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OPPORTUNITY TO EARN A LOT
THE PRIME MOTIVATOR FOR INDIAN YOUTH FOR CAREER OPTIONS

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THE profession of arms, once a coveted career choice at the time of independence, has steadily lost its attractiveness for Indian youth (Balaram, 1997). Possibly, prolonged separation of soldiers from their families, continuous deployment of Army Units on Internal security/Counter Insurgency duties, professional hazards, mismatched pay and allowances as compared to risks and hardships and availability of other lucrative avenues of employment in the private sector in the globalized era are a few factors that deter youth from recruitment into the Armed Forces (Albuquerque, 2001). This has resulted in a shortfall of 13,000 Officers in the Indian Army, 15 to 20% deficiency in Indian Navy and Indian Air Force (Kumar, 1998).

This study aims at measuring the degree of involvement of various individuals in the choice of a career for student respondents, ranking of various professions available in the country by student respondents, importance of various motivators for student respondents.

Are today's youth still motivated by adventurous life style, glamour of uniform, spirit of camaraderie while choosing a career? Has the emerging consumerist culture and the materialistic outlook relegated such intangibles to the background in favor of an available 'Opportunity to Earn a Lot? The study seeks to establish degree of significance of relationship between ranking of Defense Services by student respondents and their demographic profile. This is made possible through application of statistical tool of chi-square test.

Need for the Study

Armed Forces require high standard of training and skill. Success of Defense Services of the nation depends on quality and motivation of its Human Resources. Despite that efforts have not been made to identify the motivational profile of aspirants. The Armed Forces have to motivate a person to enlist; after enlistment to keep him motivated in peace conditions and ensure that he also remains motivated on the battlefield. Even if taken a prisoner in battle, the soldier must keep his morale high to escape from prisoner-of-war camp and return to own Forward Defended Localities (Mandle, 1979).

During national crisis, patriotic fervour is at its peak. People voluntarily come forward to join the Armed Forces in response to patriotic urges. In 1962 General (later Field Marshal) Cariappa, who was then over 60 years old, had reported for recruitment at Bangalore Recruiting Office. During Kargil conflict in June-July 1999, Chief of Army Staff secretariat was flooded with letters from volunteers requesting him to allow them to serve at the battlefront in an honorary manner. A large numbers of youth came forward for enlistment at Darbhanga, Danapur, Jaipur and Jamnagar recruitment centres.

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Overcome with patriotic sentiments, these youth turned unruly and violent. The police had to resort to firing-causing a number of deaths in the recruitment violence. Were these youth spurred by patriotic fervor or unemployment? And that they saw Kargil conflict and rising death toll on the battlefront as an opportunity for enrolment (Kumar, 1998).

Developed societies found it necessary to impose conscription in the last two world wars. This indicates that even under wartime condition and consequent patriotic fervor during the war, the required number of volunteers would not be forthcoming to join the Armed Forces. Hence, there is a need for conscription. We cannot therefore, overplay patriotism as a motivating factor for an individual joining the Armed Forces. This problem is even more acute during periods of peace when patriotic urges may not be so prominent (Sinha, 1976).

Under normal conditions monetary incentives and service conditions remain the prime motivating factor for an individual to choose career in the Army. It is by no means suggested that these are the only motivating factors. Attachment to traditions, love for adventure too plays their part. In times of crisis, patriotic fervor also plays a notable part in motivating youth in choosing a career in the Armed Forces. In an open society like India and particularly in normal times, youth can be motivated to join the Army only if they are offered comparable career to what is available to him in other walks of life (Tandon, 1998). If service conditions in other career options are better than the Army, then we must accept the inevitable that those who join the Army would do so only as a last resort (Sinha, 1996). In view of continuing short-fall of 13,000 officers despite two cadre reviews and five pay Commissions, the investigator intends to explore factors motivating eligible youth while opting for a career. Hence, the statement of the problem for the present study is:

Statement of the Research Problem

"Study of Motivational Factors of the Indian Youth While Opting for a Career with Special Reference to Delhi Region".

Objectives of the Study

1. To identify motivating factors influencing youngsters opting for a career.
2. To determine the career preferences of modern day youth and to ascertain rank the Armed Forces enjoy in the order of preference vis-à-vis other professions.
3. To find out the degree of involvement of various individuals influencing the choice of a career for youth.
4. To ascertain the degree of importance of various motivators in the choice of career of student youth.
5. To ascertain Significance of Relationship between Ranking of Defense Serviced by Student Respondents and their demographic profile.

Hypotheses

In consonance with the objectives the following null hypotheses were formulated with regard to student respondents:

HO1 There is no difference in the preference of modern day youth regarding various career options vis-à-vis Defense Services.

HO2 Regional Nativity, House Location, Religion, SC/ST/OBC/General Category and type of school attended by Student Respondents have no relationship with ranking accorded by them to Defense Services.

HO3 Number of brothers, sisters, Gender, Age Group and Academic Performance of Student Respondents, have no significant bearing on Ranking of Defense Services by them.

HO4 Educational status of parents, family's income and parents' occupation of Student Respondents have no significant relationship with ranking of Defense Services by them.

HO5 Serving/Retired Relatives in the Armed Forces, Branches in the Armed Forces, Designation of Family Members and Type of Family of Student Respondents have no significant relationship with Ranking of Defense Services by them.

Research Approach and Design

This study uses exploratory as well as a descriptive research design. It uses both close-ended as well as open-ended questions. Close-ended questions have been used in respect of such issues wherein the contours of the research problem have been ascertained on the basis of survey of existing literature. However, those issues wherein the dimensions of the problems are not yet clear, open-ended questions have been asked. The analysis of close-ended questions has been done using standard statistical procedures. Two separate questionnaires were developed for student and defense respondents.

Data Sources

This study uses both primary and secondary data sources. Primary data was collected directly from respondents while secondary data was collected from published as well as 'On Line Data Sources'.

Primary Data was collected from students of class XII, undergraduate and PG classes. Apart from student respondents, the primary data was collected from Armed Forces personnel.

Secondary Data Sources, as noted above, various published sources were consulted. Following Institution/Libraries were scanned for collecting secondary data:

- United Service Institution Library in New Delhi.
- Andhra University Library, Visakhapatnam.
- On Line Data Sources and Web Sites.

Sampling Plan

A population is a group of individuals that have one or more characteristic in common that is of interest to the researcher. The sample for the present research study comprised 225 students (75 students each of class XII, Undergraduate and PG students). From amongst students, 75 class XII students, from both rural and urban areas, were covered in the study. Care was taken to ensure representation of both male and female respondents and also students from both private and government schools were included in the study to gauge their expectations/motivation from a service and also their order of preference for various professions. 75 Graduate and 75 Postgraduate students of both the sexes and also from urban and rural areas were included in the study.

