



New rural social organizations boosting rural revitalization: Role, dilemma and resolutions

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Abstract

Rural revitalization is not only the optimization of external space, but also the improvement of internal governance structure. At present, new type rural social organizations can effectively use limited resources, participate in rural economic, social, and cultural construction, serve villagers, and resolve conflicts. However, new type rural social organizations also face problems such as identity embarrassment, inefficient participation, and insufficient motivation in participating in rural governance. Therefore, it's needs the joint efforts of multiple actors for the new type of rural social organization to promote rural revitalization requires and move forward smoothly.

Keywords: new rural social organization; rural revitalization; new village elites organizations; village committee organization

Introduction

Since reform and opening up, my country's rural governance has changed the process of the continuous penetration of state power into the rural areas in modern times, reopened the space for social autonomy, and thus entered the period of 'township governance and village governance'. In fact, my country's villager autonomy cannot adapt to the challenges of rural governance and in a state of disorder. The implementation of villager autonomy has not established an effective governance structure in rural society. Rural society has fallen into the dilemma of 'over-autonomy' or 'subsidiary administration', and it is more concentratedly manifested in the lack of the government's vertical governance capabilities and horizontal social governance capabilities. Confront to the crisis of rural governance, some new forces should join the rural revitalization under the real dilemma.

In recent years, more and more places have begun to establish social organizations with rural elites as the core force to participate in rural governance to deal with various governance problems and make up for the lack of villagers' autonomy. This kind of social organization is different from the social organization formed spontaneously by the private sector. Instead, it is actively supported and nurtured by the government and widely participated in rural governance affairs. It is generally composed of local prestigious seniors or county sages who fill in the lack of social living space that the rural grassroots political power cannot fully cover. On the one hand, this new type of social organization focuses on public affairs, acts in the public sphere of the grassroots society, and has a natural close relationship with the grassroots society; on the other hand, it maintains or cooperates with or depends on the government, and survival and development in the governs structure that local government-led. This new type of social organization that lies between government and private sector is gradually taking more and more rural public governance functions.

New-type rural social organizations are not only different from traditional social organizations. On the one hand, they maintain the characteristics of non-profit and non-governmental social organizations, but on the other hand, they have a close relationship with the government. New types rural social organizations are created by government's support and cooperate with the government to integrate society and resources and embed them in the social governance structure. Government uses power to promote and cultivate the development of new types of social organizations. On the contrary, new types of rural social organizations enhance the effectiveness of grassroots social governance. And then ultimately work together to achieve 'good governance' in rural governance.

In recent years, new type rural social organizations have been one of the main subjects of rural governance, and research on rural revitalization has received great attention.

A consensus has been reached on that the new type social organizations important role of in rural construction and governance. It is believed that the participation of new social organizations in rural governance is fully in line with the beautiful vision of China's rural governance. However, some well-developed new rural social organizations have the advantage of relying and organizing resources. However, those rural social organizations in underdeveloped areas that are not well developed due to their remote location, lack of special resources to use, and even a very small number.

Therefore, this article takes the new type of rural social organization in some areas, examines the shared experience from specific cases, analyzes the value connotation, and discusses the plight of the new type of social organization in helping rural rejuvenation and proposes solutions to promote the development new type of social organization and the implementation of rural revitalization strategy.

2. The role of new social organizations in boosting rural revitalization

It's found that new social organizations have unique advantages in channeling and cohesive through inspection the councils of sages in some areas of Shandong Province. Specifically, the role of the village sage council in rural construction can be summarized as follows:

