

The Impact of Social Organizations on the Implementation of Rural Public Policies under Rural Revitalization and Optimization Strategies

Qiu hao Yin

Youth League Committee, Yunnan Vocational and Technical College of Agriculture, Kunming, Yunnan, China

Abstract: To better achieve rural revitalization and development, this paper, based on the context of rural revitalization, analyzes the impact of social organizations on the implementation of rural public policies and proposes optimization strategies. It begins by briefly introducing the necessity of analyzing the influence of social organizations on rural public policy implementation under the rural revitalization background. Then, from various perspectives, it explores the impact brought by social organizations on the implementation of rural public policies, highlighting their importance and value. Finally, it proposes optimization strategies for the role of social organizations in implementing rural public policies from different aspects, aiming to fully leverage the value of social organizations, enhance the effectiveness of rural public policy implementation, and support the development of rural revitalization.

Keywords: Rural revitalization; Social organizations; Policy implementation; Impact; Optimization

1. Introduction

Social organizations, rooted in grassroots rural areas, not only exert a significant influence on the development of rural industries and economy, but also directly affect the effectiveness of rural public policy implementation under the background of rural revitalization. Therefore, to better realize rural revitalization and solve the “last mile” problem of rural public policy implementation, it is necessary to increase the attention paid to social organizations, recognize their value and role in grassroots resource allocation and public service provision, and actively explore optimization strategies for their involvement in rural public policy implementation. This will help to fully unleash the positive influence of social organizations, promote the comprehensive implementation of rural public policies at the grassroots level, and fully exert policy effectiveness, thereby facilitating high-quality development of rural revitalization.

2. The Necessity of Strengthening the Analysis of the Impact of Social Organizations on the Implementation of Rural Public Policies under Rural Revitalization

2.1 An Inevitable Requirement for Social Organizations to Exercise Their Rights to Participate in Rural Revitalization

On April 29, 2021, the 28th Meeting of the Standing Committee of the 13th National People's Congress passed the Rural Revitalization Promotion Law of the People's Republic of China. Article 11 of the law clearly stipulates that the government shall encourage and support people's organizations, social organizations, and others to participate in rural revitalization, thereby affirming at the legal level the role of social organizations as collaborative entities in policy implementation. Therefore, it is necessary to respond to the national call and strengthen the analysis of the impact of social organizations on the implementation of rural public policies to ensure that these organizations can fully exercise their rights in rural revitalization, which is conducive to maximizing their collaborative role [1]. With the support of social organizations, the full implementation of rural public policies can be ensured, truly benefiting every villager and fully demonstrating the value of policy implementation, thereby promoting high-quality development of rural revitalization.

2.2 Fully Demonstrating the Advantages of Social Organizations in Promoting Rural Revitalization

In practice, the implementation of rural public policies by the government often encounters the “last mile” problem due to resource misallocation and mismatched needs, which to some extent restricts the effectiveness of policy execution. Therefore, it is necessary to strengthen the analysis of the impact of social organizations on rural public policy implementation, making full use of their local advantages to promote implementation, refine policy goals, and ensure alignment with local resources to maximize policy value. Moreover, strengthening such analysis can guide social organizations to build connections with local enterprises, universities, volunteers, and other actors, integrating talent, technology, and resources to establish a

comprehensive resource network. This ultimately provides all-round support for the implementation of rural public policies and is conducive to fully realizing policy effectiveness.

2.3 The Need to Optimize the Rural Governance Structure

In 2019, the General Office of the CPC Central Committee and the General Office of the State Council issued the Guiding Opinions on Strengthening and Improving Rural Governance, which clearly pointed out the need to establish a rural revitalization governance system led by the Party committee, with government responsibility and social collaboration. Therefore, it is necessary to strengthen the analysis of the impact of social organizations on rural public policy implementation to better optimize the current rural governance structure [2]. Under the existing rural governance structure, social organizations serve as the core actors of social collaboration, capable of guiding villagers to participate in rural development discussions and consultations, thereby enhancing the democratic nature and credibility of policy implementation. In the process of implementing rural public policies, social organizations can also conduct comprehensive supervision of the implementation outcomes, effectively prevent corruption at the grassroots level, and promptly report policy deviations to the government, thereby optimizing rural governance and improving the effectiveness of policy execution.

