

**CHRIST**(DEEMED TO BE UNIVERSITY)
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Notice for the PhD Viva Voce Examination

Mr Ajit Kerketta, Registration Number: 1980152, PhD Scholar at the School of Business and Management, CHRIST (Deemed to be University) will defend his PhD thesis at the public viva-voce examination on Thursday, 04 June 2026 at 03.00 pm in Room No. 044, Ground Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

- Title of the Thesis** : **Rural Healthcare Workers' Intention to Stay and Students' Motivation to Work in Rural Healthcare: A qualitative Study**
- Discipline** : **Management**
- External Examiner - I** : **Dr Shruthi J Mayur**
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- External Examiner - II** : **Dr Jatinder Kumar Jha**
Associate Professor and Chairperson
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- Supervisor** : **Dr Sathiya Seelan B**
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The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 29 May 2026

Registrar (Academics)

ABSTRACT

Health is a fundamental necessity, and access to quality healthcare is a basic right for all. However, quality healthcare for rural populations remains a privilege for some, as nearly half of the world's rural population still lacks essential healthcare services. In India, the distribution of healthcare workers is uneven, with approximately 33% of registered healthcare workers serving 66% rural population, while 67% cater to the remaining 34% urban population. This imbalance is even more pronounced in Jharkhand, where nearly 80% of the population resides in rural areas but is served by only about 20% of the healthcare workforce, leaving the remaining 20% of the population disproportionately supported by the majority of healthcare workers.

This study aims to investigate two key dimensions: (1) the factors influencing current rural healthcare workers' intentions to stay in their posts, and (2) the motivations that encourage medical and allied health students to pursue careers in rural healthcare. The research is anchored in the Whole-of-Person Retention and Improvement Framework (WPRIF), which offers a multidimensional lens for examining retention, and the Rural Recruitment and Retention Framework (RRRF), which helps elucidate the determinants shaping students' career choices in rural settings. Adopting a qualitative research design, the study explores the lived experiences and perspectives and investigates factors influencing healthcare workers, as well as examines students' career preferences. The insights generated from this study aim to highlight the current state of the healthcare workforce and its likely future trajectory, thereby informing policy interventions and strategic frameworks to strengthen workforce recruitment and retention in underserved areas.

Keywords: Rural Healthcare, Health Quality, Intention, Motivation, Retention.

Publications:

1. **Kerketta, Ajit;** A.N., Raghavendra (2022). Retention of a Community Healthcare Worker for Three Decades in a Rural and Remote CHC of Bolba in Jharkhand: A Case Study. ECS Trans. 107 14609 DOI 10.1149/10701.14609ecst.
2. **Kerketta, A.,** & Balasundaram, S. (2025). Leveraging Artificial Intelligence Tools to Bridge the Healthcare Gap in Rural Areas in India. 73. <https://www.japi.org/article/japi-73-10-e47>.