2.1 New social organizations can help resolve conflicts and disputes in rural areas. With the diversification of social development, the conflicts and disputes in rural areas also have the characteristics such as diversity, extensiveness, and complexity. Using the advantages of people, kinship, and geography. Village elites can accurately grasp the source of various contradictions, and coordinate various contradictions, resolve crises, and maintain the stability and harmony of the village with the help of his own prestige and recognition of the villagers. Take Nanbing Village in Shouguang City as an example, the village brought together well-known entrepreneurs and old party members in the village to form the village elites Counsellor's Association. The main responsibility of the village council is to carry out village governance and the adjustment and settlement of conflicts and disputes. After adjustment by the Village Elites Council, the village is stable, and the neighborhood is harmonious. And there has been no petition caused by conflict in the village for more than 30 years. After the establishment of the Village Elites Council, the village set up a 'Village Elites studio', which was attached to the grassroots court, and 16 'judicial elites' were selected from retired teachers, cadres, and party members. The Village Elites studio has helped to establish more than 70 village regulations and civil agreements, resolved 1,012 disputes outside of litigation, and handled 126 petitions. The settlement rate reached 100%, and the complaint rate of the village involved in litigation was 100%. A year-on-year decrease of 46.2%.

2.2 Promote rural culture. Village Elites play an irreplaceable role in cultivating civilized rural customs, good family customs and simple folk customs. The village elites educate people with morals and culture and infect neighbors with homesickness by the high prestige and good reputation. And then set an example in the country and spread rural civilization. Take Dongzhuang Village, the birthplace of the red culture, as an example. This village excavated and sorted out the deeds of the wise martyr Sui Lifan and others, sorted out more than 100 villagers who participated in the war of resistance, and the deeds of 23 martyrs into a book, and vigorously promoted the advanced. Under the guidance of village elites, Beiguan village has carried out the construction activities of 'filial piety demonstration village', which allowed filial piety to participate, visible and effective. It greatly changed the style of the village, folk and politics. The village elite counselors of Sanzuolou Village preached on changing customs, leading the village customs to be simple, and leading the villagers to develop civilized, thrifty, and healthy habits.

2.3 Participate in and support public welfare undertakings. In the new era, villager elites are fair and decent, who can do good and practical things for the villagers.

They also have a strong sense of responsibility and dedication and have the willingness to lead the villagers out of poverty and become rich. The elites in the village are enthusiastic about public welfare and generously donate to the construction of public welfare undertakings in their hometown. For example, the villager elites Council of Daibei Village helped poor families get rid of poverty in pairs. The villager elites of Xinxiang unanimously agreed to carry out the '1+1' support activity of loving pairing.

The two village committees took the lead. The members of the village enterprise association and 54 poor households carried out caring assistance and co-construction, formed a helping pair to implement one-to-one assistance, and steadily pushed the poverty-stricken households out of poverty.

2.4 Promote the construction of beautiful villages. The township council is an important force in the construction of beautiful villages. Taking Daibei Village, Yuanquan Town, Zibo City as an example, the villager elite council promoted the construction of beautiful villages through integrity archives activities. They set up an 'integrity file' for each villager to gather people's hearts. The villagers' integrity files are filled out by the integrity file management team, reviewed by the township council and the village committee, and managed by the villager group. The measurement standard of the archives implements 100-point system for quantitative scoring. If there is any violation, points will be deducted as appropriate. The village credibility archives management team conducts inspections, appraisal and scoring of all households every quarter, and summarizes them at the end of the year and records them in credibility archives. The file serves as the basis for selecting honest households and typical households, and rewards.

2.5 New social rural organizations can feed back the rural economy. Villager elites have advantages in technology, resources, capital, etc., which can effectively obtain projects and funds in the process of rural revitalization, promote the talents return to their hometowns. Besides, they can help solve rural environmental problems, farmers' income problems, medical and health problems. In addition, they can provide suggestions for rural revitalization, and make efforts to solve the masses' problems of the vital interests. The villager elite council has been actively involved in the development of the village's industry since it established in Liujiayetou Village, Shouguang City. Members directly donated a total of more than 5 million yuan and mobilized the masses to donate more than 9 million yuan, all of which were used for the village economy and other public undertakings. In Beiyangtou Village, Shouguang Charity Federation established the 'Beiyangtou Poverty Alleviation Fund' in cooperation with the village committee of the village. With the leadership of the villager elites, the collective raised more than 500,000 yuan and helped nearly 20 families in need.

3. The dilemma of new rural social organizations in boosting rural revitalization

While promoting rural development, new rural social organizations still need to pay attention to the problems of identity status, participation effects, and grasp of relationships.