Development and Description of the Research Tools

The questionnaire for student respondents had both structured and open-ended questions. It was aimed at finding out the degree of involvement of various individuals in the choice of their career, their order of preference for various professions available in the country, the degree of importance of various motivators affecting the choice of careers, of respondents and the measures required to enchant youth

to join the Armed Forces. It had total of 19 questions, while the first four questions related to motivational aspects of the research problems, the remainder 15 questions pertained to personal particulars and demographic details. The questionnaire had combination of ranking item questions, multiple choice and open-ended questions.

Pattern of Analysis

Questionnaire for Students: Standard pattern of analysis involving use of Mean and Multiplication of Frequencies with the Weights assigned to various alternatives had been used in the Study. For exploring the correlation of demographic factors with various issues explored within study, Chi Square Test was used. The pattern of analysis used in the study for each Question asked is explained below:

The First Question was Aimed at Assessing the Degree of Involvement of Various Individuals in the Choice of Career of the Student Respondents: A four points uni-polar Likert Scale having options ranging from 'Least Involved' 'Some What Involved', 'Quite Involved' to 'Highly Involved' was used in the study for calculating the scores. The weights of 1, 2, 3 and 4 respectively were assigned to various Degrees of Involvement. The total score for each individual who could influence like each of the – four options mentioned above (i.e. Mother, Father, Brother/ Sister, Teacher, Friends, Relatives, Grand parent) was worked out. And scores of all individuals for each respondent were summed up to find out the degree of involvement of these individuals. Ranking was decided by dividing the total score by No. of respondents i.e. 225 to arrive at the cumulative total. The total score of each individual was divided by the No. of respondents to get the average and multiplying the average by 100 to get the percentage.

Question No. 2 Related to Ranking of Various Services Available in the Country: While the profession ranked as No. 1 out of 9 was marked as 9, the service ranked as No. 2 was marked as 8 and so on. The score for each respondent and each career was summed up to arrive at the most preferred choice corresponding to highest score. Similarly, second, third and least popular service amongst the respondents were discerned. Dividing the total score by maximum possible score and multiplying the average by 100 to get the percentage, the average score of each profession and percentage were computed.

Question No. 3 Pertained to Degree of Importance of Various Motivators in the Choice of Career: Factors marked as 'Least Important', 'Some What Important', 'Quite Important' and 'Most Important' were graded as 1, 2, 3, and 4 respectively. The score of each factor was tabulated for all respondents to find out degree of importance of each factor. While the factor scoring highest emerges, then, as the most effective motivator of the youth. The least scored factor having least score emerges as a least important motivator for the respondents. The overall average score of each factor was calculated by dividing the total score of each motivator by the number of respondents.

Question No. 5 – 23 on Personal Particulars and Demographic Details: These were interpreted in terms of frequency and percentage of responses.

Pilot Study

It was conducted on ten class XII students at Central School, Patna during March 2002. The study was undertaken to ascertain the effectiveness of the questionnaire developed for students. This pilot study helped the researcher to assess before hand the problems and concerns that might arise later in the full-fledged study. Based on the responses in the pilot study, question No. 2 was modified and made more comprehensive. The pilot study helped the researcher to assess the feasibility of the

study. The analysis of the data obtained was done using inferential and descriptive statistics. The plan for data collection remained the same as per the pilot study because the researcher did not face any problem while conducting the pilot study.

Hindi Translation Version of the Questionnaire for Students
To facilitate students from rural areas, it was done to take care of semantic difficulties that Hindi medium students might encounter. It was translated from English to Hindi and back to English. It was pre-tested on a representative sample and further tested for originality by *Back Translation Method* as prescribed by Green and White (1976). In this method, *English Original* is first translated into a foreign language and then back translated into English to check for questionnaire dissimilarity.

Reliability of the Tool: The reliability of an instrument is the degree of consistency with which an instrument measures the attribute it is supposed to measure. *Cronbach alpha (Co-efficient alpha) method was employed. Co-efficient alpha produce reliability as follows:*

$$\alpha = \frac{K}{K-1}\left(1 - \frac{\sum \sigma i^2}{\sigma t^2}\right)$$

α = The estimate reliability.

K = The total No. of items in the test.

σi^2 = The variance of each individual.

σt^2 = The variance of total test score.

$\sum$ = Summation

The normal range of values is between 0.0 and + 1.00 and high values reflect a higher degree of internal consistency. The reliability ranged from 0.63 to 0.81 for different items of two questionnaires.

Procedure for Data Collection

From Student Respondents: The Heads of Institutions selected for data collection were liaised with, well before the date of collection. A letter seeking their permission was handed over to the concerned institution during such a coordinating visit. The questionnaire was administered to the students by the investigator himself. The respondents were congregated in a classroom and briefed about the purpose of the study.

The questionnaire was administered to the respondents by the investigator himself as per schedule. The students were assured of the confidentiality of their responses and the fact that the information would be utilized only for research study purpose. There was no time limit for completing the questionnaire. Each student took approximately 40-60 minutes.

Limitations
The study was confined to 375 respondents – 225 School, Undergraduate and Postgraduate students. of diversified socio-economic background. This limits the generalization of the findings to only the study sample. Despite that limitation, the findings are quite indicative of the broad trends.

Chi Square Test
To measure the degree of significance of relationship between the ranking of Defense Services by students respondents and their demographic features (e.g. Age group, Sex, academic performance etc) chi square test was employed. To facilitate this test ranking of Defense Services, by student

Table 1: Distribution of Population and Samples Drawn and the Dates on which Study was Conducted.

