



3.2.2: Number of workshops/seminars/conference including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship (Session: 2022-23)

Research Methodology for Studying Changing Trends in Rural

Sociology

08.05.2023

Introduction:

Rural sociology plays a pivotal role in understanding the dynamics of rural communities, and the Department of Sociology's Special Lecture aimed to explore the changing trends in this field. Prof. Rajiv Kumar, an esteemed scholar from DBS College, Kanpur, brought forth his rich expertise and insights to shed light on the contemporary shifts in rural sociology.

Key Speaker - Prof. Rajiv Kumar:

- 1. Introduction to Changing Trends:** Prof. Rajiv Kumar initiated the lecture by offering a comprehensive overview of the changing trends in rural sociology. He emphasized the importance of staying abreast of evolving patterns and dynamics in rural communities to address contemporary challenges and opportunities.
- 2. Urbanization and Its Impact on Rural Communities:** One key theme explored by Prof. Kumar was the impact of urbanization on rural communities. He discussed how migration, changing economic structures, and access to information have influenced rural societies, leading to shifts in traditional norms and lifestyles.
- 3. Technology and Rural Transformation:** The lecture delved into the role of technology in shaping rural landscapes. Prof. Kumar highlighted the transformative impact of digital tools, including mobile technology and the internet, on agriculture, education, and communication in rural areas.
- 4. Environmental Sustainability in Rural Contexts:** Prof. Rajiv Kumar emphasized the growing significance of environmental sustainability in the context of rural sociology. The



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lecture explored how climate change, resource management, and sustainable practices are becoming integral aspects of studying and understanding rural communities.

5. **Gender Dynamics and Changing Roles:** The keynote speaker touched upon gender dynamics and the evolving roles of men and women in rural settings. Prof. Kumar discussed how socio-economic changes, education, and awareness are influencing traditional gender roles and relationships in rural societies.

6. **Policy Implications and Future Directions:** Prof. Kumar concluded the lecture by discussing the policy implications of changing trends in rural sociology. He highlighted the importance of aligning policies with the evolving needs of rural communities and suggested potential areas for future research and intervention.

7. **Interactive Session and Q&A:** Following the keynote address, Prof. Rajiv Kumar engaged in an interactive session with the audience. Attendees had the opportunity to ask questions, share perspectives, and delve deeper into specific aspects of changing trends in rural sociology, fostering a collaborative learning environment.

Conclusion:

The Special Lecture on Changing Trends in Rural Sociology, organized by the Department of Sociology and featuring Prof. Rajiv Kumar as the key speaker, offered valuable insights into the dynamic nature of rural communities. Prof. Kumar's discussion on urbanization, technology, environmental sustainability, gender dynamics, and policy implications provided a holistic view of the evolving rural sociological landscape. The event served as a catalyst for advancing the discourse on rural sociology and highlighted the need for researchers, policymakers, and practitioners to adapt to and address the changing dynamics of rural life.



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Date: 08.05.2023

Organised by:
Departement of Sociology

Speaker:

PROF. RAJIV KUMAR,
HEAD, DBS COLLEGE, KANPUR

COORDINATORS:

DR. Krishna Kumar
Mr. K.M. Pratap Singh,
Department of SOCIOLOGY

**Research Methodology for Studying Changing Trends in Rural Sociology organized
By Dept. of Sociology on 08.05.2023**



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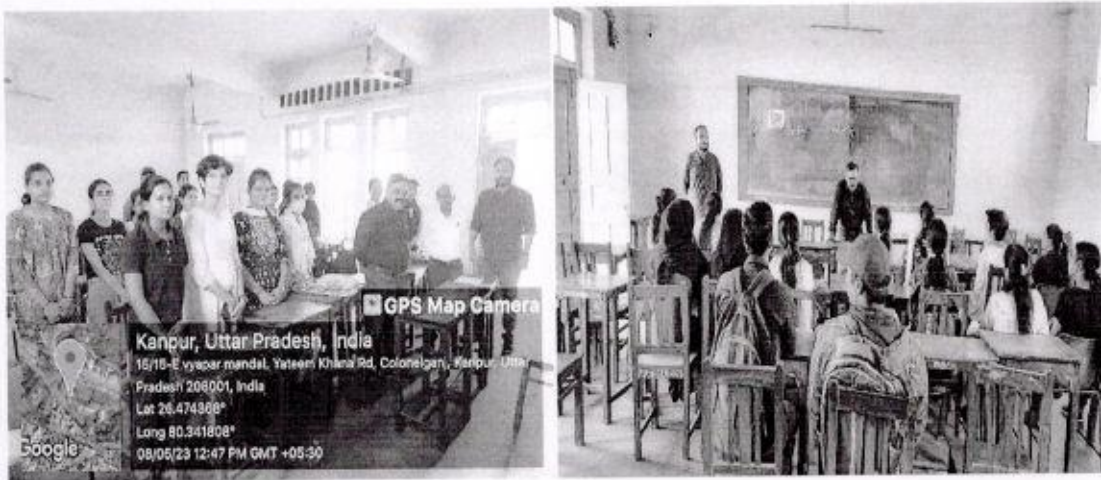
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