

Analysis and suggestions on the effectiveness of the rural revitalization strategy of "college student village officials"

Kang Wei*, Chen Shiyi

**Corresponding Author*

Abstract: The operation of the work of college students and village officials is a new attempt for rural development, and there are opportunities and challenges. Since the rural revitalization strategy was proposed, the work of college students and village officials has played a traction role that cannot be underestimated, and the combination of the two is a major weapon for China's rural development. Studying the development results we have achieved in recent years, the actual effects and problems played by college student village officials in rural revitalization are more worthy of our attention.

Keywords: University student village official; rural revitalization

Introduction

Since the 17th National Congress of the Communist Party of China, the work of college student village officials has become a major strategic decision made by the Party Central Committee. In 2017, the 19th National Congress of the Communist Party of China put forward the strategy of "rural revitalization", which is of landmark significance for promoting the overall economic development of rural areas, improving the living conditions of farmers and the rural ecological environment, and narrowing the gap between urban and rural areas. The so-called rural revitalization is the revitalization of rural organizations, rural industries, rural culture, rural ecology, and rural talents. The implementation of the work of college students and village officials coincides with the revitalization of rural areas, and the combination of the two provides a new model and new opportunities for China's rural development. Therefore, from the perspective of the role of "college student village officials" in rural revitalization, this article will take the five major contents of rural revitalization as the guide, discuss the actual effects and problems played by "college student village officials" in rural revitalization, and make suggestions for their problems.

1. The actual effect of college student village officials in rural revitalization

(1) College student village officials promote the optimization of grass-roots management organizational structure and act as national policy explainers.

Focusing on the current organizational structure of rural management, the overall cadres tend to be middle-aged and a large number of managers have not received systematic training, and most of them rely on acquired governance experience. It is extremely unfavorable for rural revitalization and development. College students enter the countryside as fresh blood with high cultural literacy, strong learning ability, and active thinking. They can use the new ideas of their young people to influence the old cadres around them, attack the corrupt atmosphere within the organization, and build a new governance organization. Optimize the structure of village committees, and comprehensively enhance the creativity, cohesion, and combat effectiveness of grass-roots party organizations. To enrich and consolidate the party's ruling foundation in rural areas, and promote rural governance to a higher level. Secondly, college students' village officials make full use of their

own learning and expertise to answer questions and doubts of the villagers. They lead the rural people to deeply understand the party's policies, publicize national policies, interpret government documents, and use Internet technology, petitions and other online and offline methods. We listen to the voices of the people in an all-round way, understand the needs of the people, and form a "point-to-point" model to effectively solve problems, improve work efficiency to a certain extent, and improve service quality. As a result, the subjective initiative of the masses is stimulated and they can better enjoy the benefits of national policies and improve the happiness index.

(2) College student village officials lead the masses to achieve economic development and income growth.

My country has been a big agricultural country since ancient times, but in rural areas, farmers' farming income is often unsatisfactory, and this situation is more common in remote and far-reaching mountains. This phenomenon is usually affected by production structure, production efficiency, product quality, and sales routes. Influence of factors. Although modern agriculture has developed in my country, not every region has mastered new agricultural technologies and developed agricultural machinery, and college village officials play a key role in driving economic development. Taking the "Yale" village official Qin Yuefei as an example, he mobilized various social resources and actively raised funds to help harden village roads, install street lights, improve farmland irrigation facilities, and build modern vegetable greenhouses... The issue of food for the day allows farmers to truly grasp the ability to make a fortune in their own hands. At the same time, the application of modern technology has improved the yield and quality of crops. Internet platforms and social resources have increased product exposure, increased popularity, and expanded sales channels. Many regions have taken products as local brands and developed characteristic agriculture. They increase investment in the rural economy by attracting investment and project-driven methods, speed up the adjustment of the rural economic structure, and guide farmers to carry out intensive and specialized production according to local natural resources and technologies, so as to form economies of scale and regional leading industry advantages. Secondly, college student village officials apply to increase support for leading enterprises, give full play to the guiding and stimulating role of enterprise funds, and implement the funds for the construction of new socialist countryside in accordance with the principle of concentrating financial resources for major affairs, and actively seek special funds from superiors for use in Remediation of rural leading industry cultivation, demonstration projects and remediation projects. The improvement of rural infrastructure has alleviated the "three rural issues", farmers' income has increased, and their sense of harvest and happiness has also improved. It can be seen that college student village officials not only serve as a bridge to bring opportunities for rural economic development, but also serve as a booster to bring confidence to their economic revitalization.