S No.	Institution	Date of Data Collection	Population	Sample	% of Sample Drawn from Population
1.	Central School, Andrews Ganj, New Delhi	30 Oct 2003	60	30	50%
2.	Shaheed Hemu Kalami Sarvodaya Vidyalaya New Delhi	24 April 2002	50	25	50%
3.	GGS IP University, New Delhi	25 April 2002	UG-52	UG-25	UG- 50%
	and other Institutions	24 April 2002	PG-45	PG-35	PG- 7.60%
4.	Dayal Singh College, University of Delhi	15 Nov 2003	UG –60	UG-50	UG-83.0%
5.	SD Public School, Pitampura, Delhi-110085	18 Nov 2003	30	20	66.60%
6.	Shyam Lal College, Sahadara	22 Nov 2003	PG-50	PG-40	80%

respondents was grouped into 2 and 3 ranking groups. In case of three ranking groups, 1-3 ranks of Defense Services, 4-6 ranks of Defense Services and 7-9 ranks of Defense Services were considered. In case of two ranking groups of Defense Services 1-4 ranks of Defense Services and 5-9 ranks of Defense Services were considered. The frequencies of students grading Defense Services into 1-3, 4-6 and 7-9 ranks or 1-4 and 1-5 ranks were computed. The frequencies acted as observed frequencies (OF) for chi square test. Expected Frequencies (EF) was extracted from various demographic features of student respondents. Tabulating both 'OFs' and 'EFs', chi square value for a variable was calculated as follows:

$$\text{Chi Square value, } x^2 = \frac{\sum(OF-EF)^2}{EF}$$

Then, at given degree of freedom {(r-1) (c-1)}, in this case it was 2 or 1 for various variables and at 5% level of significance, the calculated value of chi square was compared with table value. If the calculated value of Chi Square was more than the table value of chi square, the relationship between the ranking of Defense Services, by the student respondents and the concerned demographic variable was considered significant. Otherwise, it was considered insignificant and was ignored.

Chi Square Test for Measuring Significance of Relationship between Rankings of Defense Services as a Career by Student Respondents and their Demographic Profile

Ranking of Defense Services by Student Respondents was grouped into three categories and two categories depending on the presentation of data in demographic profile. e.g. if the data on regional nativity of student respondents is arranged in three categories (Expected Frequencies), then ranking of Defense Services can also be grouped into three categories (Observed Frequency). The first category comprises those students who rank Armed Forces between No. 1 and No. 3 profession. The second category consists of those students who rank Armed Forces between No. 4 and No. 6 profession and

the third category comprises those students who grade Defense Services between No. 7 and No. 9 profession. Their frequencies are as under:

Table 2: Frequency Distribution of Ranking of Defense Services into Three Categories by Student Respondents

S. No.	Ranking of Defense Services by Student Respondents	Frequency out of 225 Student Respondents
(a)	(b)	(c)
1.	Between No. 1 to and 3 Profession	47
2.	Between No. 4 to and 6 Profession	79
3.	Between No. 7 to and 9 Profession	99
	Total Frequency 'N'	225

The ranking of Defense Services can be grouped into two categories (1-5 and 6 – 9) if the data on demographic profile of students appears in two groups e.g. if the data on parents' occupation of student respondents is presented in two groups as Armed Forces and civil services (Observed Frequencies), then ranking of Defense Services by student respondents can also be modified accordingly to appear into two groups (Expected Frequencies). This is done to facilitate chi square test as follows:

Table 3: Frequency Distribution of Ranking of Defense Services into Two Categories by Student Respondents

S No.	Grouping of Ranking of Defense Services	Frequency of Student Respondents
(a)	(b)	(c)
1.	Between No. 1 and No. 5 Profession	105
2.	Between No. 6 and No. 9 Profession	120
	Total Frequency 'N'	225

Computation of Calculated Value of Chi Square (x^2) at 5 % Level of Significance and at Required Degree of Freedom (2 if Ranking of Defense Services is in three groups and 1 if Ranking of Defense Services is in two Groups)

Tabulate Ranking of Defense Services as Observed Frequencies (OF).

Tabulate Various Facts of demographic profile of student respondents as Expected Frequencies (EF).

Ensure that Observed Frequencies (OF) and Expected Frequencies are tabulated in such a manner so as to make a perfect chi square

(x^2) by Grouping ranking of Defence Services by student respondents in 2 or 3 categories in consonance with presentation of demographic profile of students in 2 – 3 categories.

Compute chi square (x^2) from the following formula

$$x^2 = \Sigma \left[\frac{(OF-EF)^2}{EF} \right]$$

At a certain Degree of Freedom d.f. and at 5 % level of significance, compare the calculated value of x^2 with table value of x^2. If the computed value of chi square (x^2) is higher than Table value of x^2 then the Null Hypothesis is rejected. And it shows the significance of relationship between the ranking of Defense Services by Student respondents and the considered demographic feature. Otherwise, if the computed value of chi square (x^2) is less than calculated value of chi square, then null hypothesis is accepted i.e. there is no significance of relationship between ranking of Defense Services by student respondents and the concerned demographic variable of student respondents.

Inference: Considering above two Tables 1 and 2 above and Table on ranking of various professions, it is seen that students do not accord the same priority to the Armed Forces as they do for other services. They accord lower priority to Defense Services. Hence, hypothesis Ho1 is rejected.

Part I - Analysis of Common Demographic Data of Students Respondents and Degree of Significance of Relationship between Ranking of Defense Services by Student Respondents and their Demographic Profile.

Data with respect to regional nativity, House Location, Religion, Caste Composition, School Classification, No. of Brothers and Sisters, Gender, Age group, Academic Performance, Educational Status of parents, Family Income, Parents' occupation, Details of Serving/Retired Relatives in the Armed Forces, Details of Branches in the Armed Forces of Family Members, Details of Designation of Family Members in the Armed Forces and type of Family of both Students and Defense Respondents were analyzed, first separately and thereafter Combinedly in terms of frequency and percentage. Chi square tests to establish degree of significance of relationship between ranking of defense services by student respondents and their demographic profile revealed significant relationship for all demographic factors.

Part II - Degree of Involvement of Individuals in the choice for a career, Ranking of various professions, Degree of Importance of Motivators for Student Respondents while choosing a Career.

About the Degree of Involvement of Individuals in the Choice of Career of Student Respondents, it was found that *mother is most intimately involved in the choice of career of student respondents.* Other individuals involved, *in the descending order of importance are father, friends, relatives, teacher and, sister/brother. Grandparents are least involved in this process*. Secondly, with regard to Degree of Importance of Motivators for student Respondents *'Opportunity to earn a lot'* is the most predominant need, followed by job security, security of self and family, prestige in society, Challenging Work, power and authority, feeling *of togetherness among fellow workers, opportunity to serve the nation, job in large metro, recognition and rewards, glamour of uniform, job close to home town. Adventurous life style enthused respondents the least*. Thirdly, ranking of various broad – categories and subcategories of professions by student respondents revealed that amongst the broad categories, *civil services were the most coveted career.* It was followed by jobs in private sector, self-employment, independent professionals, teaching, career in creative/performing arts, Computer and IT Professionals, Defense Services, public sector and others.

Degree of Significance of Relationship between Ranking of Defense Services by Student Respondents and their Regional Nativity.

Refer table 5, for evaluating significance of relationship, students were divided into three broad regions as follows table 6.

