# ABRAHAM MASLOW'S HIERARCHY OF NEEDS AND ASSESSMENT OF NEEDS IN COMMUNITY DEVELOPMENT

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**ABSTRACT:** *The paper focused on Abraham Maslow's hierarchy of needs and assessment of needs in community development. Abraham Maslow as a renowned researcher in the study of human needs and motivation, came up with his famous hierarchy of needs theory with a proposal that people are motivated by five levels of needs namely: (1) Physiological needs (2) Safety needs (3) Love and belonging needs (4) Esteem and prestige needs (5) Self-actualization needs. Two additional levels of needs namely: (6) Understanding needs and (7) Aesthetic needs were later included in Abraham Maslow's hierarchy of needs. The focus of Abraham Maslow's hierarchy of needs is now on motivation of people by seven (7) levels of needs in human environment. The emphasis on Abraham Maslow's hierarchy of needs is that there are certain basic needs which must be met before other needs can, indeed, be considered in human environment. Abraham Maslow's hierarchy of needs further focus on exploration of human desire to address people's needs in order to improve their living conditions in human environment. No man is an island unto himself in the society. Social groupings, associations, affiliations and belongings which are based on love are needed to enhance harmonious human co-existence in various social settings. This gives people the courage and confidence to contribute to community development to improve their living conditions. This article helps to equip people with a better understanding of Abraham Maslow's hierarchy of needs and its application to real life situations assessment of needs in community development in the society.*

**KEYWORDS**:  Abraham Maslow, Hierarchy of Needs, Assessment of Needs, Community Development.
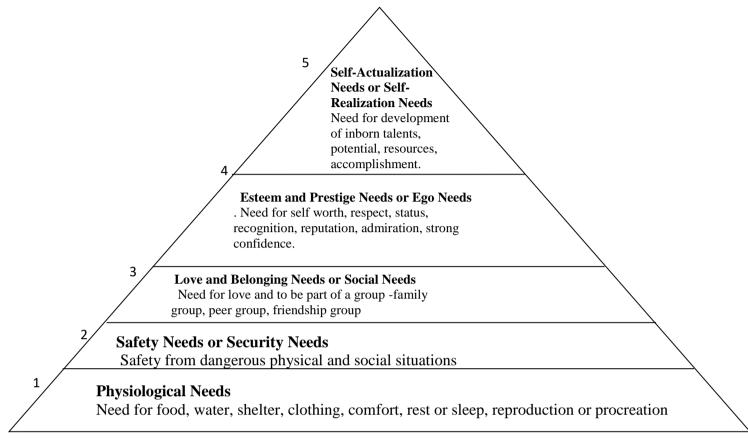
## INTRODUCTION

Historically, Abraham Maslow was a famous psychologist who contributed significantly to the growth and development of human psychology as evidently shown in the study of human needs and motivation in human environment in the contemporary society. Abraham Maslow was, indeed, regarded to be among the founding fathers of human psychology and motivation in human environment. Mulwa (2008) rightly views Abraham Maslow as one of the founding fathers of the study of human psychology and motivation in the contemporary society.

Abraham Maslow propounded the theory of human needs which is popularly known as Maslow's hierarchy of needs in human environment in the society. Onah (2015) remarks that in 1943 that Brandeis University professor of psychology, Abraham Maslow as a renowned researcher in the study of human needs and motivation came up with his hierarchy of needs theory with a proposal that people are motivated by five levels of needs namely: (1) Physiological needs, (2) safety needs, (3) belonging needs, (4) esteem needs and (5) self-actualization needs.
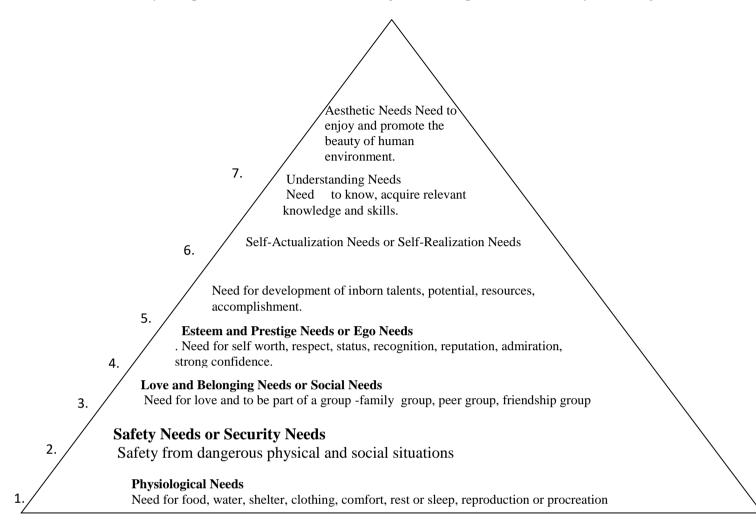
Figure 1.1: **Abraham Maslow's Hierarchy of Needs**



