

Study on the connotation of effective rural governance in the context of Rural Revitalization

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Abstract: In the 19th National Congress of the Communist Party of China, the implementation of the Rural Revitalization Strategy will be the focus of the next rural work of the party and the state, and a series of construction indicators and specific tasks will be put forward. This paper aims to discuss the basic connotation and elements of effective rural governance in the context of rural revitalization, focusing on three aspects of governance subject, governance mechanism and governance effect. It is hoped that the understanding of this issue will be more systematic and profound, which will help to clarify the relevant theories and misunderstandings. The rural revitalization strategy can be more precise and effective in the process of policy design and project arrangement.

1. Introduction

The 19th National Congress of the Communist Party of China put forward “prosperous industry, livable ecology, effective governance, civilized countryside and rich life” as the general requirements of the implementation of the rural strategy. As an important production and living space and cultural unit, the countryside once again ushered in important development opportunities. This paper attempts to combine the macro-background of rural revitalization, combined with the requirement of “effective governance”, and hopes to explore the connotation of effective governance in rural areas, which has a clearer and deeper understanding.

2. Governance subject

2.1. Adhere to the party's leadership in rural work

The enthusiasm and enthusiasm of participating in the implementation of the rural revitalization strategy by farmers and rural self-governing organizations has changed from spontaneous to conscious behavior, and it is inseparable from the leading and demonstration of the “head geese” of rural grassroots party organizations. The practice experience of village self-government has repeatedly proved that autonomy is not self-professional and self-assertion, but requires party organizations at all levels to provide policy and direction guidance, and to lead and check rural work from the organization and direction. At present, Guangdong, Henan and other places to implement the rural grass-roots party construction “head wild goose” project, the village Party branch secretary and the director of the village committee “one shoulder pick” exploration [1]. Its essence is to improve the weakness and laxity of rural grass-roots party organizations in the past, and enhance the organizational and leadership ability of rural grass-roots party organizations in the process of Rural Revitalization.

2.2. Strengthen the function of government departments

As a systematic project, Rural Revitalization involves various aspects of rural work, such as industry, talent, culture, ecology, etc. the government functional departments, especially the grass-roots government departments, are the key links to turn the policy requirements into specific practice. In a word, the implementation effect of Rural Revitalization Strategy depends on the

comprehensive management ability and service level of our government to some extent. In view of this, combined with China's ongoing experience in poverty alleviation. The author believes that to implement rural revitalization, we must pay full attention to the government departments at all levels to gradually explore and form effective internal communication mechanisms in terms of policy requirements, project arrangements, and use of funds. On the one hand, this is to improve the overall synergy between relevant decision-making and project arrangement, and on the other hand, it is beneficial to reduce the difficulty of implementation of lower-level government. In addition, it is worthy of consideration and exploration to further decentralize the grass-roots government and give the county and township governments more flexibility and autonomy from the aspects of financial power and power.

2.3. Rationally examining the value of social organizations

When some scholars understand the word "governance", they repeatedly emphasize "multi-agent", "multi-center" and "negotiation and cooperation" as the core elements and keywords to understand this concept [2]. It is true that governance emphasizes the interaction and game between the subject and the object in the process of state and social affairs management compared to the traditional concept of governance and management. Returning to China's rural revitalization strategy, from policy design to specific operations, all sectors have generally emphasized the role of various non-governmental organizations such as rural self-governing organizations, social welfare organizations, and enterprises. On the positive side, the above proposition is conducive to promoting the transformation of "strong country, weak society" Bureau towards "strong country, strong society", and enhancing the self-management and service ability of social members. But on the other hand, there is still a big gap between our social organizations and the ideal requirements in terms of maturity and management standards. Therefore, it is not wrong to attach importance to the role of all kinds of social organizations in rural revitalization, but from the reality. The author believes that, in the aspect of exerting various main roles, we should emphasize and highlight the role of the masses of farmers, rural cadres and the party and government at all levels, rather than putting the cart before the horse.

3. Governance mechanism

The goal of Rural Revitalization is to reverse the situation that the rural areas have lagged behind the urban development in economic and social development for a long time through various measures such as industry, talent, culture and organization revitalization, so as to make the rural areas strong in industry, beautiful in rural areas and rich in farmers. To achieve these goals, it is necessary to explore and practice rural public services, governance systems, and strategic synergies.