Comparing Grouping of Ranking of Defense Services as Observed Frequency (OF) and Regional Nativity as Expected Frequency (EF), X^2 is Calculated as 50.76 (Refer Appendix 'T' and Table 6.332 on Page No. 327)

Degree of Involvement of Various Individuals in the Exercise of Choice for Career (In Decreasing Order of Importance)	**Ranking of Professions by Student Respondents (In Decreasing Order of Importance**	**Key Motivators for Students Respondents (In Decreasing Order of Importance)**
(1)	(2)	(3)
1. Mother 2. Father 3. Friends 4. Relatives 5. Teachers 6. Sister/Brother 7. Grandparents 8. Others (a) Self Motivation (b) Girl Friends (c) Celebrities	1. Civil Services (a) IAS (b) IPS (c) IFS (d) Allied Services 2. Private Sector (a) MNC (b) Indian company 3. Self-Employed 4. Independent Professional (a) Doctor (b) Engineer (c) Financial Expert (d) Lawyer 5. Teaching 6. Career in creative/ Performing Arts (a) Journalism (b) Dance (c) Singing (d) Music (e) Painting 7. Computer/IT professional 8. Defence Services (a) IAF (b) IN (c) IA 9. Public Sector 10. Others (a) Consultancy (b) Acting	1. Opportunity to earn a lot 2. Job Security 3. Security of self and Family 4. Prestige in society 5. Powers and Authority 6. Feeling of togetherness among fellow workers 7. Challenging work 8. Opportunity to serve the Nation 9. Job in large Metro 10. Recognition and Rewards 11. Glamour of Uniform 12. Job close to Hometown 13. Adventurous Life Style

Part I – Analysis of Common Demographic Data of Student Respondents

Fig. 4: Model Showing Career Motivators for Indian Youth

Table 5: Regional Nativity of Student Respondents

S No.	State	Students	
		Frequency (f)	% of Total Sample
(a)	(b)	(c)	(d)
1.	Delhi	12	5.33
2.	U P	21	9.33
3.	Bihar	14	6.22
4.	Punjab	08	3.55
5.	Haryana	10	4.44
6.	J & K	06	2.66
7.	Rajasthan	11	4.88
8.	M P	17	7.55
9.	Maharashtra	19	8.44
10.	Karnataka	15	6.66
11.	Tamil Nadu	14	6.22
12.	A P	18	8.0
13.	W Bengal	15	6.66
14.	Sikkim	04	1.77
15.	N E States	18	8.0
16.	Kerala & Lakshadeep	06	2.66
17.	Goa	04	1.77
18.	Jharkhand	03	1.33
19.	Uttaranchal	04	1.77
20.	Chhattisgarh	06	2.66
	Total Frequency 'N'	225	100%

Table 6: Grouping of Regions of India

S No.	Main Regions	Frequency of Student Respondents 'f'
(a)	(b)	(c)
1.	Northern India (J&K, Punjab, Harayana, HP, UP, Delhi, Rajasthan, Uttaranchal, Bihar, Jharkhand)	89
2.	Central India (Gujarat, Maharashtra, MP, West Bengal, Orissa, Sikkim, Chhattisgarh and Seven NE States)	79
3.	Southern India (AP, Karnatka, TN, Goa, Kerla and Lakshadeep)	57
	Total Frequency 'N'	225

Inference: The table value of X^2 for 2 df at 5% level of significance was found 5.991. Hence, computed value of X^2 was much higher than table value. Hence, null hypothesis, $H_0 2$ was rejected. That is to say, Regional Nativity of student respondents has significant relationship with ranking of Defense Services by them.

Summary of Results of Chi Square Tests

The relationship between the ranking of Defense Services by the student respondents and following demographic variables is significant:

- State wise Nativity of Students
- Religion
- Scheduled Castes (SCs), Scheduled Tribes (STs), Other
- Backward Castes (OBCs) and General Category
- Other Type of School
- No. of Brothers
- No. of Sisters
- Gender
- Age Group
- Academic Performance
- Educational Status of Parents
- Family's Income
- Father's Occupation
- Mother's Occupation
- Serving/Retired Relatives in the Armed Forces
- Branches in the Armed Forces of Relatives
- Designation of Family Members in the Armed Forces
- Type of Family

The degree of relationship between rankings of Defense Services by the student respondents and their various demographic variables varies. The strength of relationship of various demographic variables was measured by their calculated values of chi square. Higher value indicated higher degree of relationship. Various demographic variables have been ranked on the basis of their chi square values and hypotheses accepted or rejected as shown Table 7.

Involvement of Various Individuals in the Choice of Career of Student Respondents

Inference: Degree of influence of various individuals varies at different stage of life of students. This is true in case of exercising choice for career also. Armed Forces Recruiting Directorate should in addition to influencing the target students should also design and develop campaigns to motivate parents, teachers, relatives and siblings of students. They constitute an important ingredient of environment influencing young impressionable minds of prospective candidates for the Armed Forces (Chibber, 1986).

Overall Ranking of Various Broad Categories Professions by Student Respondents. It is based on appendices showing ranking of various broad categories of professions by school, UG and PG students respectively.

Table 7: The degree of relationship between rankings of Defense Services by the student respondents and their various demographic variables

S No	Variable	Chi square	Rank value	Hypothesis Accepted or Rejected
1.	No. of Brothers	1481.78	1	Rejected
2.	Religion	811.08	3	Rejected
3.	Wings of Armed Forces	1257.64	2	Rejected
4.	Type of school	319.52	7	Rejected
5.	Designation of Family Members	613.14	4	Rejected
6.	Family Income	355.50	6	Rejected
7.	Fathers Occupation	425.16	5	Rejected
8.	Educational Status of Parents			
	(a) Father	16.055	18	Rejected
	(b) Mother	279.73	8	Rejected
9.	SCs, STs, OBCs and General Category	267.05	9	Rejected
10.	Type of Family	170.45	10	Rejected
11.	House Location	123.52	12	Rejected
12.	Academic Performance	69.17	14	Rejected
13.	Regional Nativity	50.76	16	Rejected
14.	No. of sisters	152.81	11	Rejected
15.	Serving/Retired Relatives	70.01	13	Rejected
16.	Gender	58.70	15	Rejected
17.	Age Group	23.16	17	Rejected
18.	Mother's Occupation	14.29	19	Rejected

@ At 5% Level of significance and 1 or 2 Degree of Freedom.