Source: Onah, F. O. (2015). Human Resource Management 4th Edition. Enugu: John Jacob's Classic Publisher Ltd

Aesthetic Needs Need to enjoy and promote the beauty of human environment.

7.

Understanding Needs Need to know, acquire relevant knowledge and skills.

6.

Self-Actualization Needs or Self-Realization Needs

Need for development of inborn talents, potential, resources, accomplishment.

5.

**Esteem and Prestige Needs or Ego Needs**
. Need for self worth, respect, status, recognition, reputation, admiration, strong confidence.

4.

**Love and Belonging Needs or Social Needs**
Need for love and to be part of a group -family  group, peer group, friendship group

3.

**Safety Needs or Security Needs**
Safety from dangerous physical and social situations

2.

**Physiological Needs**
Need for food, water, shelter, clothing, comfort, rest or sleep, reproduction or procreation
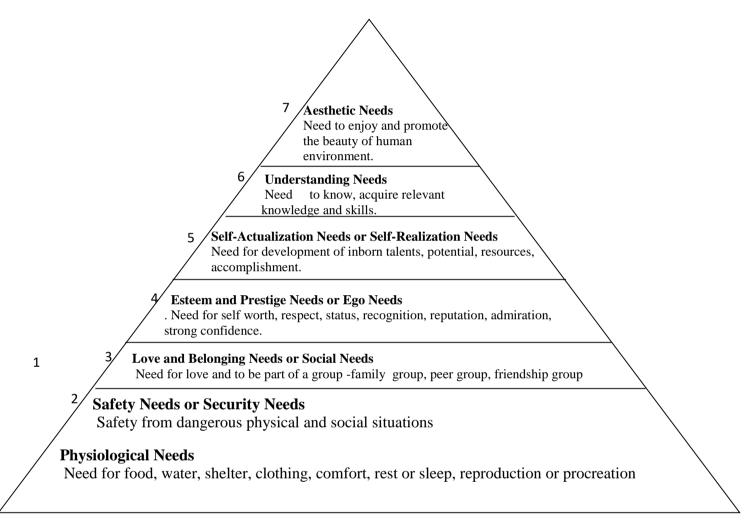
1.

The above diagram of Abraham Maslow's hierarchy of needs shows 5 levels of needs in human environment.

Understandably, two additional levels of needs of understanding needs and aesthetic needs were later included in Abraham Maslow's hierarchy of needs. Consequently, with emergence of two additional levels of needs of understanding needs and aesthetic needs, Abraham Maslow's hierarchy of needs now focuses on motivation of people by seven (7) levels of needs namely:

1.  Physiological needs,

2.  Safety needs or security needs,

3.  Love and belonging needs or social needs.

4.  Esteem and prestige needs or ego needs

5.  Self-actualization needs or self – realization needs

6.  Understanding needs

7.  Aesthetic needs.

Figure 1.2: **Abraham Maslow's Hierarchy of Needs**



Source: Anyanwu, C.N., Omolewa, M.A, Adeyeri, C.L.K, Okanlawon, A.B. & Siddiqui, A.A (1985). Adult Education and Community Development. Ibadan: Heinemann Educational Books (Nig.) Ltd.

The diagram of Abraham Maslow's hierarchy of needs shows 7 levels of human needs in the society. These seven (7) levels of needs of people as articulated by Abraham Maslow strengthen human desire to address people's needs with a view to improving the living conditions of people in various social settings in human environment.

The central focus of Abraham Maslow's hierarchy of needs is on exploration of how people's attitude is stimulated by human desire to meet certain human needs in various communities in the society. Mulwa (2008) states that Abraham Maslow's theory of needs is specifically built

on the idea that human behaviour is really motivated by the simple desire to meet specific human needs in the society.

