In almost all countries, rural poverty is a more common concern than urban poverty, and policies and strategies for poverty alleviation are determined and implemented at both national and international level. The purpose of this study is to examine the impact and role of sustainable rural development policies on the level of poverty. The study is based on the results of previous research, reviews, and reports on the topic. Information about rural development policies and various approaches is provided, their success in terms of meeting expectations is evaluated, and the consequences of implementing policies regarding poverty will be assessed. A social transfer (welfare benefits) policy is implemented in Turkey to prevent poverty. However, when the impact of the social transfers on the population at risk of poverty is analyzed, it is concluded that this policy has not been very effective. Analyzing the available data by various criteria, it is found that the poverty remains higher in the rural and agricultural sectors, and the improvements over time also remain at very low levels. Actions need to be taken to reduce and prevent poverty in developing countries by following appropriate policies. This is important both for economic growth and sustainable development. Poverty affects rural people the most. Together, these reasons demand development of effective policies for rural areas. Targets areas should be identified with sustainability in mind and with a comprehensive approach to combat poverty and foster rural development. When making decisions on these issues, the policy makers should assess the collective impacts of policies on ecology, economy, and social issues.