

# Analysis of Strategies for Improving Rural Governance Capacity under the Background of Rural Revitalization

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**Abstract:** The rural revitalization strategy is an important strategic guidance for future rural modernization construction, and the overall requirement of "effective governance" in rural revitalization strategy puts forward higher standards for grassroots governance in rural areas. Rural grassroots governance is related to social stability and rural modernization construction. Currently, the grassroots governance capacity in some rural areas is still insufficient. This article analyzes this and explores strategies for improving rural governance capacity from the perspectives of governance entities and systems. It is hoped that this can provide more assistance for improving rural governance capacity and implementing rural revitalization strategies.

## 1. Introduction

The rural revitalization strategy is a strategy proposed by the Central Committee of the Communist Party of China to support the development of agriculture and rural areas by addressing the issues related to agriculture, rural areas, and farmers. Similarly, it also incorporates ecology and culture into the field of rural governance. Only by improving rural governance capabilities in multiple fields can we better achieve comprehensive rural revitalization. However, from the actual situation, the governance capacity of some rural areas still needs to be improved. In the context of the rural revitalization strategy, it is necessary to find targeted strategies to enhance the governance capacity of rural areas and promote coordinated governance among multiple entities. This is also an inevitable measure to achieve comprehensive rural revitalization [1].

## 2. The main issues of rural governance in the context of rural revitalization

### 2.1 The effectiveness of Party organizations leading grassroots governance is average

The leadership of the Party is the core of rural grassroots governance, and the leadership ability of Party organizations affects the effectiveness of rural grassroots governance and the modernization of agriculture. Although the local government will publicize the party's policies and theories to the masses through the publicity of grass-roots party organizations, traditional media, WeChat official account and other new media, some villagers have a certain understanding of the party organizations guiding grass-roots social governance. However, the daily party building work of some village cadres still revolves around activities such as organizing materials and signing in for meetings. The frequency of party branch meetings is low, and the content of meetings is not very helpful for rural governance, grassroots party organization construction, and the promotion of rural revitalization strategy. In addition, the "three meetings and one lesson" and democratic evaluation system have not been fully implemented, and some party members and cadres participate less in practical activities to solve specific problems [2].

### 2.2 Unclear Rights and Responsibilities of Village Committees

The village "two committees" refer to the village committee and the party branch, which play an important role in rural grassroots governance and require mutual cooperation between the two. But in many rural areas, the Secretary General is mainly responsible for various work contents of grassroots social governance in rural areas. Although the goals of party affairs and village level

affairs management are consistent, it may lead to issues with the party and government. In this way, it is very likely that the township government and village party branches will shift from the original cooperative and collaborative governance of rural society to a relationship between leadership and being led. Moreover, in terms of the election process for village cadres, although some areas are able to timely disclose the election results to the majority of villagers, because in the election process, the branch committee and village committee are first elected, then elected by the villagers, and finally the village committee director is elected, some villagers believe that the election is actually a "walking process" by the villagers, and the elected secretary and director are the same person, The views of 175 villagers on the transparency of village cadre elections are shown in Figure 1[3].

