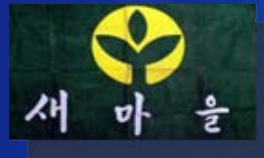


The Saemaul Undong

*in Historical Perspective and in the
Contemporary World*



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The Saemaul Undong in the Context of Rural Development Theory and Practice

Research Approach

- ❖ Rural development planning: a local response to prevailing ideas at a particular historical moment.
- ❖ Purpose is to explore ways in which the Saemaul Undong experience provides plus and minus insights into rural development elsewhere.





Korea Context into the 1970s

- ❖ **History of** pre-colonial and colonial **rural poverty**
- ❖ **Land reform** levels rural society before the Saemaul Undong
- ❖ Strong village institutions for **cooperation**
- ❖ 1960s “**developmental state**” and miracle economy
 - ❖ Among highest rural population densities in the world
 - ❖ Rural outmigration accelerating
 - ❖ PL480 grain aid, U.S. military spending
 - ❖ Policy of “benign neglect” of agriculture.
 - ❖ **Divided country. Anti-communist** state ideology.
- 1972 **Marshal law** declared



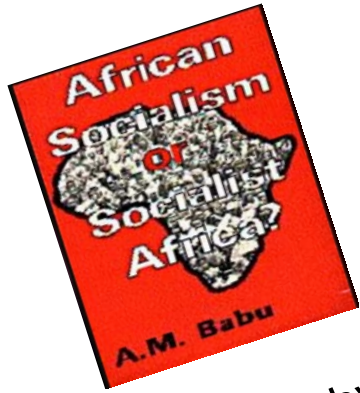


Mainstream Rural Development Ideas *post-colonial to 1970s*

- ❖ **1950s – community development**, return to pre-colonial traditions. Gandhian economics, non-alignment, the “Third World”.
- ❖ **1960s – rise of “developmentalism”**: UN, World Bank, and the developmental state
 - **Rural as the agricultural sector** with 3 roles: provide food, send cheap labor to the city, provide capital for infant industry
 - Agriculture assumed to have **zero marginal labor productivity**
 - Village as “**backward**”
- ❖ **1960s-70s**
 - **Induced innovation** (extension services and demonstration farms)
 - The **Green Revolution** (government organized and managed).

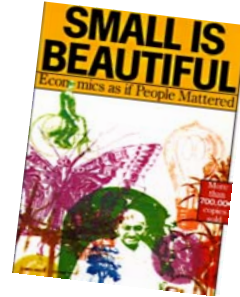


“Alternative Development” 1960s-70s



socialist pathways

“Cocoyoc Declaration”



Dependency theory

Ghandian economics

“Liberation Theology”

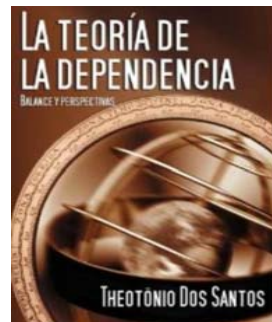


“Learn from Dazhai”

Common property regimes

Urban Functions in Rural Development

“Communist” insurgencies



Non-alignment



“Agropolitan Development”



The Saemaul Undong (1970s)

in the Context of Rural and National Development

| Phase/Components | Main features |
|---|--|
| <p>Pre-Saemaul Undong (1950-70)</p> <ul style="list-style-type: none"> • Land reform • Role of agriculture | <p>National focus on urban-industrial development</p> <p>Radical land-to-the-tiller reform before Saemaul Undong was initiated Relatively benign neglect of agriculture</p> |
| <p>1st Phase (1970-75)</p> <ul style="list-style-type: none"> • Village modernization • Saemaul Undong Training Centers • Saemaul Spirit | <p>Focus on village modernization</p> <p>Materials given to villages for self-improvement. Elaborate national system of Saemaul Undong training centers Ideology of Korean-style cooperation to mobilize contributions and participation.</p> |
| <p>2nd Phase (1972-78)</p> <ul style="list-style-type: none"> • Green Revolution • Extension services • Rural cooperatives • Mechanization | <p>Focus on agriculture</p> <p>Forced adoption of high-yielding varieties of grain Embedded in the Green Revolution phase of Saemaul Undong Needed to manage loans for the Green Revolution Belatedly adopted mechanized farming</p> |
| <p>3rd Phase (1973-1977)</p> | <p>Saemaul Undong expansion to non-agriculture and cities</p> |



SMU as Village Modernization

- ❖ The “developmental state” – Strong leadership from the center
- ❖ Voluntary contributions – “Diligence, Self-help, Cooperation”
- ❖ Village infrastructure, housing; some income-generating projects



- ❖ Cement and steel rods given to 34,000 villages to use as they decide.
- ❖ Villages then assessed and categorized: Basic, Self-reliant, Self-help.
- ❖ “Self-help” then given priority to lead competition for improvement.
- ❖ All villages eventually move out of “Basic” category.



