

Mechanism Optimization of Villagers' Contribution in Rural Revitalization

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Abstract: "The key to rural revitalization is people". During the implementation of rural revitalization strategy, the mechanism of new villagers helping rural revitalization suffers from the lack of multiple synergistic mechanisms, imperfect guarantee mechanisms and supervision and accountability mechanisms to be strengthened. This is inseparable from the inadequate top-level design of rural talent synergy mechanism, the long-standing dual structure of urban-rural development, and the inertia of social governance of local acquaintances. Therefore, strengthening the leadership of the Party, coordinating the efforts of all parties, constructing the evaluation system, improving the supervision mechanism, perfecting the policy guarantee and establishing the incentive mechanism are of great significance, no matter it is to improve the mechanism of multiple subjects collaborating to build beautiful countryside or to promote the implementation of rural revitalization strategy.

Keywords: new villagers; rural revitalization; multi-dimensional collaborative governance

1. Introduction

In February 2021, in order to thoroughly implement the instruction of General Secretary Xi Jinping on promoting the revitalization of rural talents and promoting various talents to join the construction of the countryside, the Opinions on Accelerating the Revitalization of Rural Talents issued by the General Office of the CPC Central Committee and the General Office of the State Council solemnly pointed out that "the key to the revitalization of the countryside lies in people". However, in terms of the current basic situation of the countryside, on the one hand, there is a serious loss of elite talents in the countryside, and the majority of young and strong laborers leave the countryside and go to the cities to make a living or settle in the cities, resulting in the hollowing out of rural areas; on the other hand, there is a diversity of ideas in the countryside, a single industrial structure, fragmented social organizations, backward rural governance, and insufficient backbone for rural development; the countryside has become a prominent area of unbalanced and insufficient development. In the current critical period of great change, adjustment and transformation of rural economic and social development, no matter it is based on the request of "realizing the Chinese dream of great rejuvenation of the Chinese nation requires the Central Plains to be more colorful" put forward by General Secretary Xi Jinping when investigating Henan Province, or the realistic need of realizing the high-quality development of the Central Plains, the mechanism for new villagers and new villager culture to help the implementation of rural revitalization strategy is very important. It is of far-reaching theoretical significance and great practical significance to analyze and explore the mechanism of new villagers and new villager culture to help the implementation of rural revitalization strategy.

2. The dilemma of the mechanism of new villagers' contribution to rural revitalization

2.1 The lack of multi-faceted coordination mechanism hinders the cohesion of centripetal force

The grassroots organizations of the government, the villagers and the people are the important forces to promote the construction of the new villager culture, to promote its integration with the traditional villager culture, and to help rural revitalization. This requires the convergence of all subjects of rural revitalization to jointly promote the cultivation and healthy development of new

villager culture. However, during the research, it is found that many regions have the problem of the lack of a multi-faceted cooperative mechanism of rural governance in the process of rural revitalization. This problem is highlighted in two aspects: First, the communication channel of rural multi-governance is not smooth. As a "bridge" between villagers, village cadres and villagers, these platforms should facilitate the concentration of villagers' wisdom, provide advice to village cadres on village governance, increase the communication between new villagers, village committees and villagers, and enhance villagers' recognition of village committees and new villagers. The villagers' identification with village committees and new villagers. However, according to the research results, only a few villages have a village sage council, and the communication between village cadres and village sages is mainly based on traditional holiday gatherings, i.e., when village sages return home to visit their relatives during the New Year holidays. This kind of communication is affected by time and low frequency, which seriously restricts the dialogue and communication among multiple subjects of rural governance. Secondly, the path of cooperative participation of multiple subjects in rural governance needs to be improved. The legitimacy status of rural governance subjects needs to be confirmed, and the power and responsibility relationship among subjects has not yet been clarified, which is not conducive to the full effectiveness of the parties in the process of rural revitalization, and it is difficult to gather the joint efforts of multiple parties to achieve cooperative rural governance.