3. The Impact of Social Organizations on the Implementation of Rural Public Policies under Rural Revitalization

3.1 Effectively Improving the Efficiency of Rural Public Policy Implementation

In the process of rural revitalization and development, comprehensive support from rural public policies is indispensable. However, the actual implementation of these policies requires relatively complex and standardized procedures to ensure their intended effectiveness. To further improve the efficiency of rural public policy implementation and ensure rapid results, it is necessary to optimize the implementation process. In this regard, the participation of a third party is required — one with a certain level of understanding, awareness, and practical experience with policies. Social organizations meet these requirements well. As grassroots collaborative actors in policy implementation, social organizations not only assist the government in better executing and implementing public policies but can also supervise and evaluate the implementation process and its outcomes from a third-party perspective. This helps identify problems within the implementation process and allows timely feedback to the government, thereby optimizing the policy execution process and further improving the efficiency of rural public policy implementation.

3.2 Fully Promoting the Detailed Implementation of Rural Public Policies

In reality, social organizations have already exerted a certain influence on the implementation of rural public policies. Originating from the grassroots, they can directly connect with the local population and relevant stakeholders. Through their unique organizational forms and operational approaches, social organizations are capable of facilitating the detailed implementation of rural public policies, avoiding resource mismatches, and effectively addressing the “last mile” problem of policy implementation. For example, social organizations can accurately transmit policy information to grassroots communities. By cooperating with universities, enterprises, and other entities, and based on actual conditions, they help promote standardized policy implementation, ensuring transparency, credibility, and enforcement strength, while refining the effects of policy implementation. In the case of agricultural technology promotion policies, for instance, social organizations can tailor suitable technologies based on local agricultural practices, involve villagers in the process, help them master advanced techniques, and provide training demonstrations and talent support. This promotes the detailed implementation of agricultural technology policies and fully demonstrates the value of policy execution.

3.3 Enhancing the Effectiveness of Rural Public Policy Implementation

The rural revitalization strategy is a crucial initiative for promoting rural economic development, building ecological civilization in rural areas, and creating livable rural environments [3]. Rural public policies are vital tools for achieving these strategic goals, and their implementation effectiveness directly affects whether rural revitalization goals can be successfully realized. Therefore, under the broad context of rural revitalization, it is essential to ensure that rural public policies can fully achieve their intended effects during implementation. With the help of policy guidance, various rural revitalization objectives can be gradually realized. As collaborative entities in policy implementation, social organizations can not only better convey public policy information to grassroots communities but also communicate the underlying ideas behind the policies. By aligning with the realities of rural development, they assist the government in gradually implementing relevant policy content. In this process, under the overarching framework of top-level policy design, social organizations can formulate practical and reasonable policy implementation plans tailored to different regions and their development needs,

thereby improving the effectiveness of rural public policy implementation. Furthermore, social organizations can integrate various resources to strengthen innovation in policy execution, explore more effective implementation models and methods, and further enhance the execution results of rural public policies, driving high-quality development in rural revitalization.

4. Optimization Strategies for the Implementation of Rural Public Policies by Social Organizations under Rural Revitalization

4.1 Improving the Operational Structure of Social Organizations

As a crucial bridge connecting rural areas and the government, social organizations play a key role in collaboratively advancing rural public policies. At the same time, social organizations themselves are institutional entities that must enhance their internal operational structures to fully exert organizational effectiveness. In this process, it is important to consider the unique features of rural social development and the implementation status of public policies, improving internal structures and clarifying the organizational mission in policy collaboration. With the ultimate goal of serving rural revitalization, the internal structure of social organizations should be refined to ensure that their actual operations take into account regional culture and economic characteristics. This enables social organizations to optimize their organizational structure and operation methods based on local realities, thereby fulfilling their collaborative role in policy implementation, refining execution details, and ensuring that policies truly serve grassroots rural development and realize their intended value.

