Motivational Techniques Adopted For NCC Cadets

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Abstract: Rabindranath Tagore said that every time a child is born, it shows that God has not lost faith in mankind. The National Cadet Corps (NCC) is the world’s largest uniformed youth organization. NCC provides the right environment to motivate the youth to join the armed forces. Increasing motivation can help them improve their performance, raise morale and boost productivity. Therefore, this paper highlights the motivational techniques adopted for NCC cadets as defence Services have unique conditions like risky nature of job, difficult and hazardous working conditions, frequent job rotation & periodic transfers. Motivation is a key factor in enabling conventional armies to win conflicts.

Keywords: Data interpretation, Motivation, National Cadet Corps

INTRODUCTION

NATIONAL CADET CORPS

NCC was firstly started in 1666 in Germany. The NCC in India was formed with the National Cadet Corps Act of 1948. It was raised on 16 July 1948. The origin of NCC can be traced back to the ‘University Corps’, which was created under the Indian Defence Act 1917, with the object to make up the shortage of the Army. In 1920, when the Indian Territorial Act was passed, the ‘University Corps’ was replaced by the University Training Corps (UTC). The aim was to raise the status of the UTC and make it more attractive to the youth. The UTC Officers and cadets dressed like the army. It was a significant step towards the Indianisation of armed forces. It was rechristened in the form of UOTC so the National Cadet Corps can be considered as a successor of the University Officers Training Corps (UOTC) which was established by the British Government in 1942. During World War II, the UOTC never came up to the expectations set by the British. This led to the idea that some better schemes should be formed, which could train more young men in a better way, even during peace. A committee headed by Pandit H.N. Kunzru recommended a cadet organization to be established in schools and colleges at a national level. The National Cadet Corps Act was accepted by the Governor General and on 15 July 1948 the National Cadet Corps came into existence.

In 1949, the Girls Division was raised in order to give equal opportunities to school and college going girls. The NCC was given an inter-service image in 1950 when the Air Wing was added, followed by the Naval Wing in 1952. Same year, the NCC curriculum was extended to include community development/ social service activities as a part of the NCC syllabus at the behest of Late Pandit Jawaharlal Nehru who took keen interest in the growth of the NCC. Following the 1962 Sino-Indian War, to meet the requirement of the Nation, the NCC training was made compulsory in 1963. In 1968, the Corps was again made voluntary.

During Indo-Pakistani war of 1965 & Bangladesh-Pakistani war of 1971, NCC cadets were second line of defense. They organized camp to assist ordnance factories, supplying arms and ammunition to the front and also were used as patrol parties to capture enemy paratroopers. The NCC cadets also worked hand in hand with the Civil defense authorities and actively took part in rescue works and traffic control.

NCC Flag

NCC Flag Contains NCC Crest in gold in the middle, with the letters "NCC" encircled by a wreath of seventeen lotus with a background in Red, Blue and Light blue. Red depicts the Army, Deep Blue depicts the Navy and Light Blue depicts the Air Force. The seventeen lotuses represent the
17 State Directorates. "Unity of Discipline" (Ekta aur Anushasan) is written at the bottom of the NCC Flag.

MOTTO OF NCC - UNITY AND DISCIPLINE (EKTA AUR ANUSHASAN)

DG's four Cardinal Principals of Discipline

1. Obey with a smile
2. Be Punctual
3. Work hard and without fuss
4. Make no excuses and tell no lies

MOTIVATION

Motivation is the energy that catalyzes behavior. It manifests itself in the workplace. The goal of most managers is to get their employees to work as productively as possible. Here’s the challenge in attempting to motivate employees: Most motivational strategies are applied from the outside to the individual and therefore, they are controlling. When the employee is coerced, manipulated, or influenced to do a task, there are long-term negative consequences. It is easy to understand how money and other tangible rewards can be manipulative. Value systems, cultural concepts, and organizational structures can also be manipulative. When a motivating strategy is controlling or manipulating, its benefits are only of a short duration. More importantly, these strategies distract the employee’s attention from the desired behavior. Our goal as motivating managers should be to come as close as possible to creating an intrinsically motivating environment. Such an environment occurs when an employee feels capable of performing a task and then freely chooses to do it.

