

Syllabus for Ph. D. Entrance Examinations in Rural Studies (2026-27)

Section A

Research Methodology

- Concepts, characteristics and Classification of Research. Ethics and trends in research.
- Research methods, approaches and Research process.
- Research Design, Sampling, tools for data collection, data collection.(techniques and types)
- Quantitative research: Hypothesis testing, Errors in hypothesis testing: power analysis; Parametric tests: t-test, z-test, f-test, analysis of variance one-way and two-way. Nonparametric tests: Chi-square and Spearman correlation; Data feeding and analysis using SPSS.
- Qualitative research: SLR. Epistemological approach, phenomenological approach, pragmatic approach. Action research, interview, focus group discussion, ethnography, hybrid/Mixed Methods research; Qualitative Data feeding and analysis.

Section B

Academic Component

- **Rural Society and Governance:** Rural social structure and institutions, caste and class nexus in rural society, Social stratification and social change in rural India, Rural culture, traditions, and value systems, Rural development policies in India,: NRLM, MGNREGA, PMAY-G, Jal Jeevan Mission, Digital India initiatives, Emerging challenges in rural governance. Indicators of rural development , Human development approach, Health care system: Primary, community, public, maternal and child, Education system: School, Higher education, Skill development, vocational, Digital, Adult education and literacy, Drinking water and sanitation, Rural housing, Transportation and connectivity
- Nature and scope of Organizational Behaviour,Leadership theories, Organizational culture, climate, HRM: Human resource planning.
- CSR theories, policies and models, CSR areas: Education, Healthcare, Rural development, Environmental sustainability.
- **Marginalization, Gender and Climate change:** Social Problems-Types, Theoretical Perspectives & Approaches.Marginalization & vulnerability; SCs, STs,OBCs Women, children & Elderly population- Constitutional/ legal and other Welfare provisions.Gender & Patriarchy; Gender Mainstreaming and Budgeting; CEDAW etc.,
- Climate Change: Impacts and Scientific Evidence, Global Climate Governance: UNFCCC, Kyoto Protocol, COPs ; India's Climate Initiatives: PMCCC, NAPCC, National Green Tribunal (NGT), Hazards and Disasters: Risk, Vulnerability and Disasters Risk Management, Disaster Management Act, 2005.

Uthman
10/7/26

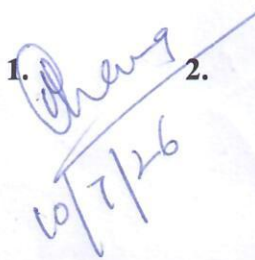
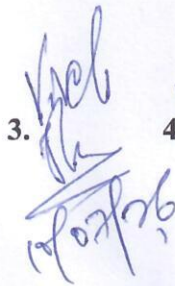
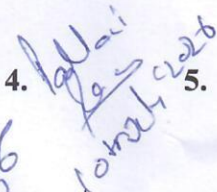
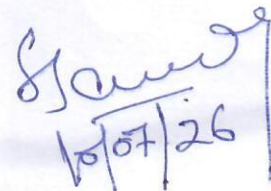
Vireh
10/07/26

Gaurav
10/07/26

Pooja
10th July 2026

- **Livelihood & Community intervention:** Intervention strategies in community settings: awareness buildings, organising, activating, peoples participation, negotiating, lobbying and resource mobilization, Role of social worker in community organisation. Community organizing, Voluntary Action in Rural Development, Voluntary Action in Rural Development, Rural Development in India: Policies and Programmes.
- Rural Livelihoods - concepts, characteristics and constraints. Rural poverty dynamics. Diversification of Rural Livelihood: Issues and Strategies for livelihood and Alternative livelihood; Livelihood Promotion by different agencies and Challenges; Livelihood Mapping and uses.
- **Marketing Management**
Marketing management; Rural & Agricultural Marketing; Marketing Mix- Concept and Importance; Components of Marketing Mix- Product, Price, Place, Promotion; Expanded Marketing Mix- People, Physical Evidence and Process. Marketing Research- Concept, Scope and Importance; Market Segmentation, Market Targeting and Market Positioning; Understanding Consumer Behaviour & Consumer decision making process; Brand management.
- **Principles of Management**
Management- Concept, Nature and Purpose; Taylor's Scientific Management and Fayol's Administrative Management; Planning- Concept and Importance; Organisation and Organising; Line Organisational Structure and Line-Staff Organisational Structure; Staffing- Concept, Importance and Factors affecting Staffing; Concept and Importance of Directing; Controlling- Concept, Importance, Steps in Controlling and Types of Control; Coordination- Concept, Importance and Essentials of Effective Coordination.

DRC Members:

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