Table 7: Degree of Involvement of Various Individuals in the Choice of Career of Students (225)

S No.	Individuals	LI	SI	QI	HI	Total Students	Total Scores	%	Rank
1.	Mother	10	51	68	96	225	710	78.88	1
2.	Father	26	35	77	87	225	665	73.88	2
3.	Sister/Brother	48	73	53	51	225	557	61.88	6
4.	Teacher	36	55	61	73	225	560	62.22	5
5.	Friends	41	44	56	84	225	633	70.33	3
6.	Relatives	50	63	54	58	225	570	63.33	4
7.	Grand Parents	64	62	45	54	225	539	59.99	7
8.	Others								
	(a) Celebrities	–	2	–	–	2	4	0.44	10
	(b) Girl Friends	–	–	–	3	3	12	1.33	9
	(c) Self-Motivation	–	12	9	–	–	51	5.66	8

Abbreviation

LI – Least Involved

SI – Some What Involved

QI – Quite Involved

HI – Highly Involved.

Table 8: Combined Overall Ranking of Broad Category of Various Professions as Rated by School Students, Undergraduates, and Postgraduate Students (225)

S. No.	Professions	Frequency of Rankings									(a) N	Total Score	%	Overall Ranking
		I	II	III	IV	V	VI	VII	VIII	IX				
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(I)	(j)	(k)	(l)	(m)	(n)	(o)
1.	Teaching	20	29	32	37	17	17	19	32	22	225	1154	56.98	5
2.	Career in Creative/ Performing Arts (Singing/ Dance/ Music/Painting Journalism)	20	26	33	20	27	27	31	30	11	225	1146	56.59	6
3.	Civil Services (IAS/IPS and Allied Services)	37	25	36	29	20	19	14	26	19	225	1248	61.62	1
4.	Defence Services (Army/Navy/AF)	10	16	21	34	24	21	22	30	47	225	1046	51.65	8
5.	Independent Professional (Doctor/Engineer/ Lawyer/Financial Expert)	23	34	23	25	33	21	21	22	23	225	1169	57.72	4
6.	Private Sector (Indian Company/ MNC)	35	30	26	21	30	25	21	16	21	225	1229	60.69	2
7.	Public Sector	08	14	21	15	34	29	38	19	47	225	906	44.74	9
8.	Self Employed	17	37	21	20	28	45	30	20	07	225	1173	57.92	3
9.	Computer & IT Professional	25	20	24	29	10	27	35	34	21	225	1139	56.24	7
10.	Any other Profession													
	(a) Acting	–	–	–	–	–	–	–	4	–	4	8	0.39	11
	(b) Consultancy	–	–	–	–	8	–	–	–	–	8	40	1.97	10

Broad Categories of Professions: Civil Services were adjudged as the most preferred career option followed by Private Sectors (No. 2), Self Employment (No. 3), Independent Professional (No.4), Teaching (No. 5), Career in Creative/Performing Arts (NO. 6) Computer and IT Professional (No.7), Defense Services (No. 8), Public Sector (No.9). Amongst the other professions were consultancy and acting preferred by the respondents.

Computation of Total Scores: In order to arrive at cumulative score to determine students' preference for various professions, the following methodology was adopted. The profession receiving first preference out of nine professions considered was assigned a weight of 9. Similarly, a profession receiving second preference was awarded 8 marks and so on. The profession rated at the bottom (i.e. 9th rank) was

awarded one mark only. Frequencies in all nine ranks were multiplied with various weights assigned. The product of frequencies and marks was added to get total score.

Computation of percentage: At column (n), it was calculated as follows:

$$\% \text{ of Total Scores} = \frac{\text{Total Score}}{\text{Maximum Possible Score By Total Students i.e. } 225 \times 09 = 2025} \times 100$$

Inference: Students' preference for various professions changes as they move from school stage to undergraduates and post graduates classes. The Armed Forces remained a lesser-preferred career option amongst the youth. Possibly, professional hazards, hardships involved and incompatible compensation dissuade Indian Youth from venturing into the Armed Forces (Grant, 1996).

Comparative Ranking of Broad Categories of Various Professions By Schools, UG, and PG Student Respondents

Table 9: Comparative Ranking of Various Professions among School, UG, and PG Students

S No.	Broad Category of Profession	School Students	Under-graduates	Post Graduate Students
1.	Teaching	II	VI	IV
2.	Career in Creative/Performing Arts (Singing/Dance/Music/Painting/Journalism)	V	II	VII
3.	Civil Service (IAS/IPS and Allied Services)	IV	I	I
4.	Defense Services (Army/Navy/AF)	VIII	IX	IX
5.	Independent Professional (Doctor/Engineer/Lawyer/Financial Expert)	III	III	III
6.	Private Sector (Indian Company/MNC)	I	VII	II
7.	Public Sector	VII	VIII	VIII
8.	Self Employed	III	IV	VI
9.	Computer & IT Professional	VI	V	V
10.	Any other Profession			
	(a) Acting	–	IX	–
	(b) Consultancy	–	X	–

Computation of Total Scores: Mark Least Important (LI), Somewhat Important (SI), Quite Important (QI), and Very Important Motivators as 1, 2, 3 and 4 respectively e.g. motivator "Power and Authority" rated by 65 respondents with following frequencies distribution will be computed as follows:

Degree of Importance	'LI'	'SI'	'QI'	'VI'
Frequency Distribution	18	09	29	09
Allotment of Marks	01	02	03	04
Frequency of Marks	18	18	87	36
Total Scores	18 + 18+ 87 + 36 = 159 and so on.			
Percentage of Total	$\% = \frac{\text{Total Score}}{\text{Maximum Permissible i.e. } 225 \times 4 = 900} \times 100$			

Table 10: Ranking of Sub Categories of Various Professions within the Broad Category

S. No.	Board Category of the Professions	Sub Category of Professions	Frequency of Ranking					N	Total Score	%	Order of Performance
			I	II	III	IV	V				
1.	Career in Creative/ Performing Arts	Singing	47	31	67	41	39	225	681	60.53	3
		Music	39	37	51	49	49	225	643	57.15	4
		Dance	56	50	30	50	39	225	709	63.02	2
		Painting	34	44	43	44	60	225	623	55.37	5
		Journalism	49	63	34	41	38	225	719	63.91	1
2.	Civil Services	IAS	80	58	35	52	NA	225	593	65.88	1
		IPS	63	58	49	55	NA	225	579	64.33	2
		IFS	56	54	52	63	NA	225	553	61.44	3
		Allied Services	19	56	190	60	NA	225	484	53.77	4
3.	Defense Services	Indian Army	44	68	113	NA	NA	225	401	59.40	3
		Indian Navy	75	76	74	NA	NA	225	451	66.81	2
		Indian Air Force	94	84	47	NA	NA	225	497	73.62	1
4.	Independent	Professional Doctor	68	59	46	52	NA	225	593	87.85	1
		Engineer	64	56	55	50	NA	225	584	86.51	2
		Lawyer	36	53	67	69	NA	225	506	74.96	4
		Financial Expert	50	58	58	59	NA	225	549	81.33	3
5.	Private Sector	Indian Company	82	143	NA	NA	NA	225	307	68.22	2
		MNC	142	83	A	NA	NA	225	367	81.55	1

Degree of Importance of Various Motivators for 225 Student Respondents.

