

GOVERNMENT OF INDIA  
MINISTRY OF DEFENCE  
DEPARTMENT OF DEFENCE  
**LOK SABHA**  
**UNSTARRED QUESTION NO.5179**  
TO BE ANSWERED ON 24<sup>th</sup> JULY, 2019

**ENCOURAGING STUDENTS TO JOIN ARMY**

5179. SHRIMATI DARSHANA VIKRAM JARDOSH:

Will the Minister of DEFENCE be pleased to state:

- (a) whether the Government has taken steps to motivate and encourage students to join the Indian Army and Indian Coast Guard; and  
(b) if so, the details thereof?

**A N S W E R**

MINISTER OF STATE  
IN THE MINISTRY OF DEFENCE

रक्षा राज्य मंत्री

(SHRI SHRIPAD NAIK)

(श्री श्रीपाद नाईक)

(a) & (b): Yes, Sir. To motivate and encourage youth to join Indian Army and Indian Coast Guard, Government has undertaken sustained image projection campaign to create awareness among the youth on the advantages of taking up a challenging and satisfying career. Awareness campaigns, participation in career fairs and exhibitions, advertisements in print and electronic media, motivational lectures in schools, colleges are some of the measures in this direction.

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