



Research on Strengthening Rural Governance under the Comprehensive Promotion of Rural Revitalization

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Abstract: Enhancing the capability and level of rural governance is a crucial component in the comprehensive promotion of rural revitalization. The guideline of "effective governance" in the 20-character policy for rural revitalization emphasizes the direction of strengthening and innovating grassroots governance. The upcoming task outlined in the CPC's 20th Congress is to comprehensively advance the development of rural revitalization, enhance grassroots governance capability, adhere to the guidance of Thought on Socialism with Chinese Characteristics for a New Era, and in the future development of rural governance, focus on establishing a sound governance framework, fostering rural collective economic development, and guiding the progress of rural residents. This aims to continually improve rural governance and comprehensively promote rural revitalization.

Keywords: rural revitalization, strengthening, rural governance

1. Introduction

Rural governance continues to evolve through innovation, responding to the demands of the times, and necessitating transformation in achieving rural revitalization and advancing the modernization process. Consequently, during the transition and development of rural society, inevitable profound changes in the rural governance environment will occur. Therefore, alleviating the dilemmas and challenges faced by rural governance within this context, fulfilling the governance mission of the new era, establishing a normative system of pluralistic cooperation, and responding to the new situations and demands of agricultural, rural, and farmer issues are essential.

2. The relationship between rural governance and rural revitalization

The improvement of the rural governance system is a primary task and internal requirement for the implementation of rural revitalization work. Simultaneously, the values and goals of rural revitalization are the effective realization of rural governance work, and the two are mutually reinforcing.

The former is reflected in China's consistent emphasis on rural governance issues as a focal point of the "agriculture, rural areas, and farmers"[1] issues. During the construction of the new socialist countryside, China explicitly proposed enhancing rural governance mechanisms and strengthening the construction of rural democratic politics to promote comprehensive rural development and progress. With the issuance of various policy documents, from the perspective of overall rural development, detailed regulations and interpretations were provided for orderly participation of villagers in political activities, the construction of grassroots party organizations in rural areas, and the improvement of democratic supervision and management mechanisms. The revitalization strategy was officially proposed in 2017, and the governance model of "integration of the three governance" was formally applied. In 2018, the *Rural Revitalization Strategy Plan (2018-2022)* was officially released, providing a clear roadmap and timetable for rural governance work. By 2020, it was further emphasized to strengthen the construction of rural grassroots organizations with the party organization as the core and further improve the rural governance system. By 2035, efforts aim to further improve the rural governance system and achieve decisive progress in rural revitalization. From the above development process, it is evident that the rural revitalization strategy is another significant advancement in China's rural development, succeeding the construction of the new rural areas. However, rural governance has been a persistently explored issue. The rural revitalization strategy, after summarizing the achievements and experiences of the previous period, provided a more profound and unique exposition of rural governance issues. It not only outlines a roadmap closely aligned with the development of modern rural governance concepts but also establishes a more specific and scientific target system. Under the guidance and leadership of the overall development goals of the country, Chinese villagers are able to directly and orderly participate in the country's economy, politics, and culture. Correspondingly, their subject rights are fully guaranteed and respected. The improvement of the rural governance system is

an important direction for promoting rural revitalization and requires sufficient patience to continue advancing.

The latter is manifested in the overall requirements of rural revitalization, namely, the prosperity of industries, the affluence of livelihoods, the civilization of rural ethics, the livability of the ecology, and effective governance. Among these, effective governance is the fundamental guarantee for achieving various goals of rural revitalization. With the advancement of China's society and the acceleration of rural modernization, to further promote the construction of the rural governance system, it is essential to timely transform the rural governance model from "management" to "governance." [2] The effective application of governance models, on the one hand, further emphasizes the participatory nature of multiple subjects. Based on the leadership of the Party and the actual situation in rural areas, specific standardized governance measures are formulated for rural areas, avoiding one-size-fits-all approaches, and enhancing the flexibility, effectiveness, and diversity of governance models. On the other hand, it involves optimizing the layout of rural governance, continually improving various layouts of rural governance, enhancing the governance system, and providing effective guarantees for rural revitalization.