Social Mobilization





SMU as Green Revolution

- ❖ Tongil HYV
- ❖ Cooperatives
- ❖ Government purchase above market, sell below market price to city
- ❖ Late mechanization
- ❖ Program dismantled around 1978





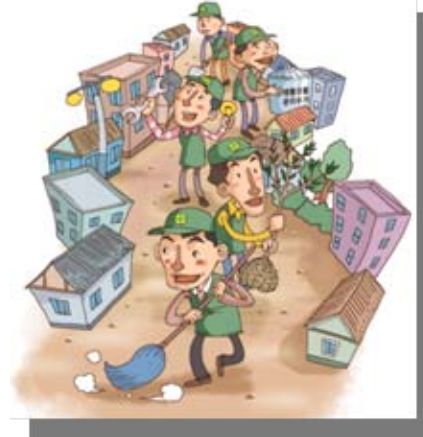
SMU as National Spirit



National Survey: SMU is the greatest public program in Korea since independence – greater than the 1988 Seoul Olympics.



Saemaul Undong as Everything





Achievements of the SMU *and Impacts on other Spheres of Development*

| Project name | Unit | Target | Results | Growth rate(%) |
|--|------------|-----------|-----------|----------------|
| Expanding village roads | Km | 26,266 | 43,558 | 166 |
| Constructing farm roads | Km | 49,167 | 61,797 | 126 |
| Installing small bridges | Unit | 76,749 | 79,516 | 104 |
| Constructing village halls | Unit | 35,608 | 37,012 | 104 |
| Building warehouses | Unit | 34,665 | 22,143 | 64 |
| Housing improvements | Unit | 544,000 | 225,000 | 42 |
| Improving village layout | Village | | 2,747 | |
| Constructing sewage systems | Km | 8,654 | 15,559 | 179 |
| Supplying electricity to rural and fishing communities | House Hold | 2,834,000 | 2,777,500 | 98 |
| Operating SAEMAUL factories | Unit | 950 | 717 | 75 |

1. Village Improvements through the Saemaul Undong, 1970s



2. Green Revolution Benefits

Rural household incomes reaches urban household levels (won)

| Year | Average monthly income of urban household (A) | Average monthly income of rural household (B) | Ratio (B)/(A) (percentage) |
|------|---|---|------------------------------|
| 1967 | 20 720 | 12 456 | 60.1 |
| 1970 | 31 770 | 21 317 | 67.1 |
| 1973 | 45 850 | 40 059 | 87.4 |
| 1976 | 95 980 | 96 355 | 100.4 |
| 1979 | 219 133 | 185 624 | 84.7 |

- ❖ National rice self-sufficiency briefly attained.





3. SMU Factories

- ❖ Aimed at providing incentives for *chaebol* factories to locate away from Seoul.
- ❖ 693 Saemaul factories authorized from 1973 to 1976 MCI.
- ❖ 251 remained in 1977.
- ❖ Averaged 135 workers in 1976 (total about 34,000 jobs).
- ❖ Half were textiles or wearing apparel.

| | Number of establishments | | Employment | | Output | | Exports | |
|----------------|--------------------------|------------|------------|------------|-------------|------------|-----------|------------|
| | Unit | % of total | Persons | % of total | Million won | % of total | US \$ 000 | % of total |
| Pusan | 3 | 0.83 | 1,081 | 2.21 | 2,095.0 | 1.77 | 3,799 | 2.06 |
| Gyeonggi | 116 | 32.13 | 20,876 | 42.71 | 46,165.3 | 38.94 | 73,828 | 40.11 |
| Gangweon | 16 | 4.43 | 1,610 | 3.29 | 1,651.7 | 1.38 | 2,805 | 1.52 |
| Chungcheongbug | 20 | 5.54 | 1,863 | 3.81 | 4,273.6 | 3.60 | 4,318 | 2.34 |
| Chungcheongnam | 33 | 9.14 | 4,689 | 9.59 | 11,720.1 | 9.89 | 21,645 | 11.76 |
| Jeonrabug | 21 | 5.82 | 2,048 | 4.19 | 2,845.2 | 2.40 | 3,935 | 2.14 |
| Jeonranam | 24 | 6.65 | 1,643 | 3.36 | 4,153.2 | 3.50 | 4,955 | 2.69 |
| Gyeongsangbug | 69 | 19.11 | 7,348 | 15.03 | 16,177.1 | 13.65 | 27,311 | 14.84 |
| Gyeongsangnam | 55 | 15.24 | 7,510 | 15.37 | 29,151.5 | 24.59 | 41,157 | 22.36 |
| Jeju | 4 | 1.11 | 206 | 0.42 | 325.3 | 0.27 | 304 | 0.17 |
| Total | 361 | 100.00 | 48,874 | 100.00 | 118,548.0 | 100.00 | 184,057 | 100.00 |



