

# Problems and Optimization Suggestions of Rural Public Management under Rural Revitalization

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**Abstract:** To realize the rural revitalization strategy is an indispensable part of China's new journey to comprehensively build a modern socialist country. Rural revitalization has always been the key task of the Party and the broad masses of the people's concern. In the process of realizing rural vitalization, it is also urgent to solve the problems of "agriculture, rural areas and farmers". Therefore, our Party has always put solving the problems of "agriculture, rural areas and farmers" as the top priority in its work. Revitalization strategy in the country to push the era background, the rural grass-roots public management become one of the most important factors affecting the efficiency, in order to better achieve rural revitalization, it is necessary for us to rural grassroots public management research, some problems universally existing in the management of rural grassroots public and puts forward some Suggestions for optimization of innovative, In order to improve the operation efficiency of grassroots public management and better serve the people.

**Keywords:** Rural public management issues, Optimization suggestions, Rural revitalization.

## 1. Introduction

With the deepening of rural reform, the rural economy has developed rapidly, and the quality of the people has been significantly improved. This also requires the rural grass-roots public management to adapt to the new rural situation, and the rural grass-roots public management task faces greater difficulties and challenges.

Rural public management is a management form in which government-oriented social organizations provide service functions for rural economic, social and political development. The functions of rural public management include providing infrastructure and services for rural areas, maintaining public security and social order, planning rural economic construction and future development, etc[1]. This paper studies the problems existing in rural grass-roots management and puts forward corresponding optimization suggestions, which is helpful to improve the efficiency of rural grass-roots public management and realize rural revitalization as soon as possible.

## 2. Achievements in Rural Public Management Construction Under the Background of Rural Revitalization

### 2.1. The level of infrastructure has been greatly improved

Under the trend of rural modernization development, in recent years, the country has constantly improved the infrastructure in rural areas, making villages more beautiful and livable, and facilities have become more complete. In 2021, there were also three major improvements in rural facilities.

First, China has put forward a construction goal in rural road construction, that is, to accelerate the rural road construction project to "enter the village and household" tilt, which makes the country's rural road construction work comprehensively upgraded, and villagers' travel becomes

more convenient. At the same time, around the width of rural roads, China has also completed the goal, most of the rural roads have been widened and upgraded.

Second, the telecommunication service system in rural areas has been improved. The rural network signal in the plain area of China is good, but the network coverage rate in the central and western areas is not high. In order to improve the network signal in some backward areas, China has promoted the construction of gigabit optical network and the fifth generation mobile communication infrastructure in the rural areas of the country, rapidly promoting the development of rural information.

Third, the comprehensive facilities in rural areas have been greatly improved. On the one hand, China is speeding up the work of compiling village layout, rationally dividing rural space and building sound infrastructure in rural areas. On the other hand, it has strengthened the construction of comprehensive service facilities in rural areas and promoted the construction of village-level passenger transport stations, culture, sports, public lighting and other service facilities, which has greatly improved the quality of life in rural areas.

### 2.2. Policy input in rural public utilities continued to increase

In recent years, the issue of "agriculture, rural areas and farmers" has become the focus of the national modernization development strategy, and the government has also increased policy input and support for the issue. During the 11th Five-Year Plan period, fiscal input in agriculture and rural areas at all levels increased significantly. The newly increased state financial funds for education, health, culture and other undertakings were mainly used in rural areas, and the increase in state capital construction funds was mainly used in rural areas[2]. The government's transfer payment system for public finance has also covered all rural areas. More and more funds and resources support the public administration in rural areas, which has laid a solid economic and material foundation for the development of rural public administration.

### **3. Analysis of Problems Existing in Rural Public Administration Under the Background of Rural Revitalization**

#### **3.1. Lack of scientific function division**

The government is the maker, executor and leader of public management policies. The realization of rural revitalization needs the correct leadership of the government to lead the farmers to jointly build a modern countryside. Therefore, the government and the public administration departments should establish correct concepts and objectives in the rural revitalization, and clarify their own functions and responsibilities. In the process of promoting rural revitalization, units at the township level play the role of connecting the past and the next. But at present our country basic unit position of the lack of scientific and systemic, bloated in towns and townships, administrative system of oversupply and some necessary functions jobs scarce, which led to the public administration cannot effectively to undertake the function of rural revitalization, also cannot very good solve the "SAN nong problem", it is extremely unfavorable for rural revitalization.

#### **3.2. The balance and pertinence of resource input are limited**

The state funds and resources for rural construction are unbalanced and targeted. Rural development in the southeast coastal areas of China is relatively developed, but the rural development in the central and western regions is relatively backward. Rural areas in different regions have great differences in educational resources, economic development conditions and environment, so rural areas in different regions have different demands for funds and resources. However, the state can not do everything in the investment of funds, which needs to be corrected and adjusted in the later implementation process, which leads to the serious mismatch between supply and demand of resources in some areas. On the surface, the egalitarianism of the state is very fair and just to all regions, but in fact, it greatly reduces the efficiency of resource use. In particular, rural areas with relatively backward economic development are in great need of preferential care from national policies and resources. However, it is almost impossible to meet the needs of the backward rural areas with the input of national equalization, which restricts their development space.