3. The ultimate goal and approach to achieving rural governance

3.1 Considering urban-rural population mobility, establishing a sound governance framework

Strengthening the political construction in rural areas, using the legal system as a foundation, formulating relevant orders to deeply implement the concept of "rule of law," and solidifying the strong guarantee of rural governance. Upholding decision-making and administration according to the law, establishing specialized learning systems for Party members and all Party members to understand the law, and enhancing the use of legal thinking and legal methods to deepen reforms, promote development, resolve conflicts, and maintain stability. Continuously exploring village autonomy, rejuvenating the leadership of the village committee, utilizing local talents to promote the development of rural autonomy, and gathering vitality for rural governance. Combining organizations like the Red-and-White Council and the Village Affairs Supervisory Committee, Party members drive the participation of the masses in discussions, mediation, construction, and governance, empowering rural governance. Guiding villages to revise and improve village rules and regulations, and after deliberation through the "four discussions and two public announcements" [3] procedure, publicly implementing them under the supervision and guidance of the village Party organization, making them norms for villagers' self-management and self-restraint. Promoting ethical governance, actively using the participation of "new rural talents," nurturing the energy of ethical governance, and stimulating the civilization dynamics of rural governance. Leveraging local outstanding traditional culture and the birthplace of rural Confucianism to advance the full coverage of Confucian lecture halls in villages, regularly conducting activities such as studying Confucian classics, storytelling of filial piety, and experiencing traditional customs. This way, it integrates political, legal, autonomous, and ethical governance.

3.2 Safeguarding the basic rights of individuals in villages, developing and driving the collective economy in rural areas

China's rural population has its particularities. Some residents are members of the village collective, while others are temporary or non-members of the local village collective. As villages practice self-governance, establishing a system of property rights attribution within the village is quite complex. Therefore, the prerequisite for rural governance is to comprehensively grasp the situation of the rural population. Starting from reality, ensure the implementation of various rights of village collective members. Simultaneously, the reform of the rural collective property rights system and rural governance should adhere to the concept of urban-rural integration development, rationalize urban-rural relations, and introduce advanced governance resources to rural areas. To activate the collective economy within villages, guarantee the right to operate land, the right to use homesteads, and the right to distribute collective benefits, thereby providing necessary material and financial support for rural governance. [4] To develop diverse forms of collective economy, drive the local economy, create more rural employment opportunities, attract young laborers back to villages for livelihoods rather than seeking livelihoods elsewhere. To uphold the principle that "economic development leads to the enhancement of discourse power," improve the allocation of various resources within villages, vigorously enhance the infrastructure construction in villages, elevate the level of public services in villages, and increase investment in medical and health technology. It can attract more talents to flow into the countryside, thereby promoting the modernization of rural governance.

3.3 Guiding the progress of rural residents, transforming their spiritual and ideological thinking

Firstly, to strengthen the relevant knowledge of democratic autonomy among villagers, cultivating their participation concepts, and regularly conduct lectures on "agriculture, rural areas, and farmers" policies, and using straightforward methods to explain, which can enable farmers to better understand the current policy orientation, prompting effective self-

management. Secondly, to organize democratic forums for equal discussion and consultation on policies related to villagers' immediate interests, utilizing semi-structured interview methods to understand the inner thoughts of villagers, promptly formulate or modify new governance models based on acquired information. Thirdly, to establish democratic supervision groups to supervise and provide feedback on village affairs and the village committee, thereby improving the democratic supervision system, effectively preventing "bribery" and "village hegemony," and preventing the influence of "family" forces on village democratic management. Finally, to introduce new talents to further infuse new vitality into rural governance, attracting talents who possess vitality, high quality, and strong professionalism into rural governance, better addressing the shortage of rural talents and the problem of specialized expertise deficiency.

4. Conclusion

In summary, under the backdrop of comprehensively advancing rural revitalization, our new era of rural governance should fully learn from the governance experiences of each previous stage, continue to adhere to successful theories, continuously progress in exploration, establish sound governance frameworks, develop rural economies to drive rural governance, guide rural residents' participation in governance, enable them to take charge of their own affairs, and form a diversified rural governance subject landscape.[5] In the process of exploration and practice, discovering, analyzing, and solving problems continuously, refining the system of rural governance will provide robust and solid guarantees for the future and harmonious modernization of rural areas.

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