According to Webster's New Collegiate Dictionary, a motive is "something (a need or desire) that as "the act or process of motivating." Thus, motivation is the act or process of providing a motive that causes a person to take some action. In most cases motivation comes from some need that leads to behavior those results in some type of reward when the need is fulfilled.

REVIEW OF LITERATURE

Motivation is one of the most crucial elements of an organization’s functioning. This is what gathers people together and gets the work done in the best possible way. Motivation is given a great attention, because it influences every part of the business. An article in the May 1994 Personnel Journal, "Motivating Creative Employees Calls for New Strategies," states that traditional incentives for motivation are not always attractive to some individuals. Royalty compensation is a plan developed as an incentive by companies for key research and development personnel to participate in the commercial success of the products they create. Nelson (1996) states that most motivational techniques are essentially the same as in previous years. Perhaps, however, basic physical needs do not have as much impact in motivating employees today. Other factors that have a tremendous impact are recognition, respect, involvement, advancement, and interesting and meaningful work. Jerry W. Thomas- Motivational research is a type of marketing research that attempts to explain why consumers behave as they do. Motivational research seeks to discover and comprehend what consumers do not fully understand about themselves. Implicitly, motivational research assumes the existence of underlying or unconscious motives that influence consumer behavior. Motivational research attempts to identify forces and influences that consumers may not be aware of (e.g., cultural factors, sociological forces). Sergio catignani-Motivating Soldiers: The Example of the Israeli Defense Forces,2004-As early as 400BCE, Xenophon had stated that “not numbers or strength bring victory in war; but whichever army goes into battle stronger in soul, their enemies generally cannot withstand them.”A strong soul, in modern times, is equivalent to high combat motivation. Likewise, combat motivation’s centrality to a successful outcome in military operations, from patrolling to full-scale wars, cannot be overstated. Given the historical asymmetry of forces between Israel and its enemies, the way in which Israel has managed to parry significant conventional and nonconventional attacks—often in the face of substantial quantitative inferiority—has been due mostly to its superior qualitative edge based on its armed forces’ professionalism, superior training methods, and combat morale. Combat motivation is a key factor in enabling conventional armies to win conflicts; in Israel’s case, it has been “referred to as the ‘secret weapon’ of the Israel Defense Forces (IDF).”On numerous occasions, quantitatively inferior armies have been able to have the upper hand because of their fighting spirit, aggressiveness, and relatively buoyant high morale. Indeed, research has demonstrated time after time that there is a “strong relationship between cohesion, soldiers’ level of morale, and combat efficiency.”The need to focus on the human element of battle is also due to the increasing probability that most armies will be involved in urban warfare battlegrounds, where the technological edge of conventional armies is significantly reduced by the complex terrain and human elements involved within it. Güerk, Irlenbusch & Rockenbach, (2009). The major problems arise in the workplace, when a manager
needs to decide what leadership style (and, consequently, organizational culture) to use within a company. “Leaders can shape a team’s culture in various ways, for example, by charismatic motivational speeches, by giving an example, or by incentives, i.e., by rewarding desired actions and by punishing unwanted activities” The Indian Air-Jagdeep singh (2009) The Defence Services have unique conditions like risky nature of job, difficult and hazardous working conditions, frequent job rotation & periodic transfers. Even the uninitiated is aware that in modern day warfare, armed forces the world over have to be always ready to launch into combat at a moment's notice . Motivation is a key factor in enabling conventional armies to win conflicts.

