Institutionality with a new-governance approach is the prevailing paradigm in the international agenda; new governance has economic efficiency as a supreme value. Upon this institutionality rest what has been fostered in rural development in Mexico for more than a decade; this has agreed with the continuity of center-right governments. Thus, in the present research the institutionalization of new governance in rural development in Mexico was analyzed through two case studies: “Alianza para el Campo” compared to a pilot project of multilateral organisms. Results indicate that decentralization remained at the federal states and reached balance of powers between the federal executive and the states; however there was no advancement in the participation of social and private actors, in deregulation and in improving efficacy.

Keywords
Institutionality, governance, decentralization, participation, efficacy.