Table 11: Overall Combined Degree of Importance of Motivators

S No.	Motivators	Degree of Importance				N	Total Score	%	Overall Position
		'LI'	'SI'	'QI'	'VI'				
1.	Power and Authority	39	50	76	60	225	607	67.44	6
2.	Prestige in Society	33	50	58	84	225	643	71.44	4
3.	Challenging Work	32	56	68	69	225	624	69.33	5
4.	Opportunity to Serve the Nation	43	77	58	47	225	559	62.11	8
5.	Adventurous Life Style	68	71	49	37	225	505	56.11	13
6.	Glamour of Uniform	50	80	58	37	225	532	59.11	11
7.	Recognition & Rewards	46	78	73	28	225	533	59.22	10
8.	Opportunity to earn a Lot	20	42	53	110	225	703	78.11	1
9.	Job Security	28	32	68	97	225	684	76.0	2
10.	Job Close to Hometown	62	76	53	34	225	509	56.55	12
11.	Job in a Large Metro	72	40	69	44	225	535	59.44	9
12.	Security of Self & Family	38	34	64	89	225	654	72.66	3
13.	Feeling of Togetherness among Fellow Workers	39	58	66	62	225	601	66.77	7

Abbreviations:– 'LI' = Least Important. 'SI' = Somewhat Important.
'QI' = Quite Important 'VI' = Very Important.
'N' = Total frequency of response for a Motivator.

Overall Degree of Importance: Overall amongst Motivators, *Opportunity to Earn a Lot (No. 1), Jobs Security (No. 2) and Security of Self and Family (No. 3) fascinated student respondents. Glamour of Uniform (No. 11) and Adventurous Life Style (No. 13) found very few takers. Other motivators in the order of Precedence were Prestige in Society (No. 4), Power and Authority (No. 5), Feeling of togetherness amongst Workers (No. 6), Challenging Work (No. 7) Opportunity to Serve the Nation (No. 8), Job in large Metro (No. 9) and Recognition and Rewards (No. 10)*

Table 12: Degree of Importance of Motivators (Comparative Analysis for School, UG, and PG Students)

S No.	Order of Importance	Motivators in order of Importance			
		School Students (75)	**Undergraduates (75)**	**PG Students (75)**	**Combined Overall Position Considering all Students**
1.	I	Opportunity to Earn a Lot	Prestige in Society	Opportunity to Earn a Lot	Opportunity to Earn a Lot
2.	II	Challenging Work	Job Security	Power & Authority	Job Security
3.	III	Feeling of Togetherness among fellow workers	Security of Self & Family	Job in Large Metro	Security of Self & Family
4.	IV	Security of Self & Family	Power and Authority	Job Security	Prestige in Society
5.	V	Job Security	Challenging Work	Security of Self & Family	Power & Authority
6.	VI	Prestige in Society	Opportunity to Earn a Lot	Prestige in Society	Feeling of Togetherness among fellow workers
7.	VII	Recognition & Rewards	Opportunity to Serve the Nation	Feeling of Togetherness among fellow workers	Challenging Work
8.	VIII	Power & Authority	Recognition and Rewards	Challenging Work	Opportunity to Serve the Nation
9.	IX	Opportunity to Serve the Nation	Adventurous Life Style	Opportunity to Serve the Nation	Job in Large Metro
10.	X	Job Close to Home town	Feeling of Togetherness among fellow workers and Glamour of Uniform	Glamour of Uniform	Recognition & Rewards
11.	XI	Job in Large Metro	Job Close to Home town	Job Close to Home town	Glamour of Uniform
12.	XII	Adventurous Life Style	Job in Large Metro	Adventurous Life Style	Job Close to Home town
13.	XIII	Glamour of Uniform	–	Recognition & Rewards	Adventurous Life Style

Overall Analysis: 'Opportunity to Earn a Lot' was rated as No. 1 motivator by all except Undergraduate student respondents. The other motivators which were ranked higher by school students were job security, challenging work, feeling of togetherness among fellow workers, security of self and family, Job Security and prestige in society. UG students accorded higher preference to prestige in society, job security, security of self and family, power and authority, challenging work, and opportunity to serve the nation. They accorded 6th rank to 'Opportunity to Earn a Lot'. For PG students, power and authority, job in large metro, job security, security of self and family, and prestige in society were high motivators. Erstwhile motivators which fascinated youth for recruitment into the Armed Forces like Opportunity to Serve the Nation, Recognition and Rewards, Adventurous life style, and Glamour of Uniform were accorded low weight age by the respondents (Bhatia, 1996). This justifies the poor ratings of the Defense Services in the career choice of today's youth.

Inference: 'Opportunity to Earn a Lot' and an 'Assured Job' are important motivators for today's youth. On the contrary, adventurous life style and glamour of uniform do not fascinate youngsters any longer. Bright and ambitious youth prefer cushy jobs in MNCs and Indian Companies, which offer attractive pay – package. Youngsters shy away from the Armed Forces (Awasthy, 1986). For formulation of effective recruitment policies for the Armed Forces, planners have to consider the aspect of pay-package to attract best talents towards the Armed Forces. The overall socio – economic environment in other sectors has to be factored into the recruitment policy of armed forces for better response by Armed Forces aspirants.

General Implications of Changing Motivators of Youth for Indian Armed Forces

Some of the obvious repercussions of changing motivation of youth have been enumerated below:

The importance of leadership in the army hardly needs any elaboration. *It is also needless to say that the quality of performance by men shall depend upon the quality of leadership provided to them. That is why it is necessary that every officer must perform tasks that demand organizational and manipulative skills and tasks that demand heroic or personnel leadership*. To perform leadership roles, an officer must be 'the right type' as the British call him. He must possess moral character, leadership ability and personal courage. *With the current changes in the recruitment ideology and thereby lowering the standards of selection, there is a danger that leadership quality in the service may get adversely affected. We may have more and more service personnel who are not 'the right type' and hence the professional efficiency would stand impaired (Janowitz, 1964).*

The present trend, as observed in the economy, are making it difficult to get enough number of qualified people willing to join the Services. Most of the available hands in the market are opting for the Corporate Sector (Retting, 1974). It has been observed that many technical hands, particularly engineers, were not even interested in the military as a career. But being unable to find jobs in the civil sector they turned to military career. For them military career is a good service, though arduous one, but definitely not a faith. This trend can have an adverse effect as far as quality of technical expertise is concerned because:

In the absence of non-availability of suitable technical hands, the new entrants may not be professionally sound, if taken in by lowering the standard; and

The replacements may have to be made by promoting from Personnel below Officers Ranks (PBOR) who have worked as foremen or mechanics etc. These replacements certainly would be inferior to the appropriately qualified hands. All these hurdles definitely may lead to lowering the technical standards in the services. With modernization and increasing sophistication of war technology, the second grade technical experts will definitely affect the professional efficiency of the soldier, with far reaching consequences (Chaffe and Edmonds, 1963).

