

## Research on the Improvement Path of Party Image in the Process of Accurate Poverty Alleviation

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**Keywords:** Precise poverty alleviation; party image; improvement path.

**Abstract:** Accurate poverty alleviation is an important guarantee for China to build a well-off society in an all-round way and realize the great "Chinese Dream" of the Chinese nation. It is the driving force for promoting the development of peasants, agriculture and rural areas, and is one of the powerful measures to enhance the image of the party in the new era. In the process of accurate poverty alleviation, the improvement of the party image requires the rural grassroots party organizations to always adhere to the people-centered development thinking and strengthen the performance of governance; conscientiously implement the precise poverty alleviation policy, strengthen social mobilization, and deepen the party's identification. At the same time, it is required to continuously strengthen the construction of rural grassroots party organizations, and build a relationship between party building and precision poverty alleviation as a benign interaction.

### 1. Introduction

The image of the party is one of the basic goals pursued by modern political parties. It "determines the establishment, maintenance and strengthening of party identity and party authority" [1]. The precise poverty alleviation policy is a major decision made by the Party Central Committee to implement "precise identification, precise assistance, and precise management" for poverty alleviation targets in accordance with different regions, environments and conditions, and to ensure poverty alleviation to the village to the household;

It is the vivid embodiment of General Secretary Xi Jinping's "Resolutely Winning the Poverty Campaign" at the opening ceremony of the 19th National Congress of the Communist Party of China. In the implementation process, it is mainly responsible for the "first secretary" of the poverty alleviation stationed by the rural grassroots party organizations and superiors (hereinafter the rural grassroots party organizations include the first secretary of poverty alleviation in the village). They are representatives of the Party Central Committee at the grassroots level, and they are also the embodiment of the party image in the rural grassroots.

From the academic point of view, in general, our definition of the concept of party image is more to describe the party in the period of peaceful development. Accurate poverty alleviation is the focus of China's poverty alleviation work from reform and opening up to the present, and it is also the essence and highlight of poverty alleviation work in the new era. It relies mainly on rural grassroots party organizations to play a leading role. Therefore, in the process of accurate poverty alleviation, from the perspective of the masses, the rural grassroots party organizations and their members need to conscientiously implement the Party Central Committee's principles and policies, uphold the principle of fairness and justice, and win the recognition of the trust of the overwhelming majority of the people; As far as rural grassroots party organizations are concerned, the performance of the party, the organization, and the people's livelihood have affected the image of the party. In the final analysis, the image of the party is a symbol of the people's trust, support and support for the Communist Party of China and its grassroots party organizations. Accurate poverty alleviation and the improvement of party image are benign interactions. The accurate poverty alleviation will be effective, and the party image will be improved. On the contrary, the people's recognition of the party will be reduced, which will inevitably have a negative impact on the party image.

## 2. Always adhere to the "people-centered development thinking"

"People-centered development thinking" is a major theoretical and practical issue that the Party Central Committee has taken in the development of the party and state under the new era with Xi Jinping as the core, and on the basis of "inheriting the Chinese Communist Party's people's view, The long-term practice and thinking of politics has gradually formed and improved" [2]. This is a vivid manifestation of the party's development philosophy advancing with the times. It is the starting point and the foothold of precision poverty alleviation, and plays an important role in enhancing the image of the party. From the key factors affecting the image of the party, the "people-centered development ideology" needs to establish a correct view of political achievements in rural grassroots party organizations in the process of precise poverty alleviation.

First of all, the rural grassroots party organizations must proceed from the interests of the masses and raise the level of governance in the precise poverty alleviation. Due to the low level of assistance and the low level of governance determined by the Precision Poverty Alleviation Institute, it is mainly reflected in the backwardness of infrastructure construction, the low level of development in rural economy and culture, and the low income of farmers. From the standpoint of the masses, under the leadership of the national poverty alleviation policy and the rural grassroots party organizations, the "people-centered development ideology" will combine poverty alleviation, support for wisdom and support for poverty, actively help poor villages build roads and street lamps, and vigorously develop and expand rural areas. Collective economy. Advocate both industry and employment, focus on the skills training and employment services for poor labor, improve farmers' economic income, and improve people's livelihood. In addition, establish and improve health care, education and social assistance systems to promote the comprehensive development of all aspects of rural areas. It can be seen that in the precise poverty alleviation, grassroots party organizations play a leading role in the social governance of rural areas. "It is the core of the party's unity of the people, mobilizing the masses, leading development, and the leader, promoter and practice of rural social governance [3]. At the same time, this is the fundamental organizational guarantee for implementing the goal of the party's precise poverty alleviation policy and ensuring the smooth advancement of the precise poverty alleviation policy.