The hierarchy of needs which was developed by Abraham Maslow can, however, be used as a method of assessing needs in community development in various communities in the contemporary society. This method of hierarchy of needs which Abraham Maslow developed emphasizes that there are certain basic needs which must be met before other needs can be considered in various communities. Anyanwu, Omolewa, Adeyeri, Okanlawon and Siddiqui (1985) clearly assert that in assessment of human needs that there are certain basic needs and requirements that must really be met before other needs can, however, be considered in the society. The implication of this is that in application of hierarchy of needs as articulated by Abraham Maslow that there are, however, certain basic human needs which must usually be met before any consideration is given to other human needs in human environment in the society.

Essentially, the basic human needs serve as a good foundation on which other human needs rest in the society. This, however, explains in very clear terms the reversed numbering of human needs as shown in the diagram of Abraham Maslow.

1. **Physiological Needs:** Physiology needs are human basic needs which are critical for human living in various participating communities in the society. Physiological needs are such human basic needs as food, water, clothing, shelter (accommodation or housing), sleep as well as procreation. Anyanwu, Omolewa, Adeyeri, Okanlawon and Siddiqui (1985) state that physiological needs include basic needs such as food, water, shelter, sleep, clothing and reproduction. Essentially, human race or human society will just die out or go into extinction without the human basic needs in the society. Indeed, human basic needs are very important for survival and sustainability of human race in the society.

   Understandably, community development is perceived as the efforts of members of the participating communities uniting with those of the governmental authorities, non-governmental organizations (NGOs), corporate organizations, wealthy individuals and other relevant stakeholders in order to meet human basic needs which will ultimately improve the living conditions of people in the society. Mulwa (2008) rightly observes that there is no dispute on the simple fact that community development is viewed as an effort to meet people's basic needs in form of tangible material provisions in the society. Rondinelli (1993) states while quoting International Labour Organisation (ILO) that the basic needs consist of two components of minimum family requirements for consumption which include adequate food, shelter, household equipment and furnishing as well as clothing; and essential community services such as water, health services, sanitation, educational services and public transport services in the society. Essentially, some needs help to keep people alive in the society. It is obvious that without such needs that life will not only be difficult, but will go into extinction in the society.

   Understandably, Abraham Maslow was among the founding fathers of the study of human psychology, motivation and human needs. Mulwa (2008) states that Abraham Maslow's hierarchy of needs is built on the premise that human behaviour is motivated by the desire to meet specific human needs in the society. The theory of Abraham Maslow's hierarchy of needs considers certain human needs as more basic and critical needs than some other needs in the society. Hope and Timmel (1995) note that in Abraham Maslow's theory of needs that some needs are, indeed, more basic and more urgent than others. It is, therefore,

appropriate that more basic and pressing human needs are considered first before any other need is given consideration in the participating communities in the society.

Fundamentally, availability of food for the teeming population is considered as an important development indicator in the contemporary global environment. It is obvious that if a country is unable to meet the basic human needs of food, water, shelter, health, clothing, reproduction among others that it is a clear indication of underdevelopment. Todaro and Smith (2009) refer to human basic needs of food, shelter, health and reproduction as life-sustaining basic human needs. It has been observed that Nigeria has been relying greatly on importation of rice in order to be able to feed the teeming human population for many years now. It has also been observed that many communities and cities in Nigeria do not have access to treated water supply for human consumption in the country. It is only in Calabar in Cross River State that a great number of the population enjoys treated water supply, which is certified to be good enough for human consumption in Nigeria. A condition of underdevelopment manifests clearly when any of the human basic needs of food, shelter, health, water, reproduction among others is inadequate in a country.

2. **Safety Needs or Security Needs:** Safety needs or security needs deal with protection and survival from chaotic situations, social disorder, social disturbance and physical dangers in human environment. The examples of chaotic situations, social disorder and social disturbance are communal crises, conflicts, wars, clashes, civil disturbance, riots, militancy, terrorism, kidnapping, armed robbery, killings among others which usually threaten peaceful co-existence and harmonious living of people in various communities in the society in the contemporary human environment. The examples of physical dangers are flood disasters, fire disasters, earthquake, earth tremor among other natural disasters in human society. Santrock (2001) states that the emphasis of safety needs on an ensuring survival of people in such a situation as protection from war and crime. Indeed, chaotic situations, social disorders, social disturbance, social and physical dangers are characterized by a lot of uncertainties that threaten peaceful co-existence of people in various communities in the society.

