

## Economics Honours (Sixth Semester)

### Rural Development and Entrepreneurial Economics (DSE604)

#### Motivation and Motivating Factors

##### **\*Meaning of Motivation**

The term *motivation* has been derived from the word *motive*. Motive may be defined as an inner state of our mind that moves or activates or energizes and directs our behaviour towards our goals. Motives are expressions of a person's goals or needs. In simple terms, motives or needs are ways of behaviour. They give direction to human behaviour to achieve goals or fulfill needs.

Motivation may be defined as the process that motivates a person into action and induces him to continue the course of action for the achievement of goals. According to Dalton E. McFarland, *Motivation refers to the way in which urges, drives, desires, striving, aspirations or needs direct, control or explain the behaviour of human being.*

[Taken from Entrepreneurial Development by Dr S S Khanka]

##### **\*Process of Motivation**

The basic elements of the process of motivation are:

1. Motive
2. Behaviour
3. Goal

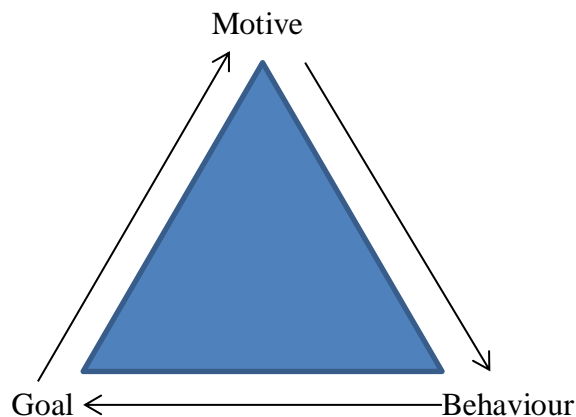


Figure1: Process of Motivation

[Taken from Entrepreneurial Development by Dr S S Khanka]

### **\*Motivating Factors**

#### **1. Internal Factors**

- a. Desire to do something
- b. Educational background
- c. Occupational Background or experience

#### **2. External Factors**

- a. Government assistance and support
- b. Availability of labour and raw materials
- c. Encouragement from big houses
- d. Promising demand for the product

#### **3. Other factors**

- a. Ambition
- b. Compelled to do so
- c. Facilitating factors

[Taken from Entrepreneurial Development by Dr S S Khanka]

**\*N.B.** Explanations and all theoretical disposition have been taken from the following references

### **References**

1. Khanka, S. S. (2010). *Entrepreneurial Development*. S. Chand Publishing, New Delhi