Second, rural grassroots party organizations must serve the masses as the foothold to achieve the goal of maximizing poverty alleviation and maximizing benefits. Through field investigations, it is found that there is basically no industrial chain in poverty-stricken areas, rural collective income is very limited, and agricultural production still maintains traditional farming methods, which leads to a very limited increase in farmers' income. Therefore, under the leadership of grassroots party organizations, the poverty alleviation working groups of various villages have adapted and mobilized multiple forces such as poverty alleviation funds, industries and technologies to achieve special funds, scientific and rational industrial planning, use modern technology to improve agricultural production, and increase farmers' income. It has brought opportunities and enhanced the sense of acquisition and satisfaction of the masses. At the same time, measures such as education for poverty alleviation, employment poverty alleviation, and ecological poverty alleviation have promoted the sound development of rural areas, farmers, and agriculture.

Finally, accurate poverty alleviation must adhere to the concept of sustainable development. When implementing the policy of precise poverty alleviation, rural grassroots party organizations must ensure the steady and rapid development of the economy, and must also take into account the full, coordinated and comprehensive development of society, culture and environment. On the one hand, the construction of scientific, reasonable and long-term poverty alleviation policies and mechanisms; on the other hand, under the current poverty alleviation mechanism, ensure the comprehensive solution to the problem of poverty alleviation while preventing poverty-stricken households from returning to poverty and poverty-stricken households. The concept of sustainable development in the process of precision poverty alleviation is given a specific connotation. In the specific measures of industrial development, microfinance, resettlement, dilapidated housing renovation, medical and health care, employment training, education and poverty alleviation, social assistance, ecological

poverty alleviation, and low maintenance, we must take the party building to help the poor, with stability, Based on continuity, security, system and sharing [4], we focus on the current and future, and implement the concept of sustainable development. "The ultimate goal of precision poverty alleviation is to achieve poverty alleviation and sustainable livelihoods after poverty alleviation." [5]

As mentioned above, the rural grassroots party organizations have always adhered to the "people-centered development ideology" in the precise poverty alleviation, which embodies the fundamental political stance of the Chinese Communist Party and is the fundamental requirement for rural grassroots party organizations to establish a correct view of political achievements; The realization, maintenance and development of the fundamental interests of the grassroots are the starting point and the foothold of the precise poverty alleviation work. From the most concerned and most realistic people's livelihood issues of the peasants, we must actually do practical things for the peasants and do good things to enhance the party's image.

### **3. Seriously implement the precise poverty alleviation policy**

The implementation of the precise poverty alleviation policy should give full play to the main leadership responsibility of the rural grassroots party organizations. That is to say, the rural grassroots party organizations are "the ties between the party and the masses" and "bearing the responsibility of implementing the precise poverty alleviation strategy" [6], which not only mobilizes the masses to fully participate in the cause of poverty alleviation, but also strengthens the party's identity; Not only can it play the role of a battle fortress, but it can also enhance the image of grassroots party organizations in the masses.

Since the establishment of the Communist Party of China, it has attached great importance to social mobilization, and it takes the fundamental interests of the people as its starting point. How to better combine the party's leadership, the interests of the people, and the government's operation is the first factor to be considered in the precise poverty alleviation. It is worth noting that the implementation of precision poverty alleviation is not a one-way activity from top to bottom, but a process of mobilizing all the people in poverty-stricken areas to participate actively. In other words, under the leadership of grassroots party organizations, "play the role of the people's subjectivity in the precise poverty alleviation [7]."

At the same time, it is necessary to establish a mechanism for the mutual trust for the masses. Only by establishing such an interactive mechanism can we implement a precise poverty alleviation policy. The mass trust mechanism means that the precise poverty alleviation policy implemented by the party requires grassroots party organizations, village committees, task forces, and government to focus on the masses, especially the poor households, to visit the households on the spot, the representatives of the masses, and the interviews conducted by party members and cadres. Find out the problems that the masses are most concerned about and most need to solve. Think about what the masses think and what the masses are eager to do, do their work well, and do a good job in people's livelihood projects to effectively improve the people's sense of well-being and satisfaction. The mechanism of trusting the masses refers to believing in the subjectivity and initiative of the masses, and in line with the concept of "five-common" [8], which is discussed, consensus, co-construction, shared and bearing, give different help for different situations of poor households; It is necessary to discuss and formulate feasible measures to enable poor households to actively cooperate and actively complete the task of poverty alleviation.

