Preface

1. The study of 'Motivational Factors of India Youth while opting for a career with Special Reference to Delhi Region', has been undertaken in fulfillment of the award of Doctorate in Business Administration (DBA) from Aligarh Muslim University, Aligarh in collaboration with All India Management Association (AIMA), New Delhi.

2. 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 recruitment into the 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.

3. 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, reasons for shortfall of officers in the Armed forces, degree of effectiveness of various measures introduced by the Defence Services to tackle this problem. The study also suggests measures to overcome the present paucity of officers.

4. 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 favour of an available ‘Opportunity to Earn a Lot? The study seeks to establish degree of significance of relationship between ranking of Defence Services by student respondents and their demographic profile. This is made possible through application of statistical tool of chi-square test.
5. The research project has been organized in eight chapters. Chapter 1 deals with 'World of Careers'. Chapter 2 pertains to 'The Defence Services - A Profile'. Chapter 3 refers to 'Motivation and Youth'. Chapter 4 is concerned with 'Review of Literature'. Chapter 5 highlights 'Present Study and Research methodology'. Chapter 6 deals with 'Results and Discussion', Chapter 7 with 'Implications and Suggestions for Recruitment Policies Armed Forces' and chapter 8 with 'Highlights, Suggestions and Future Directions'.

6. The bibliography, various appendices containing tables supporting cumulative scores highlighted at tables in Chapters 6 covering results and discussions, questionnaires and abstract of the study are annexed at the end of this dissertation. For better understanding of results of the study, data has been presented in the form of tables, charts, figures and graphs.

Wishing readers informative, happy and interesting reading.

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