3.1 The embarrassing status of new social organizations in rural revitalization. In rural revitalization, new social organizations are in an awkward position. The traditional pattern of social governance is 'big government, small society'. The government assumes too many functions, but the de-administrative reform of social organizations has not been fully realized. So, the enthusiasm and initiative of social organizations are relatively low. Some social organizations still rely too much on government departments, becoming 'second government' or 'lower-level departments', and even coexisting with government departments for mutual benefit and forming alliances of interest. Most social organizations rely on government departments for internal management and fund preparation. New-type social organizations are mostly embedded or endogenous, and they exist in the institutional relationship structure constructed by the local government and society. These are established and operated under the approval and authorization of the village committee, and internal management and services are controlled by the government. These characteristics make new social organizations unable to grasp their goals, and even less able to determine their own status. This not only reduces the enthusiasm of new social organizations to participate in rural revitalization, but also leads to deviations in public welfare. On the other hand, the development of new types is largely constrained by the wishes and governance of local governments. Even more, some local governments only use new social organizations as an effective tool and supplement for rural governance and fail to clarify the relationship between the two parties through institutional mechanisms.

3.2 Inefficient participation of new social organizations in rural revitalization. Although social organizations in my country are showing a trend of vigorous development, they are still in an imperfect stage. In particular, rural social organizations are still at the stage that the total amount is insufficient, the management mechanism and the organizational structure are not sound, the development path is still relatively vague, and the ability to participate in rural construction is also restricted. One is the imperfect internal governance structure, organization and management system of the new social organization. Most new social organizations have not established a standardized board of directors and supervisors, lack of articles of association, a small number of people make decisions, members are not responsible, and the supervision system is incomplete. All these greatly affect the cohesion and long-term development of the new rural organizations, making the organization's activities lack mission guidance and deviate from the original goal. The second is the lack of professional talents for new social organizations. There is a huge number of migrant workers in rural areas, and the aging, hollowing, and amateurization of the rural revitalization team is serious. The lack of professional talents brings difficulties to the fund-raising and activity development of new social organizations. Many projects suitable for rural revitalization cannot be carried out, which severely restricts the effectiveness of rural revitalization.

3.3 Insufficient motivation for new social organizations to participate in rural revitalization. In addition to the vague status, the more important thing is that the mechanism is not sound, and the overall incentives for new social organizations are still not strong. One is the imperfect supervision mechanism. The vacancy of the supervisory mechanism has given the new type of social organization an opportunity for inaction. The absence of the supervision mechanism is not only manifested in the lack of management by the government, but also in the lack of attention by the villagers, which makes the new social organizations lack supervision pressure and loses the motivation to move forward. Thereby, reducing the credibility of the new social organizations and affecting the organization's enthusiasm to participate in rural affairs. The second is the imperfect evaluation mechanism. Overall, the current society's awareness of the evaluation of new social organizations is still relatively weak, and the concept is relatively weak.

3.4 There is a conflict between the new type of social organization operation mode and the formal system. At present, the state power has penetrated into the rural autonomy structure in the rural governance structure of our country, and various formal systems have been established. Although the new type of social organization was established under official instruction, it is a relatively independent organization in nature, that endogenous or embedded in the formal governance structure of the village. The new type of social organization is very different from the formal system represented by the government and village committees in terms of organizational structure, resource acquisition, and field of action. The rural formal system takes various measures to strengthen the supervision of new social organizations to ensure the development direction of the organization. However, the use and guidance of supervision also restrict the functioning of new social organizations.

4. The solutions for new social organization boosting the rural revitalization

On the way to participate in rural revitalization, new social organizations still face many challenges and difficulties, requiring all entities to work together and participate together to create a harmonious governance environment.