There is a danger that the rejects from the other professions may dominate the composition of the army. Those who would fail to find an avenue outside and are the left over or the 'inferior type' in the strict sense. Hence, the army profession would be left to be manned by mediocre only, or by those who would be attempting to rise higher in the socio-economic ladder. *Thus, a new and derogatory image of the military profession may emerge, whereby it shall be considered a profession, which is ready to sell cheaply (Green and White, 1976)*. During the tenure of former Chief of Army Staff (COAS), General V P S Malik, Services Selection Centers in the country were directed to compulsorily recruit a minimum number of candidates from each batch, despite their inferior performance in the tests. This desperate step was taken to overcome shortfall of Defense Officers. The media reported it on a number of occasions. *This will de-motivate the handful of dedicated, idealist or elite, who would be willing to join the services for the love of it.*

An allied phenomenon observed, as an offshoot of the above situation, is the *heavy drain on the trained manpower that is being caused as a result of increasing number of officers seeking premature retirement.* A vast majority of them wish to quit the service, after completing minimum pension able service, and seek an opportunity in the civil sector and start a second career at the earliest possible. At that matured age, when they have already attained some status, financial standing and experience, they do not find the Armed Forces financially lucrative, satisfying and challenging enough to induce them to continue further. *Thus, on one hand the nation loses skilled manpower, having been trained at a very high cost, and on the other, it is forced to induct newer hands, which are inferior to their predecessors as highlighted earlier*. These officers, quitting at a premature stage, also tend to serve as a reference group for the younger generation not to opt for the Services.

From the foregoing, it can be said that the *changes brought upon in the recruitment ideology for the Indian Defense soon after independence, with the intention of broadening the base for bringing about equality and national interaction have/had their obvious derogatory effect on the professional standards of the Armed Forces (Johnson and Weggman, 1982).* The situation got further accentuated as a result of the need for sudden expansion consequent to wars with China and Pakistan, and the changing socio-economic level of the country, which has made civil sector more lucrative. *There is an obvious necessity to initiate deliberate steps to improve the terms and conditions of the Defense Services to ensure induction of the 'right type' and their continued retention.* Hence the impact of changes in recruitment ideology can aptly be summarized in the following words:

"There may not be shortage of volunteers for the Defense Services because of the staggering unemployment in our country. But in terms of quality, however, there is no doubt that the Defense Services are lagging behind in drawing the more promising boys from our Schools, Colleges and Universities." And "if we fail to ensure that our Armed Forces get the pick of nation's youth, we may have to pay serious penalties for this lapse."

This phenomenon is equally applicable to and is being experienced by all newer nations, who are traversing a similar path of industrialization and economic development. Thus, there is an obvious necessity to take effective steps to rectify the situation.

Implications for the Recruitment Policies of the Armed Forces Based on Research Findings

This study indicates that mother is most highly involved in the choice of career of student respondents. This means that media campaign should target parents, especially mother, to increase their awareness level about the Armed Forces. This will enable parents to motivate their children for exercising career option for Defense Services. Besides, the role of other individuals likes Brother/Sister, Friends, Grand parents and relatives in shaping the choice for a career needs to be underlined. *Suitable advertisements needs to be planned for both print and electronic media targeting all possible individuals especially*

parents of youth, urging/appealing them to motivate their children to opt for the Armed Forces by increasing their Defense Services awareness levels (Keller, 1948).

Defense Services have received a rather low ranking among student respondents. *There is a need of enhancing the rating of Defense Services as a career option. This may be done by incorporating the higher-ranking motivators of modern day youth in the recruitment policy of Defense Services (Mandle, 1979).* There is need to benchmark the service conditions of Armed Forces vis-à-vis other Services. This will enable recruitment planners to know exact ground realities and take timely remedial measures to attract capable youth into the folds of Defense Services (Nair, 1982).

The ranking of various motivational factors while choosing a career by student respondents indicate that *'power and pelf' is the single most dominant factor.* The motivators for youth for joining the Defense Services like 'Adventurous Life', 'Opportunity to Serve the Nation', 'Camaraderie' and 'Glamour of Uniform' are less appealing as compared to 'Opportunity to Earn a Lot', 'Power and Prestige in Society', 'Job close to Home and in a Large Metro'. *This indicates that service conditions in the Armed Forces in terms of families' accommodation for personnel, pay and allowances and need for higher status to Service Officers in the warrant of precedence require review by recruitment planners.*

The social environment of the country needs to be factored in the recruitment policy to attract competitive youth into the Armed Forces (Mahajan, 1999). Emerging single child norm is also responsible for deterring capable volunteers from venturing into the Defense Services. *Such parents with only son/daughter need to be targeted by the media, quoting example of legendry 'Panna the Governess/Nurse from Rajasathan who sacrificed her only son in order to save the life of future king of Mewar, toddler Rana Sanga, the young heir to the throne.* Since motivators are subject to change with time and circumstances especially in the globalized, privatized and liberalized Indian economy, Indian recruitment planners can ill afford to ignore these vital aspects.

Major Summary Findings of the Study

In the choice of career by youth, various individuals e.g., mother, father, sister, brother, teacher, friends, grandparents, etc., play their role. The degree of involvement of these individuals varies in school, undergraduate, and post-graduate students. *In this study, mother involved the most in the process*. Other individuals involved in the choice of career in decreasing order of importance are father, friends, relatives, teachers, sister/brother, grand parents and others. Other factors include self-motivation, girl friends, and celebrities.

Civil Services has emerged as the most sought after career among modern day youth followed by private sector, self employment, independent professionals, teaching, career in creative/performing Arts, Computer and IT professional, Defense Services, Public Sector and others. Other professions include Consultancy and Cinema.

The Indian Armed Forces find lower precedence amongst the youth in the choice for a career. Probably, the risks and hardships of the Defense Services deter the prospective candidates. Amongst the Indian Armed Forces, the Indian Army is the least popular. Indian Air Force is the most coveted. Indian Navy follows it.

