

ABSTRACT



Rural Road network plays a vital role in promoting economic, social and cultural development of a region, to the extent which it has been recognized even in the history that development of such network goes hand in hand with the development of civilization of which the quality and quantity have shown marked improvement. Greater accessibility would open up the urban markets to the cultivator, which would facilitate marketing of his product at a higher price.

One significant feature in rural areas is that the development of road network affects agriculture directly by enlarging the areas under cultivation. Villages have gradually developed and integrated into market system where people have significantly changed their livelihood with a better transport system. More often than not rural road networks extensively contribute on improving the income of people which leads to better living standard and thereby reduces poverty.

Apart from this, it effectively eliminates the isolation of villages, resulting in enhancement of education and creates a general sense of social awakening, promotion of health and various other social services. Data for this particular study was obtained from primary and secondary sources. Primary data was collected through an interviewer based semi structured questionnaire from a sample of 150 families. Simple random sampling method was used as the criteria for selecting the sampling method. The secondary data were collected from books, magazines, internet and other relevant documents. Using chi-square and binary logistics, regression analysis was carried out. The study depends on enhancing the living standards of the rural public through development of the rural road network.

Findings have revealed that the factors which change the patterns of travel to luxury medium, changes of family income and consumption level, accessibility and availability of health facilities, education facilities, housing condition, travel cost and travel time have significant impact on changing the living standards of the rural public through development of rural road network.

Key wards: Rural roads, Socio Economic Development, Poverty, Living stand