3.1. Promote the level of public service and lay the foundation for revitalization

Under the background of rural revitalization, effective rural governance is inseparable from a solid material and social foundation. One of the common practical problems faced in the current rural development process is that the level of public services and the quality of public services are low, and it is difficult to fully meet the needs of mass production and life. The experience of social development has repeatedly proved that high-level, high-quality public services can not only provide people with better living security, but also one of the key elements that can attract and retain talents in the process of regional development. In recent years, rural areas in central and Western China are faced with a common problem, that is, a large number of young and middle-aged labor force leave their hometown through various forms such as studying and working. Compared with the situation of all kinds of talents in cities, rural development is facing a serious problem of talent shortage. The reason is that the low level of public service makes the rural areas lack of attraction to the villagers, and it is difficult to meet the growing material and cultural needs of the farmers. This is also one of the important factors that cause the outflow of population and the "hollowing out" of the rural areas.

In order to revitalize the countryside, talents are the key, and to give priority to solving the

shortcomings in the level and quality of rural public services is the prerequisite for retaining farmers, attracting talents, promoting the development of agriculture and rural areas, and changing the backward situation.

3.2. Building and improving the governance system of “one core and three governance”

“One core and three governance” means that in the process of rural governance, we should adhere to a governance system that takes rural grass-roots party organizations as the core of leadership and combines autonomy, Moral Governance and rule of law. The political direction and policy orientation of the party’s overall responsibility for rural work is also the fundamental embodiment of the core role of the grass-roots party organizations in rural work. Since the eighties of the last century, the implementation of villager autonomy in rural areas of China aims to cultivate the ability of self-management, self-education and self-service of farmers. After decades of practice, it has been proved that farmers are undoubtedly very supportive of villagers’ autonomy, but as mentioned before, the current trend of large outflow of rural population, the decline of traditional agriculture and so on has also weakened the social basis of villagers’ autonomy to a certain extent. In the process of implementing rural revitalization, it is necessary to fully consider the current social environment and the background of the times. It is necessary to uphold the two principles of party leadership and village self-government. At the same time, the concept of governing the country according to law must be integrated into the social development of rural areas and the code of conduct of the peasant masses through various forms such as propaganda and education. In addition, the particularity of China’s rural areas as an “acquaintance society” or “half of a few people’s society” has not yet completely changed. Traditional customs and practices and the influence and constraints of the moral system on the masses are still indispensable. Therefore, the creative absorption and application of traditional ethics can not only enhance the value recognition of the village, the villagers and themselves, but also effectively reduce the cost of social management.

In order to achieve effective governance in rural areas, it is necessary to combine the conditions of the country and the actual situation of rural social development, and combine the formal system norms with the customary practices widely recognized by the masses [3]. In this way, we can ensure that rural revitalization can not only be placed within the framework of the system, but also fully fit the uniqueness of rural social management, so as to find an effective governance “node” between the state and society.

3.3. Actively promote agriculture related policies to form strategic joint forces

Throughout the policies and guidelines of the party and the state in recent years, from the first document of the Central Committee over the years to the targeted poverty alleviation strategy proposed in recent years, and the introduction of the opinions on deepening the reform of rural land system. As well as the formation of the implementation opinions of the Rural Revitalization Strategy are all closely related to agriculture, rural areas and farmers. It can be said that the development of rural areas is ushering in an unprecedented period of policy opportunities. In front of the above opportunities, the author believes that it is necessary to sort out and summarize all kinds of agriculture related policies in time. First, it is necessary to clarify the main contradictions that need to be solved by all kinds of policies, so as to make the key points prominent and the primary and secondary clear in the implementation process. Second, after a comprehensive understanding of all kinds of policies, we can form a systematic and comprehensive understanding of the “three rural” issues and avoid the prejudice and shortsightedness of only seeing trees but not forests. In short, in the context of rural revitalization, in order to achieve effective governance in rural areas, in addition to conscientiously implementing the party and state-related top-level design, it is necessary to combine local practices in the operation process. Linking the three strategies of precision poverty alleviation, rural land reform and rural revitalization, we must avoid repeated measures, waste of capital projects, and avoid low-end homogenization. In addition, in the process of rural revitalization planning, local governments must have reasonable expectations and response mechanisms for the outstanding problems faced by the relevant agricultural policies in the past, and minimize unnecessary policy implementation costs. Finally, and most importantly, to implement

different agriculture-related policies, we must pay attention to its internal connection and coherence, and form a synergistic effect of “1+1>2” and policy superposition effect.