#### **3.3. The public management policy system is not perfect**

Since the founding of new China, in order to promote the integration of urban and rural development in our country, introduced a series of policies and regulations, such as the State Council issued the "difference" promoting the modernization of agriculture and rural areas of planning, most of the policies and regulations and guidance are mostly about the content of the rural construction planning, etc, have less on rural grassroots public management policies, laws and regulations [3]. Due to the imperfect public management policy system, the economy in rural areas is relatively backward, and the lack of guidelines in some rural construction projects will lead to undesirable competition among grass-roots departments, which is not conducive to the solution of the "three rural" issues, nor to the process of rural

revitalization and development.

#### **3.4. Lack of professional talents**

The shortage of professional talents has always been a major factor limiting the development of public utilities in rural areas. Due to the relatively backward economy and underdeveloped communication technology in rural areas, it is difficult to introduce and retain talents. The shortage of human resources leads to the lack of professional guidance and advice in rural management, which limits the development of rural public utilities to a great extent.

Due to the great differences in the economic development of the eastern and western rural areas in China, it is necessary for professionals to formulate their own construction programs and suggestions according to the conditions of rural areas, and put forward constructive plans. However, according to the actual situation, it is difficult for the backward areas, especially the rural areas, to retain professional talents.

### **4. Suggestions on Optimization of Rural Public Management in The Context of Rural Revitalization**

#### **4.1. Rationally optimizing job allocation**

To solve the problem of unreasonable allocation of rural grass-roots posts, we need to take functions as the responsibility of dividing grass-roots posts, and reduce the problem of oversupply of some posts and lack of some important posts and other mismatches. At the same time, we should also optimize the existing grassroots posts according to the rural construction situation and the requirements of the construction goals, improve the administrative efficiency of public administration departments, so as to better serve the rural construction and development.

For the selection of grass-roots posts, we can adopt the grass-roots mass election system. Selecting the personnel trusted by farmers who know more about rural construction will not only improve farmers' trust in the administrative departments, but also facilitate the daily work and rural management.

#### **4.2. Rational investment in rural public utilities**

In order to solve the problem of targeted and unbalanced investment of resources by the state, the state and governments at all levels should seek truth from facts, invest resources according to the actual conditions of each region, and make resource allocation more rational and scientific. For example, before investing in a rural construction project, the feasibility of the project can be analyzed and evaluated to determine whether the project can achieve the expected goal.

At the same time, the basic management in the use of money can also be combined with the villagers' opinions, such as in rural infrastructure, health care, education and other aspects of the inputs are allocated, after the hospital to understand the villagers for money, can effectively improve the efficiency of resource use, avoid the waste of resources, also greatly increase the villagers of the acquisition.

#### **4.3. Improve rural public management policies**

We will improve and improve policies on rural public administration and formulate codes of conduct for the governance of community-level departments so that they are subject to the supervision and restriction of laws and

regulations in all aspects of public administration, so that rural areas are governed by the rule of law and community-level management also has laws to follow. This not only makes the grass-roots management department under the constraints of laws and regulations, effectively safeguard the interests of the masses; At the same time, it also provides a basis for the grass-roots management department to perform their duties, better perform their functions, and provide two-way protection for the people and the management department.

The development of a perfect management policy system can effectively strengthen rural social management, maintain rural social stability, promote the harmonious and coordinated development of the economy, "three rural" issues can be effectively solved, rural revitalization can be truly achieved.

#### **4.4. Focus on the development of human resources**

First of all, rural areas can create a "talent return" mechanism, improve the incentive mechanism for talent development, increase the effort of talent introduction, increase the capital input of talent introduction, let public management talents return to the grassroots development, and inject strength into rural revitalization. At the same time, the local management talents should also be given certain preferential efforts to give them a larger development space, so that the talents have enough space to display their talents, better contribute to the rural construction, and combine the current situation of rural development and the development trend of The Times to build a professional rural management

team.

## **5. Conclusion**

In order to realize the prosperity of the Chinese nation, it is necessary to realize rural revitalization. Only by truly solving the problems of "agriculture, rural areas and farmers" can we promote social development. Effective public management strategies can well solve various problems encountered in rural economic construction, and better benefit the local farmers from the achievements of economic construction. In order to solve the problems existing in current rural grassroots public management, it is necessary to make continuous joint efforts from many aspects and break them one by one, so that the problems can be effectively solved and a more scientific and reasonable rural public management system can be established.

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