Political Dimensions of SMU

- ❖ The “developmental state”: autonomy, political will, social activation
- ❖ Practical approach without political ideology: SMU not linked to anti-communism, Confucianism or political parties.
- ❖ SMU “an amalgam of **egalitarian ethos**, an ideal of **social welfare** and **developmentalist dictatorship**” [Han 2004]
- ❖ Park government claims that **democracy** was achievable “**not through elections but through gradual training and practice in carrying out state-supported projects**”.
- ❖ Park used SMU to regain **rural vote and power base** as urban protests against his regime mount.
- ❖ **Yushin** marshal law declared in 1972 – to early 1980s
- ❖ **Local bureaucrats** “wake up” and become more accountable.





Distinctive Features of the Saemaul Undong

- ❖ Land reform before SMU
- ❖ Began with village modernization, not agriculture
- ❖ The overall urban-industrial “miracle”
- ❖ The “developmental state”
- ❖ Agricultural supported, not squeezed
- ❖ (Green Revolution not exceptional)



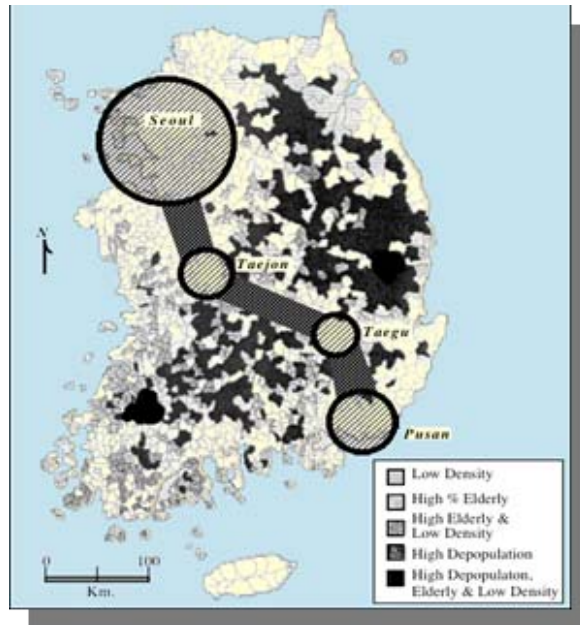
Village Centers



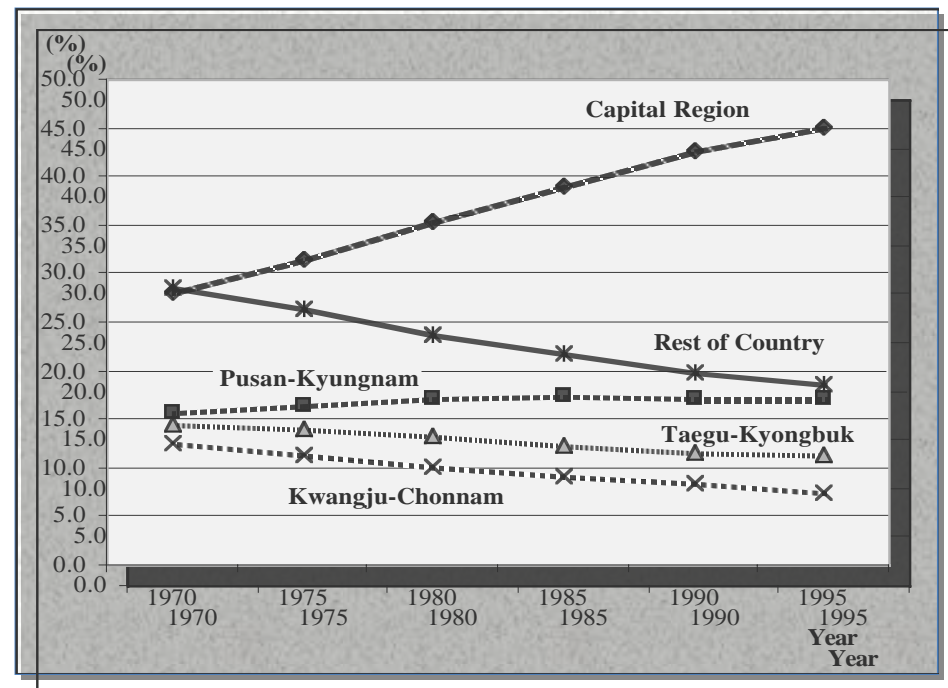


Separation of Urban-industrial strategies from rural development strategies

Korea's Urban-industrial Corridor and Rural Depopulation c. 1985



Population Shares by Region 1955-1995





Regenerating SMU post-1980

Stages of Creation and Regenerations of the Saemaul Undong

| Stage | Characteristics | Period |
|---------|---------------------------|-------------|
| Stage 1 | Foundation and Groundwork | 1970 ~ 1973 |
| Stage 2 | Proliferation | 1974 ~ 1976 |
| Stage 3 | Energetic Implementation | 1977 ~ 1979 |
| Stage 4 | Overhaul | 1980 ~ 1989 |
| Stage 5 | Autonomous Growth | 1990 ~ 1998 |

Overhaul 1980-89 period reentered on:

- ❖ Social atmosphere: kindness, order, selflessness, and cooperation
- ❖ Escape from inactivity and contraction
- ❖ Economic development: combined farming, distribution improvement, and credit union activities
- ❖ Environmental activities: cleanliness, developing parks throughout the country, building better access roads
- ❖ Reborn as a private sector-organization: enhancing the role division between government and private sectors



