workers. Management as a system is not only an essential of organized society but also an integral part of others thing. Initially, the study focused on lighting or manipulating illumination for one group of workers and comparing their subsequent productivity with the productivity of another group whose illumination was not changed. When illumination was increased for the experimental group, productivity went up in both groups. Productivity continued to increase in both group, even when the lighting for the experimental group was decreased. Not until the lighting was reduced to the level of moon light did productivity begin to decline. Physiological needs are the basic needs for sustaining human life. These needs include food, shelter, clothing, rest, air, water, sleep and sexual satisfaction. These basic human needs (also called biological needs) lie at the lowest level in the hierarchy of needs as they have priority over all other needs. These needs cannot be postponed for long. Unless and until these basic physiological needs are satisfied to the required extent, other needs do not motivate an employee. A hungry person, for example, is just not in a position to think of anything else except his hunger or food. According to Maslow, 'man lives by bread alone,' when there is no bread. The management attempts to meet such physiological needs through fair wages. These are the needs connected with the psychological fear of loss of job, property, natural calamities or hazards, etc. An employee wants protection from such types of fear. He prefers adequate safety or security in this regard i.e. protection from physical danger, security of job, pension for old age, insurance cover for life, etc. The safety needs come after meeting the physiological needs. Such physiological needs lose their motivational potential when they are satisfied. As a result, safety needs replace them. They begin to

manifest themselves and dominate human behavior. Safety needs act as motivational forces only if they are unsatisfied.