

# Role of Party Branch in Rural Poverty Alleviation under the Idea of Comprehensive Construction of A Well-to-do Society

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**Keywords:** rural party branch; targeted poverty alleviation; leadership; guarantee

**Abstract:** Rural poverty alleviation has always been an important and crucial task for building a well-off society in an all-round way in our country. In the hard battle of rural poverty alleviation, the role of leadership and guarantee of the rural party branch needs to be fully exerted; the rural party branch needs to play a leading role in the poverty alleviation strategy, fully tap the village-level advantageous resources, do a good job of the specific work of poverty alleviation and the supervision work of targeted poverty alleviation, improve the rural economy, and strive to achieve the great ideal of building a well-off society in 2020.

## Introduction

To eliminate poverty, improve people's livelihood, and gradually realize common prosperity is the essential requirement of socialism. The Fifth Plenary Session of the Eighth Central Committee of the Party pointed out that the poverty alleviation of the rural poor population is the most arduous task of building a well-off society in an all-round way. We must give full play to political superiority and institutional superiority and firmly win the fight against poverty. So how to better exert the political advantages and institutional advantages? This is to strengthen the construction of rural party branch, build the rural party branch to the strong leadership core of promoting the development of science, leading farmers to get rich, having close ties with the masses, maintaining the stability of the rural areas, so as to make the rural party branch play a better leadership and security role in the development of targeted poverty alleviation.

## Analysis of the Importance of Rural Party Branch Construction in Rural Areas

The poverty and backwardness of many poverty-stricken areas in China are not only caused by the many factors of historical, geographical and natural conditions, but also some human factors we can not ignore. On the one hand, the ideas of the farmer masses are backward. On the other hand, the leading branch does not have much strengthen in alleviating poverty. The grassroots party members need to continue to enhance their own ideas and leadership role in the process of learning and training; the rural party branch is the key to poverty alleviation policy in rural areas. It plays a positive impact and leadership in the rural poverty alleviation and prosperity.

To do a good job in poverty alleviation and development, firstly, do the publicity work well, which is the basic work of poverty alleviation. In the work of targeted poverty alleviation, the rural party branch should seriously study the plan, innovate the propaganda modes, and continue to widely publicize the work requirements of the party, especially those of poverty alleviation work proposed by Xi Jinping, General Secretary of the Communist Party of China in the "13<sup>th</sup> five-year plan". create the good atmosphere in which everyone is concerned about poverty alleviation, everyone attaches importance to poverty alleviation, everyone supports poverty alleviation, everyone is involved in poverty alleviation, publicize the targeted poverty alleviation to each household, and the rural party branch plays a leading role in targeted poverty alleviation, so as to greatly guarantee the targeted poverty alleviation work.

Rural party branch should not only implement the policy of poverty alleviation, but also monitor the implementation of the policy. For issues such as whether the poor population is accurately identified, whether the poverty alleviation funds are used in a fair and open and public manner, how the poverty alleviation industry should develop, how to improve the infrastructure, etc., this is the responsibility of the village party branch and it must well seize it. At the same time, it is necessary to formulate rigidly approved standards for the income of poor households, supervise the poverty alleviation out of relations in a few villages, and eliminate the phenomenon of corrupt poverty alleviation in rural areas.

### **Suggestions on Improving the Role of Rural Party Branch in Rural Areas**

First, the rural party branch should emancipate the mind, strengthen consciousness, work hard in poverty alleviation. The rural party branch should regard the targeted poverty alleviation as the first responsibility, and actively study the requirements of targeted poverty alleviation policy, carefully study to solve key and difficult problems and implement the specific action. The rural party branch should emancipate the mind, strengthen consciousness, always be based on the reality of the village, always regard development and enriching the people as their duties, deepen the research of the development of difficulties and problems, identify the dominant orientation of the village industry, take the lead in hard work, do everything well for the difficult masses and implement the national policy of poverty alleviation.

Second, the rural party branch should do a good job of poverty alleviation propaganda of the party and the national policy, so as to make the targeted poverty alleviation deeply engraved in people's mind. As for the poverty alleviation policy measures adopted by the Party and the government, they should publicize the policies to the poor masses through the rural party branch and make the villagers fully understand the party and the government's policy of poverty alleviation. Through the ideological education guidance of the poor masses, fully inspire people's desire to get rich ideologically, solve the problem of spiritual poverty and make the difficult masses overcome the reliance psychology. Take the chance of making the working team settled in the village to bring the brochures to the households. Through the face-to-face and text publicity, make the masses of understand the poverty alleviation work more thoroughly, inspire their spirits, strengthen the poor households' confidence, adhere to self-reliance poverty alleviation.

Third, the party members and cadres should play an exemplary role in the targeted poverty alleviation. The party members that first get rich should actively understand the needs of the poor people, grasp the ideological dynamics, take the initiative to help with poor farmers, teach science and technology, provide the information of getting rich, help develop the wealth industry, increase the income channels of poor people, solve the difficulties and problems that the poor party members encounter in the production and living, guide the targeted poverty alleviation with practical action, play the leading role and help with poverty alleviation.

First of all, the rural party branch should improve the infrastructure construction, optimize the transportation, electricity, communications, farmland water conservancy and other infrastructure, and work hard in expanding the yields. Vigorously rectify the village appearance, further improve the production and living conditions of the villagers as the basic work of poverty alleviation, create a favorable external environment for he masses to enrich. Speed up the idle land transfer and arrangement, make plans according to local conditions and develop the poverty alleviation industry, conduct an orderly expansion of the scale of farming, timely adjust the planting structure, and constantly optimize and improve the agricultural structure and level, promote the masses to have stable income increase, long-term income increase.