TECHNIQUES FOR INCREASING MOTIVATION

- Increasing motivation can help improve performance, raise morale and boost productivity.
- Motivate cadets by giving them an upbeat, positive work environment. Encourage teamwork and idea-sharing, and make sure staffers have the tools and knowledge to perform their jobs well. Be available when employees need you to be a sounding board or a dispute mediator. Eliminate conflict as it arises, and give employees freedom to work independently when appropriate.
- Help to become self-motivated by helping them establish professional goals and objectives. Not only does this give them something to strive for, but your business benefits when goals are tied to corporate contributions. Make sure goals are reasonable and achievable so employees don’t get discouraged. Encourage them when they hit notable milestones.
- Increase motivation by providing incentives to work toward. You can create individual incentives for each employee or team incentives to motivate employees as a group. Financial incentives can include cash prizes, gift cards or restaurant gift certificates. Nonfinancial incentives can include extra vacation days, compressed work weeks or choice office space or parking spots.
- Celebrate achievements through cadet-of-the-month or star performer awards. Make a big deal out of accomplishments by celebrating at staff meetings.
- Motivate employees with the incentive of a profit-sharing program. In this way, employees increase their earnings when they help you increase yours. This approach simultaneously promotes collective goal-setting and teamwork. It also gives employees a sense of pride in ownership and can improve performance and reduce turnover as well as raise morale.
- Regularly survey of cadets about their levels of satisfaction. You can conduct anonymous polls or hire an independent party to conduct a formal focus group. This will help you catch potential morale breakers before they get out of hand.

Motivation is trickier than it looks. As managers, one can’t simply decide to motivate people. One has to understand the consequences of what we do and how those decisions affect others. If a manager wants to improve employee satisfaction and decides that in order to do so, he will hand out bonuses, he needs to also know that the satisfaction jump is temporary and that it will be even more difficult the next time. When a manager focuses on improving the opportunities for people to meet their psychological needs (competence, autonomy, and relatedness), it is more likely the manager will get higher and more sustainable levels of satisfaction. The bottom line is that people can be motivated, but not in the way the manager wants them to be. Creating a motivating environment takes more work than just throwing money at the problem. It requires care, a systematic approach, and authentic respect for one’s team.

RESEARCH METHODOLOGY

Research is an art of scientific investigation. The Advanced Learner’s Dictionary of Current English lays down the meaning of research as “a careful investigation or inquiry especially through search for new facts in any branch of knowledge”. Research Methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining and predicting phenomena are called Research Methodology. It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan of research. This chapter details out the research methodology used in this study. It
explains the research objectives and a suitable methodology to achieve those objectives.

This research is based with the objective to merely explore the subject and investigate the possibilities of undertaking a larger research study, which makes it an explorative research with the objective to make tentative conclusions at the end. This study will be based on primary data. Primary data will be collected by questionnaire method. The data collected will be tabulated, analyzed and interpreted for drawing conclusions.

OBJECTIVES OF THE STUDY

The study has been carried out to fulfill the following objective:

- To study NCC as an organization.
- To study motivational techniques adopted by NCC.
- To study suitable motivational techniques adopted as per the environment of organization.

HYPOTHESIS

Hypothesis is the principal instrument in research. It is an explanation for a phenomenon which can be tested in some way which ideally proves or disproves the hypothesis. The hypothesis has been taken as:

- The NCC Cadets are motivated by the environment created by NCC organization.

DATA ANALYSIS AND INTERPRETATION OF FACTS

The questionnaire was designed so as to get the real insight of motivational techniques adopted for NCC cadets. The distribution of questionnaire was also taken care of and was distributed to officials of NCC headquarters. As the study is limited to urban areas of Jabalpur, it may not give the overall picture of the district. The size of sample was also small due to time constraints and as such the outcome may not represent the whole picture.

1. Do you think that cadets should be taught the values and skills involved in providing voluntary social service to the weaker section of society?

From the above diagram, it is analysed that 69% respondents think that NCC has adopted development activities with the aim of imbibing among cadets selfless service to the community, dignity of labour, need to protect the environment and to assist weaker sections of the society in their upliftment.

2. Discipline in cadets welds together the qualities of courage, endurance, alertness and comradeship. Do you agree?

It is revealed that the respondents agree that developing the qualities of character, courage, comradeship, discipline, leadership, endurance among the youth is the main aim of NCC to make them a useful citizen.

