

**A Study of Some of the Challenges of the
Alternative Development Program in Bolivia**

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Thesis submitted to the faculty of the Virginia Polytechnic Institute and
State University in partial fulfillment of the requirements for the
Degree of

Masters of Arts
in
Political Science

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December, 2004
Blacksburg, Virginia

Keywords: Bolivia, coca, alternative development
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Abstract

Finding an effective alternative to coca production has been a goal of almost every Bolivian and American administration since the 1970's and a goal of various international institutions around the world as well. What appears to be a solution is the application of an Alternative Development program, which consists of the creation of an economic and social environment in which households can attain an acceptable standard of living, without the need for drug (coca) crop cultivation. It means that throughout the application of this program, peasants who have been growing coca leaves should eradicate those crops and start growing alternative crops such as fruits, vegetables, coffee, etc. It is expected in Bolivia that these alternative crops are profitable enough to compete in international markets, providing Bolivian agricultural exporters with a sustainable economic alternative; otherwise peasants will go back to the production of this sacred leaf. This thesis will analyze some of the challenges encountered by the Alternative Development program in Bolivia.

Acknowledgements

I would like to thank my committee chair Dr. Scott G. Nelson for his guidance, patience, and collaboration on this thesis. Throughout this process, he has always been there for direction and support. I extend a special thanks to Dr. Ilja A. Luciak and Dr. Christopher I. Clement for their support and assistance on this project. I believe that I could not have had a better committee. I am very thankful for this.

I would also like to thank Dr. Timothy Luke and Dr. Edward Weisband, my two mentors, who always encouraged me to take this next step in my academic career. They made of my time at Virginia Tech something I would never forget.

Thanks to my father and brother. Without your support I would not have started and finished this part of my life. Papi y Jorge Daniel, sin su apoyo y sacrificios nunca hubiera hecho realidad este sueño. Gracias por su espera.

Finally, I thank my family and all the friends I made here at Tech, who supported me all the time. And to Jorge Luis, for your understanding, patience and support through an unexpectedly difficult journey.

Dedication

This thesis is dedicated to the memory of my mother, Mary Ruth Alarcón de Mendoza.

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