

ABSTRACT

1. Maintaining a credible military deterrence is the *raison d'etre* of the armed forces of any nation. The process of getting able-bodied to an organisation is recruitment. Recruitment of officer corps in South Asia has declined to an extent where it needs serious attention. The factors applicable in one part of the world is not equally applicable in other part of the world. Therefore, research will be limited to the South Asian context more specifically to Nepal and Sri Lankan armed forces. Both Nepal and Sri Lanka faced unconventional threats and managed to increase their strengths to deal with the problem but the numbers of recruitment declined consistently. Finding out the reason affecting the decline in number of recruits is pertinent to devise solutions. Literatures are referred in order to find the various aspects of the issues.

2. It is evident that recruitment and selection are taken as single process but functionally they are different. Armed forces are found to be good at the selection process rather than the recruitment. Recruitment should generate likely candidates and then the process of selection is used to select the most suitable candidates among the pool. Finally, placement of the candidate is according to the requirement and their abilities. Study found that the decline in the number of candidates willing to join armed forces is due to various factors. Demography, legal, nature of occupation and marketing are, as per literature, the most prevalent factors affecting recruitment. However, this study found that out of four factors most dominant factor in Nepal and Sri Lanka, both, is Marketing factor. Other dominant factors in Nepal, as per priority are Demographic, Occupational and Legal factors while Legal, Demographic and Occupational are dominant in Sri Lanka. Therefore, these two countries should adopt different approaches to recruit quality candidates.

*Keywords*— Recruitment, Demographic Factors, Legal Factors, Occupational Factors, Marketing Factors.