2.2 Guarantee mechanism still needs to be improved, and there is a loss of talents in rural revitalization.

First of all, in terms of living security, due to the dual structure of urban and rural areas, the overall development of rural areas lags behind that of urban areas, and the majority of rural areas lack relatively rich and convenient material conditions to attract and retain new villagers to participate in rural construction. For example, in terms of housing, the old houses of "non-president villagers" are in disrepair, and there is no housing for them to live in when they return to their hometowns for development; in terms of medical insurance, the integration of public services is not sound, and the medical insurance for major diseases cannot be transferred to other places or the docking procedure is cumbersome; in terms of living conditions, the rural infrastructure is backward, the leisure and recreational activities are single, and the environmental health conditions are poor. In terms of living conditions, rural infrastructure is backward, recreational activities are single, and environmental hygiene is poor. New villagers who have long been accustomed to the superior life in the city, because of nostalgia complex to support the construction of their hometowns, but after returning to their hometowns found that housing difficulties, medical difficulties, life has many inconveniences, these practical factors hinder the new villagers to return to their hometowns, eliminating their motivation to return to the construction of their hometowns. Take Henan Province as an example, in the rural areas around Zhengzhou and Luoyang, which are economically developed and geographically superior, the construction of channels for new villagers to return to their hometowns, the level of participation of multiple subjects in rural governance and the construction of guarantee mechanism for new villagers are more advanced, while for other rural areas, the channels, platforms and guarantee mechanisms for new villagers to return to their hometowns are less established, which limits the implementation of the strategy of rural revitalization by new villagers.

2.3 Supervision and accountability mechanism should be strengthened, and there is a hidden danger of alienation of the organization.

To put power in the cage of system and let power run under the sun, every link of grassroots governance should be supervised. As a communication bridge between the two village committees and villagers, the new village councils and organizations should naturally operate under supervision when they are given the power by the two village committees and villagers. However, the survey found that in many areas, there is a lack of open and transparent supervision mechanism for the operation of new villagers' groups, and in the process of selecting, assessing, rewarding and

withdrawing new villagers, there is a lack of relevant organizations to supervise and restrain the improper behaviors of new villagers' groups and village two committees, especially when new villagers use their status to seek personal benefits, which makes it easy for the alienation of new villagers' organizations. The alienation of new villagers' organization is manifested in two aspects: First, the alienation of new villagers' evaluation standard. The survey found that due to the vague understanding of the concept of new villagers, the lack of selection and evaluation criteria for new villagers, many people narrowly put the economic strength, social status, power size as the criteria for the selection of new villagers, such new villager elections, making the villager council has become a dueling field of fame and fortune. Second, the governance behavior of the villagers is alienated. Among the groups of new villagers surveyed, there is no lack of powerful figures such as cadres of enterprises and institutions, business owners, and local government cadres, and the majority of rural residents reflected in the survey that they would be worried about the new collusion of interests emerging from these new villager groups. In addition, some regions give certain policy incentives to new villagers to return to their hometowns to start their own businesses in order to encourage new villagers to actively participate in rural revitalization, but if these policies are not regulated and supervised, they can easily be used by some people to make use of false public interests and use their power for personal gain, and new phenomena of hogging rural public resources and infringing on villagers' interests will appear.

3. Analysis of the causes of the dilemma of the mechanism of new villagers helping rural revitalization

3.1 Insufficient top-level design, and the power of villagers and sages cannot be coordinated

The power of new villagers in rural governance cannot be ignored. Although many regions have taken a series of measures to cultivate and tap the cultural resources of villagers in response to the national call, and given new villagers certain work content, scope and responsibilities. However, during the research, we found that due to the shortage of top-level design, the lack of rationalization of the power and responsibility relationship between new villagers' organizations and village committees, and the exclusivity of power, some villages only allow new villagers to participate in some minor village affairs and restrict new villagers' involvement in major matters of village development, thus leading to the lack of voice of the villagers' council in village affairs. In addition, there is a lack of top-level planning and design for new villagers to return to their hometowns to help rural revitalization, and most of the conditions and channels for returning to their hometowns to help agriculture are restricted, which can only meet part of the needs of new villagers, which eventually leads to the low voice of "present villagers" and "absent villagers" in village governance and the ineffectiveness of rural The effect of village governance is not obvious. There are two logical frameworks for this problem: First, it is difficult for the two village committees and the new villagers to work together because of the transfer of power. In some areas, the two village committees show an attitude of rejection toward new villagers. In the process of participating in village public affairs, new villagers inevitably need the local village committee to cede some of their power, while village cadres want new villagers to fund the construction of villages, but do not want them to interfere too much with village management. This makes it easy for new villagers to fall into a dilemma in participating in village management and decision-making, resulting in the absence of villagers in village governance and the low voice of villagers; while in villages where villagers are strong, the two village committees face the risk of being hollowed out. [1] Second, the legitimacy status of new villagers is still to be confirmed, and it is difficult for villagers and new villagers to collaborate. For new villagers who have returned to their hometowns from abroad such as entrepreneurs, entrepreneurs, intellectuals, etc., they live and work outside for years, have less communication with villagers, are unfamiliar with village affairs, and find it difficult to integrate into the villages, and villagers will mostly be skeptical and wait-and-see attitude towards these new villagers in building their hometowns. For new villagers