Essentially, when members of the participating communities are disturbed by chaotic situations, social disturbance, social disorder or physical disorder they usually do not think of engaging in doing any other thing except on how to secure their safety. It is obvious that no community development initiative can take place in an atmosphere that is devoid of peace for harmonious living and peaceful co-existence of people in their various communities in the society. Hope and Timmel (1995) remark that when human beings are really frightened by social or physical disturbance that they do not concentrate on anything else other than their safety. This tends to indicate that uncertainties and insecurity about the future of people in the participating communities cause a lot of concern in making them not to be worried about anything regarding promotion of community development in their various communities in the society.

Insecurity of lives and property in the various communities make it difficult for the members of such communities not to embark on promotion of community development. This is, indeed, the true situation of things in some northern states of Nigeria where Boko Haram, an Islamic sect that decries Western education and civilization has engaged in causing social disorder and chaotic situation leading to destruction of lives and property since 2011 in the country. Fundamentally, no community in Boko Haram prone states of Borno, Yobe, Adamawa, Bauchi and Jigawa among others can conveniently embark on

promotion of community development in such chaotic environment in the country. Aruma (2014) states that the high rate of insecurity of lives and property occasioned by insurgency of Boko Haram as an armed rebellious group against the constituted authorities of Federal Republic of Nigeria in North East geo-political zone of Nigeria presents a serious challenge to community development in the affected part of the county. This insecured environment for community development to thrive in North East geo-political zone of Nigeria has remained in this insecured state since 2011 or thereabout when Boko Haram insurgency began its terrorist activities in Nigeria.

Many people lost their lives and property worth millions or even billions of naira in Boko Haram terrorist attacks in various parts of Nigeria, especially in the North East geo-political zone where Boko Haram Islamic insurgency is prevalent in the country. Boko Haram insurgents kidnapped about 276 female students of Government Girls Secondary School, Chibok in Borno State on 14th April, 2014 who were preparing to write their West African Senior Secondary School Examination. Only 58 of the kidnapped Chibok girls escaped from the captivity of Boko Haram insurgents as at 13th October, 2016. Only 21 of the kidnapped Chibok girls were later released on 13th October, 2016 by the Boko Haram while a good number of them about 197 are still being held in Boko Haram captivity as at 10th February, 2017.

Fundamentally, no community in Boko Haram prone states of Borno, Yobe, Adamawa, Bauchi and Jigawa among others can conveniently embark on promotion of community development in such a chaotic environment in North East geo-political zone of the country. No community development can take place in an atmosphere of insecurity. Indeed, community development is fund + cooperation + peace. In reverse order peace + cooperation + funds is community development. That is peace + funds = community development. Commenting on the Niger Delta Development Commission (NDDC) Omene (2001) presents a formula for the success of NDDC as Peace + Funds + Support = Development. The need for peace is highly imperative for the success of development initiatives in human environment.

In the same way, during the era of militancy in the Niger Delta Region of Nigeria, community development did not thrive well because of high rate of uncertainty and insecurity of lives and property in an insecured environment in the area. Essentially, human beings require security in order to participate actively in promotion of community development in various communities in the society. In its efforts to check the activities of Boko Haram insurgents in the North East geo-political zone of the country, Federal Government of Nigeria declared State of Emergency in three states of Borno, Yobe and Adamawa in the zone for a period of six (6) months during the administration of Goodluck Ebele Jonathan, President and Commander-in-Chief of the Armed Forces of Federal Republic of Nigeria. The government later sought an extension of the state of emergency for another six (6) months in President Goodluck Ebele Jonathan's request to National Assembly. In a desperate effort to reinforce the desire of government to check the terrorist activities of Boko Haram insurgents, the government of President Goodluck Ebele Jonathan declared full military intervention in North East geo-political zone in the country. This military intervention to check the incessant terrorist activities and attacks of Boko Haram is still ongoing as at February, 2017 in the North East geo-political zone of Nigeria.

3. **Love and Belonging Needs or Social Needs:** Apparently, when people in various communities feel secured and safe enough in an environment the tendency is that they feel

the need to identify and belong to a social organization of family, community, community based organization (CBO) among others in the society. This, undoubtedly, helps them to contribute reasonably to community development in various communities in the society. Mulwa (2008) remarks that when once people feel reasonably safe, that is when they tend to worry about belonging the a social group where they can love and be loved in the society. Anyanwu, Omolewa, Adeyeri, Okanlawon and siddiqui (1985) clearly state that love and belonging indicate the need to be a part of a group such as family, group of colleagues in a workplace, friendship, social group among others in the society. Love and belonging help people to have the confidence in their own abilities of contributing reasonably to decision-making process that promotes community development in various communities in the society.