4. Governance effectiveness

4.1. Consolidate the strategic position of the “three rural”

As a traditional agricultural country, China’s status and role in agriculture and rural areas in economic and social development have always been highly valued by the state. In recent years, with the change of the external environment, the downward pressure of China’s economic development has increased, and the risks and difficulties faced have also shown an increasing trend. In this context, it is more and more important to keep the strategic backyard of “agriculture, rural areas and farmers” and give full play to its stabilizing role in the development of national economy and society.

The implementation of rural revitalization, from the perspective of specific objectives, involves industry, culture and many other specific aspects. However, all the specific goals are aimed at realizing the prosperity and stability of rural society, changing the relatively backward appearance of rural development, effectively eliminating various unstable social factors, and promoting the process of national modernization. Specifically, the implementation of good rural revitalization, nurturing and strengthening China’s rural market is obvious for stimulating domestic demand and enhancing the endogenous dynamics of economic development. A good economic environment and a healthy and harmonious social atmosphere are also irreplaceable in enhancing the sense of identity and recognition of the party and the state in the minds of the peasant masses and consolidating the party’s ruling foundation in the countryside.

4.2. Actively promote the development of urban and rural integration

The urban-rural dual structure has long been a prominent problem in the process of social development in China. Its main performance is the factual gap and the tendency of opposition between urban and rural areas in terms of development level, production and lifestyle, and even behavioral concepts. From the analysis of the implementation effect, if we can effectively reverse or fundamentally change the development pattern of urban-rural dual opposition through the implementation of the Rural Revitalization Strategy, we can fully prove the scientific nature and strategic value of this strategy.

The implementation of the Rural Revitalization Strategy will last until 2035, which can be said to last longer than other kinds of medium and long-term planning in terms of time arrangement. This also requires that in the process of strategy implementation, we need to firmly grasp the main contradictions while maintaining our determination. We are constantly striving to change and improve the shortcomings of rural development, development foundation, and public service level, and finally realize the integration of urban and rural development, that is, urban development drives rural development, and urban development depends on rural development. The higher the degree of interdependence between urban and rural areas, the more secure rural revitalization.

4.3. Enhance the peasants’ sense of gain

After the central government proposed the rural revitalization strategy, various localities have issued corresponding calls for specific policies, and relevant specific policies have been introduced and implemented. These policies cover almost all aspects of farmers’ production and life, and will become the focus and center of rural work for a long time.

As mentioned before, in addition to giving full play to the role of various subjects and building a good system and mechanism, the most critical point is to return to the effect of strategic implementation. From the perspective of the farmers themselves, it is a very direct and realistic question whether we can improve the production and living conditions, change the backward appearance of the rural areas for a long time, and change the traditional prejudice of the society towards agriculture, rural areas and farmers. Finally, the effect of Rural Revitalization needs to be

tested and proved by practice, and whether the farmers accept the account is the best proof to test the strategy of Rural Revitalization. The strategy of Rural Revitalization put forward by the party and the state and the specific policies issued by all regions in combination with the local reality are unlikely to deviate too much from the scientific and technical aspects. But in the process of implementation, how to make the farmers benefit steadily and continuously? How to make them recognize this strategy is a complex problem, which not only needs to increase their economic income, improve their material conditions, but also need to carry out effective civic education, and form a general atmosphere of striving and enterprising spirit in the rural area.

5. Conclusion

To achieve effective governance in rural areas in the process of rural revitalization, on the one hand, it is necessary to explore and work from the aspects of governance subject, governance strategy and governance effect. On the other hand, we must also realize that the current backwardness of China's rural overall development has not fundamentally changed. The shortcomings of rural areas in terms of public services and employment environment are still prominent. The attraction of agriculture and rural areas to farmers is still very limited, some of them are not willing to develop independently, and their ideas are old. Whether they can be properly solved, all of these are related to the ultimate realization of the goal of "effective governance" in rural areas.

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