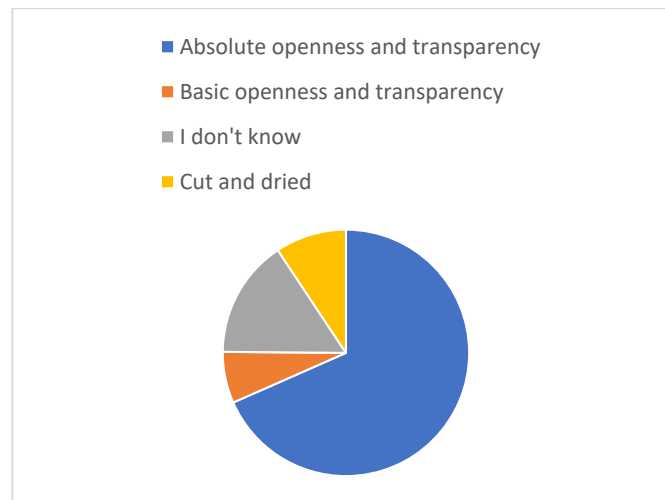


Figure 1 Villagers' Understanding of the Transparency of Village Cadre Elections

### 2.3 Low participation of villagers

In the context of the rural revitalization strategy, the revitalization of rural industries, ecology, and culture cannot be achieved without the support of villagers, who are also an important force in grassroots rural governance. However, in some rural areas, the enthusiasm of villagers to participate in grassroots rural governance is not high, and rural social governance relies heavily on township party committees, governments, and village committees. Although many villagers acknowledge the achievements of township and village committee work, they are not aware of the role they should play in rural grassroots social governance. In the survey of 193 villagers who reported public issues, it was found that the vast majority of villagers did not report any public issues to the village committee or other rural grassroots governance entities in the past year, indicating that the enthusiasm of villagers to participate in public affairs management is relatively low, as shown in Table 1[4].

Table 1: Public issues reported by villagers in the past year

Number of times	0	1-3	More than 3 times
Number of people	89	77	27
Proportion	46.11%	39.90%	13.99%

### 2.4 Weak cultural development leadership ability

On the one hand, some township governments have insufficient supply of public cultural services. The revitalization of rural culture is an important link in the implementation of rural strategies. A good cultural supply can also meet the diverse cultural needs of villagers, improve their understanding of the current situation and urgency of rural governance, and thus enhance their enthusiasm for participating in rural social governance. However, due to the objective differences in urban and rural economic development and other factors that have an impact on the market environment, some township governments have insufficient public cultural supply capacity, making it difficult to allocate funds reasonably based on the actual situation of each village[5].

On the other hand, the weak rural teacher team has affected the quality of education and the implementation of rural cultural revitalization, which is also a major manifestation of the weak ability to lead cultural development. Although the coverage of multimedia classrooms in rural areas has significantly increased in recent years, and some high-quality teachers have been assigned to schools in rural areas, problems such as mismatch between teacher abilities and subjects, low professional identity, etc. have always existed, and some excellent teachers find it difficult to leverage their advantages[6].

### **3. Strategies for improving rural governance capacity in the context of rural revitalization**

#### **3.1 Strengthening the Party's leadership ability**

Adherence to the leadership of the Party is the basis for promoting rural revitalization and modernization of rural governance. The CPC is at the core of overall leadership. In the context of rural revitalization, the key to enhancing rural governance capacity is the reform of governance concepts, and grassroots social governance in rural areas is also related to the implementation effect of rural revitalization strategies. Rural revitalization includes the comprehensive revitalization of industries, culture, ecology, and other fields. We require party organizations at all levels and township governments to fully play their functional roles, actively respond to the call of the Party Central Committee, and resolutely implement the Party's policies and systems. Based on the actual situation, we need to clarify the practical problems and expected goals that need to be solved in implementing the rural revitalization strategy and rural grassroots social governance, and unwaveringly safeguard the fundamental interests of the vast number of farmers[7].

At the same time, rural revitalization and enhancing rural governance capabilities also need to improve the comprehensive leadership system of the Party over rural social governance work, and urge Party members and cadres to conscientiously fulfill their comprehensive leadership responsibilities. The comprehensive leadership of the Party plays a fundamental role in improving rural governance capacity and accelerating the process of rural modernization development, and the sound mechanism of the Party's comprehensive leadership is particularly crucial. Therefore, township governments should play the role of grassroots party organizations and local work leadership groups at all levels, adhere to and improve the party member and cadre responsibility system under the leadership of party organizations, strengthen the guidance of ideological work for all party members and the masses, and analyze and solve problems from the perspective of rural revitalization and development strategies, and formulate correct decisions. In addition, party members and cadres should also conscientiously implement the supervision and accountability system, so as to reflect the party's policies and systems on rural grassroots social governance and rural revitalization throughout the entire process of grassroots governance work[8].