4. **Esteem and Prestige Needs or Ego Needs:** Esteem and Prestige needs can equally be referred to as ego needs in human environment. It is always natural that people seek for esteem and prestige in human environment when it is obvious that they feel secure in their respective social groups such family group, social group, communal group, working group, group of colleagues, group of friends among others in their various communities in the society. Anyanwu, Omolewa, Adeyeri, Okanlawon and Siddiqui (1985) state that esteem and prestige needs are usually sought when a person actually feels secure in a group in the society. When people achieve their social needs or love and belonging needs by belonging to a family group, social group, communal group, group of friends, group of colleagues, professional group among others, they tend to seek for self-respect, recognition, reputation, status, self-worth among others in their respective social groups in various communities in the society.

Onah (2015) asserts that when people achieve their social needs that they focus attention on such matters as reputation, recognition, self-esteem and prestige or self-worth, self-respect, status, among others that give people strong confidence to participate in activities that will certainly improve their living conditions in their various communities in the society. In communities, self-esteem and prestige needs are demonstrated in the need for recognition, reputation, respect and admiration for higher status or position in the community in the society. It is natural that the need for recognition, respect and admiration for higher status or position has corresponding more responsibilities in human environment. The expression of the need for respect, recognition, status, reputation among others stimulates a strong desire in people to contribute reasonably to community development at community level in human society.

5. **Self-Actualisation**: Self-actualisation is the fifth level of need in Abraham Maslow's hierarchy of needs which deals with the desire of people to develop their talents and potential that are hidden in them in the society. Self-actualisation or self-realization needs help people to develop the desire to exploit all their talents that are hidden in them. This is in reality the achievement of self-actualisation or self-realization needs as advocated by Abraham Maslow in the hierarchy of human needs in the society. Onah (2015) perceives self-actualisation as self fulfillment-the need to develop a person's full potential in order to enable him or her to become the best that he or she is capable of being in the society. Self-actualisation or self-realization becomes a reality when people develop the desire to exploit all the talents, gifts and potential that are hidden in them in the society.

The self-actualisation needs or self-realization needs encourage people to be innovative in their various social settings in order to improve their living conditions in the society. Onah

(2015) states that self-actualisation needs help people to be creative in the society. In this perspective, self-actualisation or self-realizations needs demand for the development of human potential in order to improve the living conditions of people in various communities in the contemporary global environment.

Consequently, in community development, self-actualisation or self-realization needs are achieved by improving the skills of members of Community Development Committee (CDC), Project Management Committee (PMC) and community development project workers in order to make various community development projects result-oriented in various communities in the society. The focus of self-actualisation or self-realization needs in community development is on the development of human potential with the ultimate aim of stimulating enhanced performance, competency, efficiency and effective service delivery to promote improved living conditions of people in various communities in the contemporary global environment. Mulwa (2008) states while quoting Gran that development in its broadest meaning focuses on the liberating power of human potential in the society. The emphasis in this circumstance is on development of human capabilities and talents to sustain the human desire for promotion of community development to improve people's living conditions in various communities in the society. The joy of human life is the ability of people to use their talents and potential innovatively in a better and more efficient way in order to improve their living conditions in various communities in the society. The challenge of the participating communities, community development practitioners and relevant stakeholders is to be innovative in their community development in the society.

6. **Understanding Need**- Understanding is the sixth level of need in Abraham Maslow's hierarchy of needs which deals with the desire of people to know in human environment. This reminds human beings of the urgent need to acquire relevant knowledge, skills, information and attitude in order to enable them to function very efficiently and effectively in various social settings in human environment. There is obviously an urgent need for people to acquire relevant knowledge, skills, information and attitude in order to help them be able to contribute their own little quota in repositioning their various communities through their contributions to promotion of community development. The acquisition of relevant knowledge, skills, information and attitude through the instrumentality of education will help the recipients at community level to see how the acquired knowledge, skills, information and attitude will help them to participate in promotion of community development in the various communities in their society.

Anyanwu, Omolewa, Adeyeri, Okanlawon and siddiqui (1985) state that understanding needs deal with human need to see how what they are and what they do and the part they play fit in with the larger society. Fundamentally, the need to acquire relevant knowledge, skills, information and attitude will help to reposition recipients to remain relevant in promotion of community development in improving people's living conditions in various communities in the society.