4.1 Construct sound system. The core of the modernization of rural governance still depends on the system. The change and development of new social organizations cannot ignore the critical and fundamental nature of the institutional factors in the modern governance structure. The new type of social organization is the inevitable product of social development and the diversification of people's life needs. So, it should be highly valued and give full play to its function. The effective functioning of the new social organization is inseparable from the guarantee of the system. To achieve this goal, the first is should build rural governance systems and mechanisms in accordance with laws and regulations, village rules and folk conventions, as well as ethics, customs, and folklore. On the basis of adhering to form institutional constraints, give full play to the advantages of the new type of social organization,

and then form the combined force of the new type of social organization and the system to govern the village. Second, the relationship between new social organizations and the government, as well as the guidance and support of the government, must be included in the scope of system construction. Give standardized management on the basis of system. Provide a good development environment and make sure it becomes an important force in rural governance. The third is to continuously strengthen the construction of the supervision system of social organizations. Regulate the use of funds and activities through effective supervision mechanisms to enhance the transparency and credibility of new social organizations. At present, the supervision of new social organizations should be combined with big data platforms, Internet + and other technologies. The big data platforms and modern information platforms should be fully utilized to publish the organization's registration, annual inspection, evaluation, and law enforcement. The general public can inquire about this relevant information through the network information platform at any time to strengthen the supervision of the new social organization and force the organization to play an active and constructive role.

4.2 Clarify the relationship between village committees and new social organizations. As a first-level state power, the township government's responsibilities mainly include political, economic, social, coordination, guidance, and supervision functions. It is the foothold of national policies. With the rise and development of new types of social organizations in the countryside, it plays an important role in assisting the village committee to perform some functions such as economic development and coordination of contradictions, and guiding the villagers to actively participate in the construction of the village. In 2010, the government clarified the relationship between rural social organizations and village committees: the village committee should support public welfare, mutual assistance, and service social organizations to carry out activities in accordance with the law and promote the responsibility of rural construction. With regards to this, on the one hand, it is necessary to strengthen the development of village committees and grassroots party organizations. It also needs clarify the political leadership and supervision role of the two village committees in rural development and construction. On the other hand, speed up the transformation of the functions of the grassroots government. The basic-level political organizations must realize the transformation from concepts to responsibilities and then to mechanisms. It also needs increase their attention to strengthen guidance and support for new-type rural social organizations. In the development process of rural social organizations, the government and village committees must support, encourage the development of rural social organizations, and respect the dominant status of farmers. Its role is not a restrainer but a cultivator, a cooperator rather than a competitor, a regulator rather than a regulator. Part of the functions of the village committee, such as public service functions and transactional management functions, can be transferred to new social organizations. The internal forces of the village can be integrated and optimized to inject new

vitality into the new social organizations and help the overall revitalization of the village.

4.3 Strengthen the governance capacity building of new social organizations. The first is to scientifically standardize the internal management of the organization, not only relying on the external supervision of the government and society, but also relying on the organization itself. On the one hand, rural social organizations must improve themselves, improve their charters, establish a sound democratic decision-making mechanism, establish a financial management mechanism, a supervision and reward mechanism, an information disclosure mechanism, and so on. On the other hand, the government should also guide and supervise the integrity of the management system of social organizations. At the same time, the society should also pay attention to organization's information disclosure and supervise the rural society. The second is to enhance the fund-raising capacity of new social organizations. In addition to strengthening the government's financial support mentioned earlier, rural social organizations should also improve their self-financing capabilities and enhance the sustainability of their self-development. Rural social organizations encourage farmers to voluntarily invest in the construction and development of social organizations by increasing their attractiveness to villagers and increasing their trust in themselves. At the same time, rural social organizations can take the initiative to undertake part of the projects of enterprises and governments, and seek assistance from enterprises, governments and individuals.

Conclusion

New social organizations are a force that cannot be underestimated. They have certain advantages and unique values in realizing industrial prosperity, ecological livability, rural customs, effective governance and affluent life. New social organizations can effectively use their own advantages to participate in rural construction, resolve conflicts and crises in a timely manner, and inject fresh blood into traditional rural governance. However, while expanding rural governance, new social organizations also have problems such as small scale, irrational organizational structure, and lack of resources, which directly restrict their ability to participate in rural governance. Therefore, it is necessary to strengthen the construction of corresponding systems and clarify the responsibilities and status of new social organizations. At the same time, new social organizations should also take some measures to improve their own construction and enhance their ability to participate in rural social governance.

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