Rechanneling the Korean Spirit of Cooperation



Saemaul Leaders Training Institute





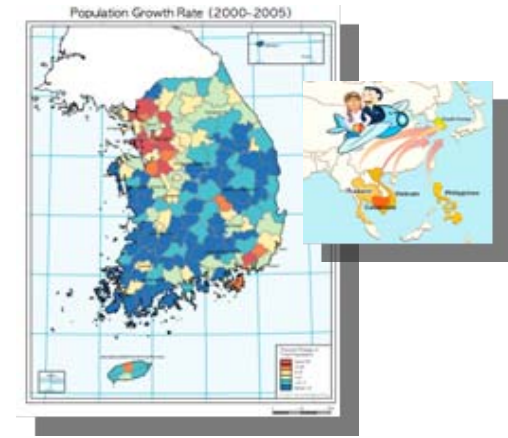
Agriculture & Rural Korea Today



Rice dominates Agriculture



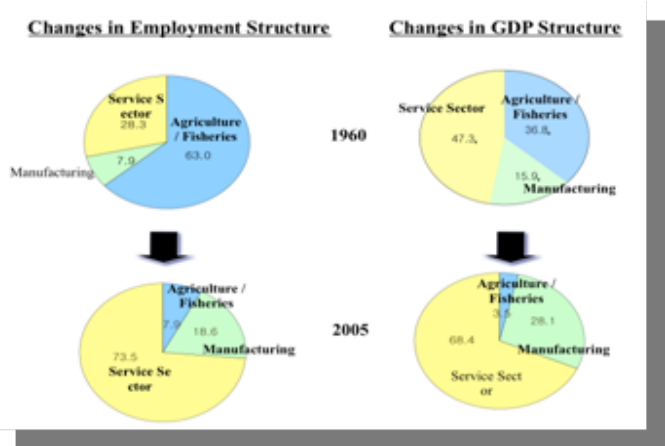
Aging population



Chronic Rural Depopulation



Decline in agricultural land



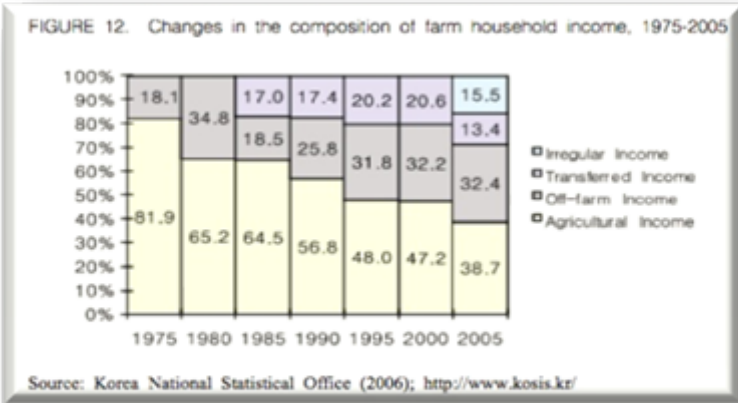
Declining Share of Economy



Farmer's debts



Post-agrarian Rural Korea



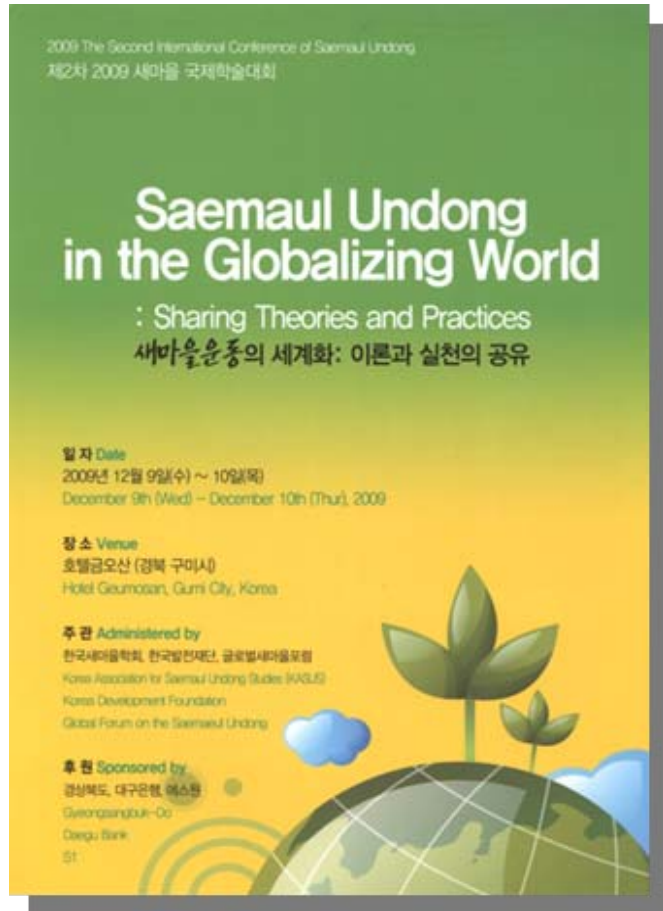
Visitors to rural tourism villages, 2001-2005

| Village | 2001 | 2002 | 2003 | 2004 | 2005 |
|--|---------|---------|-----------|-----------|-----------|
| Green Rural Experiencing Villages | - | 157,500 | 295,400 | 626,500 | 1,037,700 |
| Rural Traditional Theme Villages | - | 12,581 | 55,780 | 133,091 | 259,796 |
| Experiencing Green Tourism in Fishing Villages | 172,000 | 414,000 | 2,528,000 | 5,030,000 | 5,445,000 |
| <i>Arum Mauls</i> | 44,555 | 208,192 | 227,130 | 260,582 | 316,444 |
| Farm-Stay Villages | 101,795 | 250,000 | 360,067 | 620,000 | 938,743 |