The acquisition of relevant knowledge, skills, information and attitude certainly helps people to be able to face the numerous challenges of various communities in the contemporary society. Understanding needs, therefore, call for an urgent need to widen people's access to education in the contemporary society. The provision of better education with its corresponding more job opportunities and higher income will, indeed, enhance people's living conditions in various social settings in human environment. Todaro and

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Smith (2009) state that improving the level of living of people demands the provision of better education, increased jobs ,higher income and greater attention to cultural and human values to improve people's material well-being and to enhance greater individual and national integrity, identity, respect or self esteem in the society. Mulwa (2008) asserts that people need to instill values of honesty, accountability and transparency as opposed to the assumed great courage in stealing from the public kitty without guilt or impunity in the society. With re-orientation, people will know and cherish the values of honesty, accountability and transparency (HAT) in dealing with the public. The world is driven by knowledge.

Understandably, knowledge is power in human environment. Aruma (2016) states that the economy is, indeed, changing very rapidly. He equally asserts that business organizations have come to accept the perception of adult education as a lifelong learning which remains important for human living. The strong desire for life-longing learning to meet up with the demands of knowledge explosion and technological development, indeed, calls for workers to return to classroom environment to engage in learning job-related skills. Schaefer (2005) notes that business organizations have accepted the views of education as a lifelong learning necessity which require employees to return to classroom settings to learn certain job-related skills. It becomes imperative for community development practitioners and workers as well as other relevant stakeholders in community development to take special courses in community development, computer training among others in order to be familiar with the best practices in community development and latest computer software that will facilitate community development process. Essentially, the employees in a number of professions or occupations are returning to classroom settings to learn the new demands of their jobs in the contemporary global environment (Aruma, 2016). Community development professionals and employees should always see the idea of going back to classroom environment to learn the new demands of their work as a way to remain relevant in their various workplaces in the society. Capacity building through relevant training programmes which strengthens community development professional and employees as well as community resource persons in the society equally helps them to contribute very well to the growth of community development in the society. The sharing of knowledge acquired is imperative in stimulating improved performance, competency level, efficiency and effective service delivery in community development in various communities in the society. The acquisition of relevant knowledge, skills, information and attitudes will empower people to work co-operatively and collaboratively to promote community development in order to improve people's living conditions in a sustainable way in various communities in the society.

7. **Aesthetic Needs:** Aesthetic needs refer to human desire to enjoy and promote the beauty of human environment. Anyanwu, Omolewa, Adeyeri, Okanlawon and Siddiqui (1985) remark that aesthetic needs are people's desire to enjoy and foster the beauty of their surroundings in the society. The focus of aesthetic needs is to conscientise people on the need to love, understand and promote the beauty of human surroundings in the society. In the views of Aruma (2013) aesthetic needs have to do with the beauty of human surroundings in the society. People are encouraged to love, understand, appreciate and promote the efficacy of beautiful things such as art, music, flowers and painted background in human environment.

Aesthetic needs offer people an opportunity for relaxation and recreation in various communities in human environment. Mulwa (2008) notes that people need to relax at the appropriate time in the society. Relaxation is imperative in human environment in spite of tight schedules of the day's business or work in order to rest and recreate human body and mind. The members of various families and communities should be encouraged to provide for themselves aesthetic environment for their relaxation in the society. Aesthetic needs offer people an opportunity to enjoy scenery environment with painted background, artworks, flowers among others in their homes in various communities in the society.

## Classification of Human Needs

The human needs can be classified into two (2) main areas notably deficient needs and growth needs in the society.

1.  **Deficient Needs:** Needs 1- 4 in the hierarchy of human needs-physiological needs, safely or security needs, love and belonging needs as well as esteem and prestige needs are known as deficient needs. Essentially, if any individual or community lacks any of needs 1-4 such a person or community certainly feels that he/she or the concerned community is actually missing something that is critical for human survival in the society. Anyanwu, Omolewa, Adeyeri, Okankwon and Siddiqui (1985) remark that needs 1-4 are referred to as deficient needs. They further assert that if any of the needs is lacking in a person or community that such an individual or community is likely to have a sense of loss in the society. Indeed, such a person or community will feel that something is missing in him / her or in the community. The irony of life is that the people that have achieved virtually all their deficient needs do not seem to have achieved a sense of satisfaction in the society. They usually feel neutral in life. Anyanwu, Omolewa, Adeyeri, Okanlawon and Siddiqui (1985) state that the people who got all their deficient needs do not appear to have any sense of satisfaction, since they tend to feel neutral in the society. This is certainly part of human characteristics in the society.

