

**A Chronology of Rural Development Theory and Practice (1950s-2000s)**  
**James B. Mayfield, PhD**

	<b>1950s (To)</b>	<b>1960s (For)</b>	<b>1970s (At)</b>
<b>Strategy:</b>	Transfer Resources	Transfer Technology	Use Appropriate Technology
<b>Unintended Consequences:</b>	Poverty Increased as rural areas ignored	Poverty Increased as rich farmers got richer. Only rich were able to use HYVs	Top down perspective only Govt officials and Western consultants benefited. Huge budget deficits- Urban Focused
<b>Participation:</b>	Use to build Unity/Cohesion	Collect Information Generate Support for Government Programs	Stimulate Consciousness Raising
<b>Profession:</b>	Economist	Planner/Sectoral Expert	Public Administration
<b>Focus:</b>	Industrialization	Green Revolution	Provide Basic Needs
<b>Approach:</b>	Total System	Sectoral	Integrated
<b>Purpose:</b>	Increase GNP	Increase Production	Increase Equity
<b>Local Cultural Values:</b>	Ignored as Unimportant	Neutralize as an Obstacle	Accept & Learn to Work With the local culture

	<b>1980s (With)</b>	<b>1990s (By)</b>	<b>2000s (Through)</b>
<b>Purpose:</b>	Increase Quality of Life	Ensure Ecosystem Sustainability	Harmonize Globalization vs. Localization
<b>Focus:</b>	Local Institution Building	Democratization/Pluralism in Political Systems strengthening civil society and NGOs	Millennium Goals for Poverty Alleviation
<b>Approach:</b>	Decentralization of Bureaucracy	Networking/Coalition Building	Good Governance in all Sectors Institutional reform
<b>Strategy:</b>	Greater Privatization of Government Services	Greater Public/Private Sector Collaboration	Societal Transformation through Public/Private

			Social Partnerships
<b>Local Cultural Values:</b>	Encourage Culture as a Key Source of Social Energy	Protect and Enhance Local Cultural Diversity Indigenous Language are Lost	Universal Human Rights & Civil Liberties Core values determined by villagers
<b>Participation:</b>	Local Capacity Building Project Sustainability	Empowerment Emerging Mass Movements	Build systems based upon Rule of law, Accountability, Transparency, Good Governance
<b>Profession:</b>	Management & Political Science	Science Interdisciplinary Global Approach	Poverty Alleviation in Globalization
<b>Unintended Consequences :</b>	Still not sustainable Bureaucracy Focused Structural adjustment Demanded budget reduction Cut Programs	Greater Social-Cultural Fragmentation Open Conflict Global Climate Change Environment Disasters	Greater conflicts as challenged by global possesses Resource degradation Climate change Forest destruction