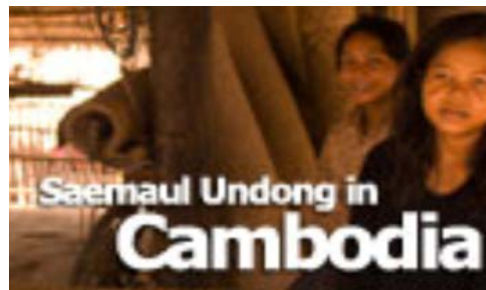
Many Farm-Stay Villages overlap other villages supported by the government.
Source: KREI (2006, 2007).



The Saemaul Undong Goes Abroad



SMU programs now in more than 70 countries





Lessons of the Korean Experience for Developing Countries

Lessons

- ❖ Tapping into traditional forms of social cooperation can lead to successful rural community development programs
- ❖ Potential for integration of bureaucracy at local scale
- ❖ The urban matrix of rural development is crucial
- ❖ Agrarian reform



Questions raised by Korea 1970s context and rural areas today

- ❖ Agriculture is no longer the principal rural income sector
- ❖ Corporate farming, contract farming is overtaking independent farmer
- ❖ Can village upgrading be separated from income and livelihood?
- ❖ Can there be an “autonomous” Saemaul Undong?
- ❖ How to scale up if government is not involved?
- ❖ How to link rural and urban within rural regions?





Thank you