#### **3.2 Enhancing the Autonomous Awareness of Village Committees**

In response to the ambiguous rights and responsibilities of the village committees, in the process of improving rural governance capabilities, it is necessary for the village committees to clarify the relationship between the township government and the village committees, and to enhance their own sense of autonomy. The village committee must recognize that in the new era, it and the township government are the roles of helpers and recipients, rather than the relationship between leaders and recipients. The latter can help the village committee clarify its responsibilities and rights in rural grassroots governance through policy lectures and training and education. At the same time, the village committee also needs the latter's help in maintaining grassroots order and other aspects[9].

To enhance the autonomous awareness and ability of village committees, it is also necessary for township governments and village committees to establish a scientific assessment mechanism together. It is necessary to focus on examining economic indicators in each jurisdiction, and also incorporate people's livelihood guarantees, public cultural service capabilities, etc. into the assessment system, promoting collaborative governance between township governments and village

committees in cultural, ecological, industrial and other aspects, in order to help achieve the comprehensive revitalization strategy of rural areas. In the selection of assessors, it is necessary to include township government staff, as well as representatives from village committees, villagers, local enterprises, and other sectors. Based on extensive public opinion, assessments should be conducted to avoid the influence of the distance between township government assessors and village committees on the accuracy and impartiality of assessment results.

### **3.3 Strengthen the awareness of village governance**

Under the background of rural revitalization, villagers are also an important subject of rural governance. In the new era, township governments and village committees should focus on strengthening the governance awareness of villagers through various means. On the one hand, the "two committees" of the village should tell the villagers about the importance of villagers' participation in grass-roots governance through traditional media such as radio and bulletin boards, and also improve the publicity to the villagers through online media such as WeChat official account. They can also actively cultivate the villagers' sense of public responsibility and sense of ownership through rewards such as the accumulation of points and the exchange of points for water and electricity fees. On the other hand, the "two committees" of the village need to broaden the channels for villagers to participate in public affairs at the village level. For example, let villagers give advice and suggestions on public affairs at the village level through village autonomous organizations or WeChat official account, and truly realize the positive role of their own participation in village construction and the realization of individual and collective interests[10].

### **3.4 Enhancing Rural Cultural Development Capacity**

The development of rural culture is an important link in enhancing the participation of various governance entities in rural social governance, and is also the key to achieving rural cultural revitalization. Therefore, village committees should increase cultural support with the support of higher-level policies. First of all, the "two committees" of the village should optimize the allocation of funds, increase the investment in the construction of rural basic cultural facilities and cultural publicity, especially strengthen the financial support for the work of rural book reading rooms and cultural stations. You should timely announce the use of special funds and the construction of public cultural service facilities to the public through WeChat official account and other information platforms. In the case of insufficient funds, policies such as tax incentives can be used to attract social capital and private organizations to invest, thereby optimizing the supply of rural public cultural services. Secondly, the village committees should attach importance to the construction of rural talent teams, actively mobilize rural teachers, moral models and other local talents to participate in the construction of rural cultural undertakings, cultivate more excellent local talents, and improve the teaching ability of teachers through regular teacher exchange and training meetings, attracting rural teachers to contribute to the enhancement of rural cultural soft power.

## **4. Conclusion**

In the context of rural revitalization, there is still a problem of low participation of villagers in rural governance. Improving rural governance capacity is the key to achieving comprehensive rural revitalization. Therefore, township governments and village committees need to change their governance concepts, strengthen the leadership ability of the Party, especially the village committee. They need to raise their awareness of autonomy, cultivate their awareness of autonomy and rural cultural development ability through publicity and education, and other means, thus promoting the modernization of the rural grassroots governance system.

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