2.  **Growth Needs:** Needs 5-7 in the hierarchy of human needs self-actualisation or self-realization needs, understanding needs and aesthetic needs are called growth needs in human environment. It is obvious that when a person or community achieves the growth needs of self-actualization or self-realization needs, understanding needs and aesthetic needs that such an individual or community tends to have achieved a sense of satisfaction in the society. Anyanwu, Omolewa, Adeyeri, Okanlawon and Siddiqui (1985) state that needs 5-7 are called the growth needs. Essentially, as people achieve the growth needs of self-actualization or self-realization, understanding needs and aesthetic needs they appear to have a sense of satisfaction in the society. In the views of Anyanwu, Omolewa, Adeyeri, Okanlawon and Siddiqui (1985) the people who have obtained the growth needs usually tend to have a sense of satisfaction in the society.

## Implications of Abraham Maslow's Hierarchy of Needs for Community Development

The focus of Abraham Maslow's hierarchy of needs is on the exploration of the seven (7) levels of needs to strengthen human desire to address people's needs in order to improve their living conditions in various social settings in the society. The appropriate application of the hierarchy of needs as articulated by Abraham Maslow with a focus on certain basic needs which must be met before any consideration is given to other human needs in human environment calls for urgent attention in trying to achieve insatiable human needs in the society. Unarguably,

adequate provision of physiological needs for food, water among other essentials of life and safety needs or security needs form a strong base or foundation on which other human needs rest in human environment.

The love and belonging needs always remind people of the urgent need for love, affection, belonging, identity and association for every human being in human environment. Understandably, no man is an island unto himself in the society. Cultural identity, social grouping, association, affiliation and belonging which are based on love is greatly needed to enhance harmonious human co-existence in various social settings in the society. Mulwa (2008) rightly observes that people cannot live in isolation from others in the society. He further notes that human existence is strongly affirmed by the existence of other people in the society and by being recognized by others too. The implication of this is that it is only when people are guaranteed of love and belonging to a family as a mini social unit, community, society, an association or organization as a social group that they can muster the courage and confidence to contribute reasonably to community development in the society.

Consequently, people will interact and associate with others with intention to develop as individuals and communities in order to improve people's living conditions as clearly articulated in community development initiatives in various communities in the society. This is the hallmark of people's interaction and association with others in various communities in the society.

Fundamentally, community development projects or programmes are usually established to address many needs in human environment. Anyanwu, Omolewa, Adeyeri, Okanlawon and Siddiqui (1985) state that programmes often serve number of needs at the same time in the society. For instance, a garri processing cottage industry as a community development entrepreneurial project or income generating project will certainly produce garri which is stable food in many homes today in Nigeria. The garri processing cottage industry, therefore, addresses physiological need for food (1), develop talents of people to work as machine operators, clerks or supervisors (5), improve the workers status in the community (4). This depends to a certain extent on how efficiently and prudently the garri processing cottage industry is managed as a community development income generating project.

On the contrary, if the garri processing cottage industry as a community development project is managed poorly, it can cause the workers to feel embarrassed with every tendency of reducing their prestige in the community (4). It is always appropriate to have good understanding of community needs for proper assessment and planning of community development plan in various communities in the society.

## CONCLUSION

The seven (7) levels of needs in Abraham Maslow's hierarchy of needs range from the basic human needs of physiological needs for food, clothing, shelter, water, comfort, procreation among others to the highest level of aesthetic needs for people to enjoy and promote the beauty of human environment. Aesthetic needs provide people an opportunity to enjoy scenery environment with painted background, artworks, flowers among others in their homes in various communities in the society.

Human needs are insatiable. It is fundamentally part of human nature and characteristics to always desire to achieve more and more things in human environment. The insatiable desire of people to achieve improved living conditions in various communities presents a serious challenge to community development in the contemporary society. The realization of the human needs at the community level demands appropriate application of Abraham Maslow's hierarchy of needs with specific focus on certain basic needs which must be achieved before any consideration is given to other human needs in the society. The seven (7) levels of needs of Abraham Maslow's hierarchy of needs, undoubtedly, strengthen human desire to address human needs with a view to improving people's living conditioning in various communities in human environment.

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