(3) College student village officials promote the renewal of rural civilization and cultural progress.

Today in the 21st century, there are still many rural areas in our country where feudal superstition is serious, and rural bad habits are deeply rooted. While building a harmonious society and building a new socialist countryside, rural culture has been paid more and more attention by the state. The construction of rural style and civilization is the functional key to the rural revitalization strategy. Inheriting and promoting excellent traditional culture is the main part of the construction of rural style and civilization. It is the core of rural cultural revitalization to promote the continuous improvement of farmers' quality and realize the all-round development of "people". Nowadays, college students and village officials have received higher education, especially the influence of scientific Marxist theory. They spread the advanced socialist core ideas to the countryside, and they themselves exist in the countryside as a kind of "official media". Liberate from the ignorant and backward

culture, eradicate outdated customs that do not conform to the core socialist values, replace feudal superstition with science, spread the voice of the party to the countryside, and create a healthy and upward living atmosphere. In addition, college student village officials should also actively explore the connotation of local traditional culture, so that the excellent cultural achievements can be passed on; secondly, enrich the local cultural and educational system, use effective resources to develop local education, and carry out a variety of The popular cultural activities cultivate the sentiments of farmers, not only make the masses rich in "pockets", but also in "heads", so as to achieve the cultural revitalization purpose of building a harmonious civilization, scientific, beautiful and modernized new countryside.

(4) College student village officials promote ecological environment construction.

Ecological civilization is the foundation of the social civilization system, and it is a cultural and ethical form in which human beings follow the laws of the natural ecosystem and take the harmonious coexistence of humans and nature and sustainable development as the basic purpose. Since the reform and opening up, my country's economic development has been accompanied by a series of ecological and environmental problems, especially in rural areas. On August 15, 2005, Xi Jinping, then secretary of the Zhejiang Provincial Party Committee, put forward the great ecological protection concept that "lucid waters and lush mountains are invaluable assets". Since the implementation of the college student village official policy, young village officials have become propagandists and practitioners of national ecological governance in rural areas. College student village officials change the mode of economic development by communicating with farmers, actively publicizing ecological concepts, promoting ecological culture, and carrying out a series of green development activities. Guide farmers to spontaneously clean the rural environment and take the initiative to clean up the "five piles" at the door. Villagers are the main body of the environment in the village, and developing environmentally friendly and clean living habits is the most lasting factor to maintain the rural environment. Therefore, college student village officials should also play a supervisory role to accumulate energy for the sustainable development of rural areas, so that ecological problems can be improved in rural revitalization, and gradually achieve the purpose of rural ecological revitalization.

2. Problems faced by college students' village officials in rural revitalization

(1) Mismatched majors, lack of experience, limited time, energy and ability, and limited role in rural revitalization.

Most of today's college village officials come from directly graduated undergraduate or master students, and a small number are college students. They have a strong theoretical knowledge reserve, but they lack experience in grassroots governance practice, especially for rural grassroots "'Old and stubborn" problem, the phenomenon of "dare not to govern, can't govern" appeared among college student village officials. Secondly, due to the wide coverage of requirements for grassroots governance, the professional knowledge of college students cannot fully meet the needs, and there will be a phenomenon of mismatch between work and ability, so that college students village officials cannot fully exert their own value, which not only causes the problem of talent waste, but also This makes college village officials unable to gain a sense of accomplishment and reduces their role in grassroots governance.

(2) Welfare and treatment are on the low side, and talent is drained.

According to the survey and research, only 27.50% of college student village officials clearly stated that they would continue to hold office or participate in cadre elections after three years of their term of office. To

get to the bottom of the reason, living conditions and treatment are not in line with ideals as the primary factor. In a short period of time, college village officials will not consider economic factors more, and when it comes to staying in office for a long time, more senior intellectuals are more willing to go to large platforms to obtain rich resources. In addition, the treatment of college village officials by local governments is inconsistent. This leads to an imbalance in the minds of college students' village officials, which further dampens their enthusiasm for work. However, the failure of college student village officials to remain in office will have many negative impacts on rural work, such as faults in grass-roots governance, loss of bridges in resource connection, and time-consuming rebuilding of new governance organizations, which hinders rural reform and development and affects the entire village. Revitalize work.

(3) Not being valued and unable to exert personal value.

As a kind of new blood, college student village officials enter the countryside, which will bring new influences. For grassroots management organizations, their organizational structure will be impacted. Due to the lack of experience and low qualifications of college village officials, the older generation of cadres insisted on their own ideas and had reservations about the ideas of young village officials. Many college student village officials said that they can only handle simple affairs in daily life, even acting as errands, and have less right to speak, and their suggestions are not accepted. trust. This leaves college village officials with nowhere to display their talents and their own value, which makes a big gap between reality and ideals, so they have no sense of identity for the job.