In the precise poverty alleviation, grassroots party organizations can strengthen political identity. It is mainly reflected in the following aspects: In policy formulation, precise poverty alleviation is the key to achieving common prosperity, building a well-off society and maintaining social stability. On the ideological level, it is a heavy blow on China's anti-poverty road, which helps grassroots party organizations to help the masses set up anti-poverty goals and stimulate the enthusiasm and confidence for the cause of socialism with Chinese characteristics. It also adhered to the all-round development of economic, political, cultural, social and ecological civilization construction, and achieved the organic unification of key breakthroughs and comprehensive advancement [9]. Thereby,

the people are encouraged to support the party's leadership, support the party's decision-making, strengthen party identity, and establish a good party image.

#### **4. Make Great Efforts to Strengthen the Construction of Rural Grassroots Party Organizations**

The rural grassroots party organization, as the "basis of all the work and combat effectiveness of the party in the countryside" [10], is an organizational guarantee to enhance agricultural productivity, ensure the healthy development of the rural economy, and the guarantee for the stability of the rural society. It is the leader in ensuring farmers' income and enjoyment. As a direct practitioner of the precise poverty alleviation policy, rural grassroots party organizations should continuously strengthen their own construction in this process and strive to improve their political, service and innovation capabilities.

The improvement of the political level depends on the grassroots party organizations to strengthen political construction. First of all, the rural grassroots party organizations must recognize from the political heights that precision poverty alleviation is the most important task in China's poverty alleviation and development work. It is the correct policy and it is formulated by the party in the new era of socialist construction, and it is the main face of the entire party and society. Secondly, strictly enforce the life of the grassroots party organizations, change the ideological concepts of party members and cadres in the status quo, institutionalize the "three sessions and one lesson", organize party meetings and activities, and democratically evaluate party members, raise the level of political theory, and establish and maintain the core of Xi Jinping, "party central authority and centralized leadership", "strictly the party's political discipline and political rules", and "layer-level implementation of the party's political responsibility to govern the party" [11]. Finally, the rural grassroots party organizations must strengthen the building of the party's work style and create a political ecology with a clear and positive atmosphere. In the precise identification, precise assistance, precise management and other aspects, fully promote grassroots democracy, in the specific measures and the use of funds, to achieve special funds, accurate to the household, which has become the standard and scale for the masses to evaluate the image of the party.

The services of rural grassroots party organizations focus on implementation. Whether the precision poverty alleviation project can achieve results is inseparable from the function of the rural grassroots party organization. In the process of finding the right target, finding out the number, establishing the card, implementing the help and dynamic management, helping the farmers who have difficulties, insisting on the problem-oriented, and paying attention to the implementation, so that the ability to work can be from technology, funds and other aspects are guaranteed, so that both industry and employment are equal, and their belief in poverty alleviation is strengthened. For those who do not have the ability to work, they will build supportive assistance and improve the level of serving the masses.

In addition, accurate poverty alleviation requires rural grassroots party organizations to innovate in terms of their ruling ideas and methods. Due to the relatively remote geographical location of the poverty-stricken areas, the theoretical study of the grass-roots party organizations is relatively lagging behind, and the masses' ideological occlusion has led to the weakening of the ruling ideas of the grass-roots party organizations. Therefore, it is necessary to achieve "double promotion" of precise poverty alleviation and grassroots party building. While deeply studying the party spirit and the important speech of General Secretary Xi Jinping, it will enhance the awareness of learning and profoundly grasp the theme of the development of the times. In addition, rural grassroots party organizations must be scientifically governed, democratically governed, and governed by law. In the precise poverty alleviation, we must not only conscientiously implement the scientific concept of development, realize the scientific decision-making, but also mobilize the enthusiasm of the people to participate in the cause of socialist modernization, and promote the standardization and legal system of rural economic, political, social and cultural life.

In short, in the process of precision poverty alleviation, the rural grassroots party organizations

adhere to the people-centered development concept, earnestly practice the party's principles and policies, and strengthen their own construction, which invisibly enhances the party's image; it not only provides an organization for China's poverty alleviation and development priorities. Safeguarding, and strengthening the people's recognition of the party, laid a solid foundation for the party to take over the state power, gain popular support, and promote political stability and social development.

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