There is significant relationship between ranking of Defense Services by student respondents and their demographic profile. This relationship is most significant between ranking of Defense services by student respondents and their No. of Brothers.

The Indian youth do not apply for the Armed Forces as a career as they do for other professions. Bulk of Armed Forces aspirants are average academically and from middle to lower income group.

'Opportunity to Earn a Lot' is the most significant consideration in the choice for a career for all student respondents. '*Glamour of uniform' and 'Adventurous* life style' enthuses very few youth. Emerging materialistic out-look and consumerist culture, possibly, are responsible for capable youth shying away from recruitment into the Armed Forces. Team- spirited Spartan youth with austere life style fit in well into Armed Forces work culture.

Conclusion

The profession of arms, once a coveted career choice at the time of independence, has steadily lost its attractiveness for Indian youth. Possibly, prolonged separation of soldiers from their families, continuous deployment of Army Units on Internal security/Counter Insurgency duties, professional hazards, mismatched pay and allowances as compared to risks and hardships, and availability of other lucrative avenues of employment in the private sector in the globalized era are a few factors that deter youth from Armed Forces. This has resulted in a shortfall of 13,000 Officers in the Indian Army, 15 to 20% deficiency in Indian Navy and Indian Air Force. Pendleton Herring, writing on the eve of the attack on Pearl Harbor, stated the issue with complete tact of a Harvard Professor of Political Science. He wrote that the best talent and the most enterprising young men would not seek to make the profession of Arms their life career. They went into business and other well rewarded professions

The study used questionnaire-based survey amongst students. The sample population for the present research study comprised 225 students (75 students each of class XII, Undergraduate and PG students). From amongst students, 75 class XII students, from both rural and urban areas, were covered in the study. Care was taken to ensure representation of both male and female respondents and also students from both private and government schools were included in the study to gauge their expectations/ motivation from a service and also their order of preference for various professions. 75 Graduate and 75 Postgraduate students of both the sexes and also from urban and rural areas were included in the study. The questionnaires, vetted by experts in the area, were administered to the respondents. The random sampling method was employed for primary data collection. The questionnaire for students had 19 questions. The first question dealt with degree of involvement of various individuals (i.e. mother, father, sister/brother, teacher, friends, relatives, grand-parents and others) in the choice of a career, on a four-point scale (least involved, somewhat involved, quite involved, and highly involved). The weights of 1, 2, 3 and 4 respectively were assigned to various Degrees of Involvement. The total score for each individual who could influence like each of the – four options mentioned above (i.e. Mother, Father, Brother/Sister, Teacher, Friends, Relatives, Grand parent) was worked out. And scores of all individuals for each respondent were summed up to find out the degree of involvement of these individuals. Ranking was decided by dividing the total score by No. of respondents i.e., 225 to arrive at the cumulative total. The total score of each individual was divided by the No. of respondents to get the average and multiplying the average by 100 to get the percentage. The second question required student respondents to rank nine broad categories/ sub-categories of professions. The broad categories of jobs included Teaching, Career in Creative / Performing Arts, Civil Services, Defense Services, Independent Professional, Private Sector, Public Sector, Self Employed, Computer and IT Professional, and any profession other than afore-mentioned professions. While the profession ranked as No. 1 out of 9 was marked as 9, the service ranked as No. 2 was marked as 8 and so on. The score for each respondent and each career was summed up to discern the most preferred choice corresponding to highest score. Similarly, second, third and least popular service amongst the respondents were discerned. Dividing the total score by maximum possible score and multiplying the average by 100 to get the percentage, the average score of each profession and percentage were computed.

The third structured question sought to ascertain the degree of importance of various motivators in the choice of a career on a four-point scale (very important, quite important, somewhat important, and least important). Factors marked as 'Least Important', 'Some What Important', 'Quite Important' and

'Most Important' were graded as 1, 2, 3, and 4 respectively. The score of each factor was totaled for all respondents to find out degree of importance of each factor. While the factor scoring highest emerges, then, as the most effective motivator of the youth. The least scored factor having least score emerges as a least important motivator for the respondents. The overall average score of each factor was calculated by dividing the total score of each motivator by the number of respondents.

About the Degree of Involvement of Individuals in the Choice of Career of Student Respondents, it was found that *mother is most intimately involved in the choice of career of student respondents.* Other individuals involved, *in the descending order of importance are father, friends, relatives, teacher and, sister/ brother. Grandparents are least involved in this process*. Secondly, with regard to Degree of Importance of Motivators for student Respondents '*Opportunity to earn a lot*' is the most predominant need, followed by job security, security of self and family, prestige in society, Challenging Work, power and authority, feeling *of togetherness among fellow workers, opportunity to serve the nation, job in large metro, recognition and rewards, glamour of uniform, and job close to home town. Adventurous life style enthused respondents the least*. Thirdly, ranking of various broad – categories and subcategories of professions by student respondents revealed that amongst the broad categories, *civil services were the most coveted career*. It was followed by jobs in private sector, self-employment, independent professionals, teaching, career in creative/performing arts, Computer and IT Professionals, Defense Services, public sector and others.

About the implications, changes brought upon in the recruitment ideology for the Indian Defense soon after independence, with the intention of broadening the base for bringing about equality and national integration have had their obvious derogatory effect on the professional standards of the Armed Forces. The situation got further accentuated as a result of the need for sudden expansion consequent to wars with China and Pakistan, and the changing socio-economic level of the country, which has made civil sector more lucrative. *There is an obvious necessity to initiate deliberate steps to improve the terms and conditions of the Defense Services to ensure induction of the 'right type' and their continued retention.* Hence the impact of changes in recruitment ideology can aptly be summarized in the following words:

"There may not be shortage of volunteers for the Defense Services because of the staggering unemployment in our country. But in terms of quality, however, there is no doubt that the Defense Services are lagging behind in drawing the more promising boys from our Schools, Colleges, and Universities." And "if we fail to ensure that our Armed Forces get the pick of nation's youth, we may have to pay serious penalties for this lapse."

This phenomenon is equally applicable to and is being experienced by all newer nations, who are traversing a similar path of industrialization and economic development. Thus, there is an obvious necessity to take effective steps to rectify the situation.

If the apathy of Government of India towards amelioration of service conditions of Armed Forces personnel continues, it would continue to affect the quality of leadership, operational effectiveness and manpower state of officers' cadre. Omar Bradley has rightly said, "Inferior inducement brings second-rate men, second-rate men bring second-rate security; in war there is no prize for the runner up".

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