3. Suggestions or solutions for the above problems

(1) Due to lack of professionalism, lack of experience, and limited time, energy and ability, the role played in rural revitalization is limited.

In response to the above problems, in order to make college student village officials play a practical role in rural areas, college student volunteers can be connected with social practice and the talent cluster effect of college students' social practice can be brought into play. It enables college students to understand the village officials in advance, cultivate their career choices, and make reasonable career plans. At the same time, it guides college students to link what they have learned with the reality of rural development, improve the utilization rate of human resources, and amplify the role of young village officials in rural governance. Secondly, connecting social resources and corporate resources not only provides opportunities for rural development, but also serves as a major resource channel for university student village officials to learn and complete follow-up planning. Finally, in order to fundamentally improve the professional ability of college students' village officials, it is necessary to systematically train their village governance experience, introduce the college student village official tutor system, assign one tutor to each person, and let the experienced village officials lead the newly recruited village officials to form a biography. The help and guidance mechanism is conducive to the integration of college students' village officials into the working environment as soon as possible.

(2) Welfare and treatment are on the low side, and talent is drained.

In response to the above problems, in order to stably play the practical role of college village officials and retain talents, it is necessary to pay attention to the establishment of a dual incentive mechanism of material and spirit. In terms of material, local governments have improved and improved the welfare and living security system of college village officials themselves. At the same time, their family members can also be included in the security system, and a set of systems has been established for issues such as settlement, medical treatment,

and enrollment, so that talents can be "assured". To stay, spiritually, local governments should strengthen their ideological and political education, so that college village officials can integrate their own development into the development of rural areas and play the role of contemporary youth. Secondly, the college village officials who are not willing to retain their will should be retained in career, emotion and environment, and the talents should be captured by means of local characteristics and public sentiment. One of the most important points is that the government should encourage college village officials to make multiple choices after short-term service, such as rural entrepreneurship, etc., and establish a mechanism to guide the combination of dynamic short-term and long-term services, opening up multiple channels for college village officials, and their personal development and The effectiveness of serving the countryside is closely related.

(3) Not valued and unable to exert personal value.

Analyzing the reasons why college student village officials are unwilling to stay in office, the inability to exert personal value accounts for a large proportion. Therefore, it is necessary to attach importance to the use of college student village officials, so that they can undertake the mechanism of rural projects. At the same time, attach importance to strengthening the rural social practice of college students' village officials during their college years, pre-job training, and a dual-tutor system to improve the governance ability of college students' village officials, so that they can familiarize themselves with the village conditions and master the skills of rural work as soon as possible. Secondly, pay attention to the role of college students as village officials, make full use of their characteristics of understanding the network and active thinking, so that they can widely participate in the construction of rural online shopping platforms, e-commerce, rural tourism, and new technology promotion. To achieve the effect of "good use of talents, local and development". Finally, use the double-tutor system and the contact volunteer system to establish a relay service mechanism for college students' village officials. On the one hand, it selects college student village officials from among the social practice volunteer college students who serve the villages, and strengthens the reserve team of college student village officials who understand the nostalgia. On the other hand, it is also possible to relay the unfinished projects of university student village officials due to their strong mobility through dual tutors and volunteers who serve the villages at designated locations, so that the township has too high mobility for university student village officials, fearing that no one will take over the project later. Concerned, he did not dare to provide a new solution to the burden of the college student village officials.

Conclusion

From the above, college student village officials have great potential in rural revitalization, and they also provide new attempts for rural grass-roots democratic autonomy. If this policy is effectively implemented, it will definitely bring huge benefits to rural development. In the implementation of this policy, some problems will inevitably hinder the way forward for young village officials, thereby slowing down rural revitalization. What we need to do is to provide correct and feasible solutions to these problems, to remove the obstacles to the implementation of the college student village official policy to the greatest extent, and to escort the rural revitalization.

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Brief introduction to the author: 1 Chen Shiyi, bachelor, student of the school of Marxism, Changjiang University 2 corresponding author: Kang Wei, master, Secretary of the Youth League Committee of the school of electronic information, Changjiang University (assistant researcher of the research center of the Communist Youth League of China), associate professor, main research direction: Network Ideological and political education, Communist Youth League research, School of electronic information, Changjiang University, electronics & information, Yangtse University, 434023, Changjiang University, No. 1, nanhu road, Jingzhou City, Hubei Province.