4.2 Improving the Collaborative Mechanism for Policy Implementation

As third-party actors, social organizations can connect not only with the government but also with local enterprises, universities, and other stakeholders to promote rural public policy implementation. However, during the collaborative implementation process, policy plans may sometimes deviate from reality, limiting their effectiveness. Thus, a coordinated implementation mechanism is needed to promote thorough communication between government departments and social organizations, share policy information, and integrate stakeholder resources. This can be achieved by building online communication platforms that encourage broader participation of social organizations in rural governance. Establishing rural revitalization policy-matching platforms and creating county-level revitalization project databases can help identify the real needs of grassroots residents. It is also essential to actively consult social organizations to uncover policy blind spots, optimize policy content, and rationally allocate resources to ensure alignment between actual needs and policy resources, thereby enhancing collaborative effectiveness. Additionally, the government can develop a "negative list" for government-social cooperation, clarifying the specific decision-making scope for social organizations in policy execution and reducing excessive government intervention. This would help social organizations better fulfill their collaborative role.

4.3 The Government Needs to Strengthen the Cultivation and Development of Social Organizations

Under the broader context of rural revitalization, the role and contributions of social organizations have become increasingly prominent. Governments must recognize the influence and value of social organizations in policy collaboration and, based on regional development realities, actively cultivate various types of social organizations to realize their collaborative potential in policy implementation and rural development [4]. In developed areas, the focus should be on cultivating professional and branded social organizations to enhance public trust. By establishing innovation incubation bases for social organizations, services such as policy consulting, resource allocation, and brand development can be provided to maximize their value in policy implementation, supervision, and feedback. In underdeveloped regions, it is crucial to support localized social organizations by tapping into local talents such as retired village officials and successful entrepreneurs. Various types of social organizations (e.g., red-and-white council organizations) can be formed, and partnerships with universities and businesses can provide financial and project management support, helping these organizations mature and assist in detailed policy implementation.

4.4 Fully Stimulating the Innovative Vitality of Social Organizations

As discussed earlier, social organizations play a vital role in assisting the government with rural public policy implementation. To further enhance their influence and encourage broader participation in collaborative execution, it is necessary to stimulate their innovative vitality and support their development with policies and resources. The government can establish special rural revitalization funds and encourage businesses to provide financial support. Social organizations that perform outstandingly in policy implementation can receive financial rewards and tax incentives. Beyond direct funding, the government can organize public welfare venture competitions to incubate new projects. Projects such as green agriculture and intangible cultural heritage preservation can be created, requiring the involvement of enterprises, universities, and social organizations. Enterprises can offer solutions to project challenges based on relevant policies, and winning projects may

receive dedicated funds and be included in government procurement services. This multi-party collaboration can enhance the effectiveness of policy implementation and help social organizations become active drivers and stabilizers of rural public policy, advancing rural revitalization more effectively.

4.5 Strengthening Capacity Building and Technological Empowerment of Social Organizations

With government guidance and support, social organizations must strengthen their capabilities to better collaborate in the execution of rural public policies. They should seize opportunities presented by the information age and embrace technological empowerment. This includes improving their professional capacity by assessing and analyzing grassroots rural development needs, implementing public welfare programs, and enhancing public service capabilities to better support rural development. Regular evaluations should be conducted on implemented projects, with indicators such as resource utilization rate, demand responsiveness, and cultural compatibility. Evaluation results can be linked to funding for the following year, and projects that fail for two consecutive years may lose funding eligibility. In addition to strengthening capabilities, social organizations should embrace digital opportunities by developing platforms for "five-sector linkage," which include communities, social workers, volunteers, charitable resources, and organizational data. These platforms will enhance resource integration and coordination capabilities, supporting comprehensive policy implementation. The digital platform can also track real-time project updates, fund usage, and beneficiary data. Villagers can submit feedback online, reducing the risk of public sector corruption and improving the efficiency of policy implementation. This fully demonstrates the collaborative value of social organizations in executing policies.

5. Conclusion

In conclusion, under the background of rural revitalization, social organizations are playing an increasingly significant role in the implementation of rural public policies. It is essential to fully recognize the functions social organizations perform in this process, clarify the necessity of optimizing their involvement, and adopt effective strategies from multiple perspectives to promote their development. This will enable social organizations to exert greater value in the execution of rural public policies, ensure that various rural policies are truly implemented at the grassroots level, benefit every villager, and thereby drive the development of rural revitalization.

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