3. NCC motivates the cadets to participate in youth exchange programme. Do you agree?

Youth exchange programme aims to create amongst cadets increased awareness, understanding
and appreciation of each other’s socio-economic and cultural realities. From the above diagram, 69% respondents agree that NCC motivates the cadets to participate in youth exchange programme as cadets are selected each year to visit foreign countries and interact with the student community and share their rich cultural heritage.

4. Are cadets trained enough in helping the civil administration in performance of selected duties during occurrence of national disasters?

From the above diagram, it is revealed that 62% respondents think that cadets are trained enough in helping people during occurrence of national disaster as disaster management training is given to them, while 38% respondents are not fully agree with the training given for national disaster.

5. Does the motivational technique enable the cadets to achieve the desired objective?

Respondents feel that motivation enables the cadets to achieve their desired objectives as the mission of NCC is to enlighten the community on the process of being motivated and staying motivated.

6. Do you think unity and integrity is a positive concept to inculcate feeling of togetherness amongst diverse sections of society?

Respondents do agree and feel that unity and integrity is a positive concept to inculcate the feeling of togetherness amongst diverse sections of society.

SUGGESTIONS

- Incentives must be given to cadets in form of opportunity to join engineering or medical colleges with some job opportunities. Bonus must be given to corps if they are in merit.
- Emphasis should be given to spread the fervor of patriotism.
- NCC should be a compulsory or optional subject in schools and colleges.
- Expansion of NCC to remote areas.
- NCC must be widely publicized with all Medias.
- More emphasis should be given to adventure and sports activities. National cadet corps, should make an Endeavour to develop a buoyant personality of students and give them an opportunity to participate in various adventure activities, such as rock-climbing, mountaineering, trekking, scuba diving, sailing-expedition, kayaking, yachting, water sports, ship-modeling, par jumping, gliding, microlite, aero-modeling, slithering, horse riding and expeditions designed to explore the national heritage of India, beside the conventional activities like mountaineering.
- Opportunities must age given to NCC to visit defence establishment with encouragement of more national and international youth programmes. These programmes will give the youth of our nation an enhanced understanding of the international environment and help them to become effective leaders in the future.
- Lecture for cadets from eminent speakers, Carrer counseling and personality development camps should be given importance as it will be beneficial for all cadets, particularly those from the rural areas.
More emphasis should be given to Community development as it is one of the important aspects of National Cadet Corps training which aims at bringing about an awareness of the social problems and forge them into pragmatic social workers. These activities include: Planting of Tree Saplings, Adult Education, Blood Donation, Earth Day Awareness Campaign, Anti Dowry Pledge, Cheshire Home, Eye Donation, Health Education, pulse Polio Immunization Programme, Assistance in Disaster Management, Anti AIDS Awareness, Rally Programme, Yamuna River Cleaning etc.

NCC cadets should be associated with NGO’S for social activities and should be sponsored by corporate as a social obligation towards the society.

CONCLUSION
The National Cadet Corps (NCC) is the world's largest uniformed youth organization that imparts military training to over 1 million school and college students. It is emerging as a major source of recruitment of officers for the armed forces and represents one of the positive forces in shaping, especially the values of the youth in our country. Those who join the NCC are subject to discipline. NCC tries to inculcate better values in them. In fact the discipline which an NCC cadet undergoes may play a large role in shaping his values, deciding his career and also his attitude to life. National Cadet Corps aims at developing character and comradeship, as well as keenness for service and capacity for leadership in the youth. It provides military training to the youth and builds a ready reserve, which the armed forces could easily make use of in times of national emergency. There are a number of incentives that motivates students to become cadets. Besides being an additional merit while seeking to join the forces or taking up other jobs, NCC also motivates cadets to perform to their best by offering scholarships, cash awards, prizes, medals, trophies etc. Apart from service and institutional training, the cadets also participate in other activities like Community Development, Youth Exchange Programme, Adventure Sports Training, Taking part in NCC Day, Republic day Camp etc. not only gives the students an opportunity to visit different cities/states of India but also interact with cadets from different parts of the country. NCC provides the right environment to motivate the youth to join the armed forces.

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