who have not held public office, villagers will doubt their ability to deal with village affairs and solve villagers' conflicts and disputes, and the low recognition of villagers will greatly reduce the enthusiasm of new villagers to participate in village governance. The differences in perceptions and behaviors among the two village committees, new villagers and villagers make it difficult for them to form a synergy in village governance.

3.2 Dual structure of urban-rural development and weak foundation of rural security

The long-standing urban-rural dichotomy has caused a large gap between the countryside and the city in terms of infrastructure, health care and welfare benefits. The accelerated urbanization process since the late twentieth century has caused a large concentration of social population, capital, technology and other resources, including rural areas, to cities, increasing the gap between urban and rural areas. After the 18th Party Congress, although the country has put forward a systematic, holistic and synergistic reform idea, and the supporting measures of reform in various aspects have been steadily promoted, it takes a process to change the long-term inertia of thinking and behavior, and to put each reform measure into concrete and real practice, which requires the concerted and long-term promotion of all social forces. In particular, the "rural revitalization strategy" proposed in the report of the 19th National Congress has only just started in various places. In order to promote it deeply, it is necessary to break the dual development pattern of urban and rural areas, and cooperate with the policies and forces of all parties to realize the coordinated and integrated development of urban and rural areas. However, in reality, the backward infrastructure, inconvenient transportation, loss of young and strong labor force, lack of high-quality talents, unbalanced and unconnected urban-rural security measures and welfare policies still exist in large numbers in rural areas. With the factual gap between the vast countryside and the city, the local government also fails to facilitate the various social forces that are held back in every aspect in the implementation of the rural revitalization strategy in terms of land, taxation, life and emotion, which constantly wears down the motivation of the vast group of new villagers to build their hometowns relying only on enthusiasm and love. This is not only detrimental to the construction of new villagers' culture, but also has a negative impact on the effect of new villagers' culture in helping the implementation of rural revitalization strategy.

3.3 Inertia of governance in acquaintance society and weak supervision mechanism

Rural society is a society of acquaintances and human relations, and participation in governance inevitably involves the social network and human relations of individuals and their relatives. In societies where acquaintances are prevalent, the spirit of law and contract are often not fully respected, and villagers trust more in the prestigious villagers. In fact, the maintenance of order in traditional vernacular society relied more on "ritual rule" and even "moral rule" than on legal regulations. The "rule of etiquette" is the code of conduct in the vernacular society, whose authority comes from tradition and still plays a great role in the vernacular society based on blood and local ties. On the other hand, according to the survey, the members of new villagers' organizations are mostly elected by villagers, but there is a lack of supervision mechanism in organization management, which increases the hidden danger of alienation of new villagers' group behavior. This will not only fail to promote the economic and social development of the countryside, but also defeat the original purpose of the new villagers' group, and may become a hindrance to rural governance, leading to new problems such as "village bullying". The inertia of governance in rural society slows down the formation of multi-governance, and the laxity of supervision mechanism will lead to the hidden danger of power alienation, which is not conducive to the establishment of a perfect institutional mechanism of mutual coordination and control of multiple subjects in the countryside.