Second, the rural party branch should do a good job of the supervision work of poverty alleviation. In the targeted poverty alleviation, further improve the rural governance mechanism. In the publicity column and "Fair Wall", publicize the party affairs, village affairs, finance and accept the supervision of the masses. Further standardize the procedure of "one event and one discussion", give full play to the role of party committees, village affairs supervision committee and other branches, and earnestly implement the masses' right to know, the right to participate, the right

of decision-making and supervision of targeted poverty alleviation and guarantee the basic work of targeted poverty alleviation.

Third, the rural party branch should actively develop and expand the collective economy. The first is to revitalize the land resources. Vigorously carry out land consolidation and land transfer, increase the effective cultivation of cultivated land area. The village collective can increase the effective agricultural land through land consolidation and circulation and other method; the village manages, develops and expands the collective economy in a unified manner. Secondly, for the forest resources such as forest farm, orchard and mountain forest, the village can conduct development and management through unified management, professional contracting, leasing, stock cooperation and increase the collective income. The third is to set up the according professional cooperatives or set up the economic entities with the village committee as the main body. Through the production, supply and marketing services and the establishment of agricultural products processing enterprises, increase the village income, strengthen the collective economic strength of the village, radiate and drive the poor farmers to make the pioneering work and get rich through the demonstrative effect of the collective economy.

First, the rural party branch should accurately identify the object of help and maintain accuracy. Seen from our researches, the phenomenon that the objects of poverty alleviation are not real exists in some poor villages. There must be the reasons including the careless work and insufficient mastery of actual situations. Another reason is that a few number of village cadres abuse their powers and tell lies about the object of poverty alleviation. Without the accurate grasp of poverty information, it can not accurately alleviate poverty. Therefore, in the targeted poverty alleviation, the rural party branch should be in line with the higher authorities to do the poverty situation investigation and set up the file card. Meanwhile, they should collect the poor information, master the accurate poverty population and information dynamic. In accordance with the principles of fairness, impartiality and openness, conduct timely publicity, accept the supervision of the masses and ensure that the object is accurate.

Second, the rural party branch should accurately analyze the poverty reasons of this village and farmers. First, the rural party branch should be carefully deep into each household, do the investigation work as to why the village is poor, find out the poverty types of the village, identify the reasons for poverty of the rural poor groups and do the basic work for targeted poverty alleviation. Second, conduct the real and accurate grasp of the reasons for each poor household and the difficulty of poverty alleviation, and further distinguish which is caused by illness, learning and disability, which is due to lack of production and management skills or lack of development funds. Conduct specific analysis of specific issues and develop help programs in a pertinent way.

Third, the rural party branch should be accurate the implementation projects of targeted poverty alleviation. The rural party branch should arrange the help projects in accordance with the actual situation. The help measures of the poor households of the village should be organically combined with the 13<sup>th</sup> five-year plan of the village level, guarantee that the help measures of the poor households are not singly done, effective speed up the paces of poverty alleviation and the paces for other households to live a well-to-do life. Meanwhile, the rural party branches should go deep into the poor households, help sort out the development thoughts and choose the development roads, fully respect the willing of the objects of poverty alleviation, carry out the refined formulation, use the policy measures of ecological poverty alleviation removal, industry supporting and social guarantee, solve the problems of the poor households in terms of residence, industry, education, medicine and employment and guarantee the final effects of the poverty alleviation projects.

First of all, conduct the precise selection of poverty alleviation cadres, choose excellent village-level team and strengthen the classification management of party members. First of all, conduct the targeted selection of poverty alleviation cadres. Encourage and select outstanding young cadres, college graduates to act as the first secretary of the poor village for training, promote the implementation of the policies and measures of poverty alleviation. Second, choose excellent village-level leaders to strengthen the team building. Choose the rural “capable” that really understand the business, have good management and pioneering spirit, work hard as the village

leaders. Third, according to age and physical health, strengthen the classification management of party members. The cadres of old age but strong body can also be responsible for the contradiction mediation and handling, maintaining of the village health, supervision of village finance; middle-aged party members are responsible for policy advocacy and policy implementation; the young party members offer advice and suggestions for the development of the village and help with the village economy development.

Second, strengthen the support of the branch, form the strong poverty alleviation strength. Targeted poverty alleviation should form a complete leadership system. The county party committee and government should set up the targeted poverty alleviation headquarters; the township party committee should set up a leading group of targeted poverty alleviation; poor village party branch should set up the branches of precision poverty alleviation work; the county units should select organ party cadres to act as “the first secretary” in the poor villages of targeted poverty alleviation, forming the off-the-job branch network of targeted poverty alleviation in a top-down manner. Promote the targeted poverty alleviation units to play their respective advantages, and actively participate in poverty alleviation work, and further enrich the support system.

Third, increase supervision and inspection efforts, implement the poverty-oriented responsibility mechanism. Adhere to the targeted poverty alleviation as the focus of the assessment, formulate the examination methods of poverty alleviation work, adopt the methods of “monthly check report, quarterly supervision promotion, half-year evaluation, final check”, regard the indexes of annual poverty alleviation tasks of the poor villages, the per capita pure income increase scale of peasants, standardization and management of special funds of poverty alleviation, project implementation quality as the important evidence of evaluation assessment and as the important standards of the governance, work level, performance advantages and disadvantages, cadre promotion of the leader cadres.

## **Conclusions**

Both the farmer masses and the urban masses are the foundation of our party’s ruling. Rural Party branch, as the backbone of the rural grassroots level, should play the leadership and protection role of the rural party branch. In the rural poverty alleviation work, only by adhering to the role of rural party branch can the masses see hopes and brilliant tomorrow, can they have the courage to declare war to poverty, can they firmly find the methods, can they do everything possible and can they run on the way to the well-to-do life.

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