4. Countermeasures and suggestions for improving the mechanism of new villagers' contribution to rural revitalization

4.1 Strengthen the leadership of the Party and coordinate the strength of all parties

The key to rural revitalization lies in people. "Insisting on strengthening the overall leadership of the Party in the work of rural talents" is the embodiment of the Party's principle of managing talents in the implementation of rural revitalization strategy. The key for new villagers to help the implementation of rural revitalization strategy is to seize the root of party building leadership and come out with a new path of grass-roots party building, new villagers and villagers working together. On the one hand, insist on party building as the soul, lead the revitalization of rural culture with high-quality party building, and ensure the cultivation and development of new villagers' culture gradually and deeply under the leadership of grass-roots party organizations. On the other hand, it insists on taking the masses as the main body and demand as the guide to gather the development momentum of the three parties and converge the governance synergy, so that it can serve the great practice of rural revitalization and continuously meet the needs of the people. At the same time, in order to strengthen the "backbone" and "bull's nose" leadership core of grass-roots party organizations, new villagers with excellent quality in all aspects who can stand out and go out at critical moments should be incorporated into the two village committees, so that they can become the leaders of rural party organizations. In this process, the grass-roots party organization should strengthen the organizational leadership of the villagers' council, give the new villagers a clear role, enhance the village cadres and villagers' identification with them, and reduce the external resistance to the new villagers' dedication to the village.

4.2 Build evaluation system and improve supervision mechanism

"Hang the balance and know the level, set the rules and know the round." Rules and standards are needed for selecting new villagers, and rules and guidelines are even more needed for guiding the evaluation of new villagers to help the implementation of rural revitalization strategy. Otherwise, it will be difficult to form an upward trend and guidance for good in the countryside. At the same time, in the process of rural revitalization strategy implementation, due to the lack of selection criteria for new villagers in most villages, new villagers often face the problem that villagers and grassroots cadres do not have a strong sense of identity for them. Therefore, in order to cultivate new villagers and stimulate the enthusiasm of new villagers to help revitalize the countryside, scientific and unified selection criteria for new villagers should be introduced and the evaluation system for new villagers to help revitalize the countryside should be improved. On the other hand, the participation of new villagers in rural governance in the absence of a restraint and supervision system will easily lead to various alienation phenomena. Therefore, the system design should be strengthened to build a scientific and reasonable evaluation system and supervision mechanism for new villagers. For example, we should establish an information disclosure mechanism for new villagers' participation in rural governance activities; set up a tripartite evaluation group composed of cadres of the two village committees, villagers and villagers; all kinds of villagers' organizations should be supervised by grassroots party organizations and the people in carrying out their activities; establish a supervision mechanism with no dead ends for the whole process of new villagers' entry, action and withdrawal; adhere to the legal bottom line and eliminate the villagers' organizations from assisting in the process of local governance. The situation of "emotion over law" will not happen.

4.3 improve policy protection and establish incentive mechanisms

In the process of field research on "new villagers" contributing to the implementation of rural revitalization strategy, we found that in many places, there is poor flow of land, capital, technology and other factors, which seriously affects the role of new villagers in the implementation of rural revitalization strategy. This is the "obstruction" caused by the lack of relevant policies or the lack of

implementation of relevant policies. Based on this, local governments should, firstly, introduce unified and specific support policies, and clarify the application conditions, preferential subsidies and assessment requirements of the support policies; secondly, local governments should change their administrative methods, increase the construction of service-oriented government, give full play to the enthusiasm of grass-roots workers, and give performance rewards or promotion to those grass-roots workers who can achieve powerful integration and efficient use of resources in coordination with all parties; implement the political and political policies of the new villagers, and promote the new villagers. Implement the political treatment of new villagers, elect qualified and outstanding villagers with the ability to participate in politics as "two representatives and one member", and stimulate the enthusiasm and initiative of new villagers to participate in the governance of their hometowns; establish a mechanism to cultivate and reserve new villagers' talents, and use taxation, land, finance, housing, social security and other policy levers to attract talents from all sides to take root in the countryside. In addition, it is necessary to establish a subsidy system and honor system for new villagers to serve the countryside, to stimulate the centripetal force and cohesion of new villagers to help revitalize the countryside through policy synergy and cultural inspiration, to enhance their sense of achievement and pride in helping revitalize the countryside, and to form a vivid situation in which all forces help revitalize the countryside in the process of the great rejuvenation of the Chinese nation.

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