

Research on the Innovation of the Participation Mechanism of Xixiangxian under the Rural Revitalization Strategy

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Abstract

With the proposal of rural revitalization strategy, rural governance is a solid step in the realization of China's national governance system and governance capacity, which is related to the development of rural economy. Xixiangxian's participation in modern rural governance has profound historical, social and cultural roots. As a backbone of rural governance, Xixiangxian has carried out different practices in many areas at home and abroad, and has achieved outstanding results. However, in the face of the large outflow of rural population, limited conditions for rural development and imperfect laws and regulations, this paper proposes feasibility studies to strengthen rural attractiveness, strengthen policy support and improve the legal system to better guarantee, so as to better ensure that Xixiangxian participate in rural governance work and contribute to the realization of rural revitalization.

Keywords

Rural Revitalization Strategy, Xixiangxian, Rural Governance.

1. Introduction

According to the report of the 19th National Congress, the issue of agricultural and rural peasants is a fundamental issue concerning the national economy and the people's livelihood. The issue of solving the "agriculture, countryside and farmers" must always be the top priority of the party's work. In September 2018, the Central Committee of the Communist Party of China and the State Council issued the "Strategic Planning for Rural Revitalization (2018-2022)", pointing out that the implementation of the rural revitalization strategy is a major decision-making arrangement made by the party's 19th National Congress and a major historical task for the success of building a well-off society in an all-round way and a socialist modern country in an all-round way. It is the general grasp of the work of "agriculture, countryside and farmers" in the new era. The plan pointed out that the role of Xixiangxian should be actively played. When implementing the rural revitalization strategy, the village party branch and the village committee, as the main body of rural governance, are directly responsible for a series of the rural economic construction, political construction, cultural construction, social construction, ecological civilization construction and party building. As a symbol of rural regional culture and spirit, Xixiangxian plays an important role in optimizing rural governance structure and promoting rural social modernization.

2. Question

The term "Xiangxian" is explained in the "Chinese Dictionary": the noble people in the township. From a sociological point of view, Xiangxian refers to the talents of those particular villages who usually have noble virtues and lofty prestige, and have the ability to serve rural public utilities. Xiangxian culture is a manifestation of Chinese excellent traditional culture in the countryside. It is rooted in the rural social soil and contains excellent cultural genes such as wisdom, virtue, honesty and friendliness.

In ancient China, there was a tradition of rural gentry governing villages. Since First Emperor of Qin unified China to implement the "county system", the kingship ended in the county government, and the compulsory state power didn't directly rule the rural society. "In the countryside, the socially

influential people such as scholars, cultural landlords, official bureaucrats, and clan elders manage rural social affairs." [1]. With the economic development and social progress, the meaning of Xiangxian has also changed, compared with the traditional Xiangxian. Modern Xiangxian is also known as Xinxiangxian, which is the product of reform and opening up. Xinxiangxian refers to a group of virtuous persons with wealth, knowledge, morality and feelings, who can influence the rural political, economic and social ecology and are willing to contribute to it [2].

With the changes in the industrial structure of rural areas, the rural population has flowed into cities and towns in large numbers, which has brought severe challenges to the construction of beautiful villages and grassroots governance. The village party branches and the village committees are also dealing with conflicts and disputes of interests caused by neighboring relations, homestead division, old-age support and inheritance while facing a series of specific tasks such as beautiful rural construction, land policy adjustment, customs change and precise poverty alleviation. At this time, relying solely on the village committee and the village party branch, the problem may not be solved sometimes. Under this circumstance, as a representative of the masses, Xiangxian can handle the problems that the two village committees are difficult to deal with and make suggestions for grassroots governance. At the same time, Xiangxian actively participate in the supervision organization of the village committee, earnestly safeguard the interests of the village collective and the majority of the villagers, and promote the efficient development of the "two committees" of the village.

3. Research on the Status of Xiangxian Participating in Rural Governance at Home and Abroad

3.1 Foreign practice exploration

3.1.1 South Korea's "New Village Movement"

In the 1970s, in order to improve urban-rural relations, promote rural development, and increase farmers' incomes, the Korean government decided to implement a new village movement of "diligence, self-help, and synergy" throughout the country. The basic operation mode of the "New Village Movement" in South Korea is carried out in a way that the government actively guides and combines the spirit of peasant autonomy. The "New Village Movement" is led by new village instructors selected by villagers, who are enthusiastic, motivated and capable and also have certain skills [3]. They lead the peasants to make plans and implement with the guidance and assistance of the government. In the process of "New Village Movement", the government divided the village into three levels: basic village, self-help village and self-supporting village. According to the different grades of the village, different policies were adopted for classification and guidance, and the villagers' willingness was respected in the implementation process, so as to solve the most practical problems as the starting point [4].

3.1.2 Modern Rural Governance in Japan

After the end of the Second World War, the eighth chapter of the new Constitution enacted by Japan clearly stipulates that Japan implements a system of local autonomy. Accordingly, in 1947, Japan enacted and promulgated the "Regional Autonomy Law." The rural areas of Japan began to establish a set of modern autonomous management systems, and promoted democratic political elections. The law clearly stipulates that all prefectures, cities, towns and villages are ordinary local public organizations. Local councils must be established at all levels and residents should directly elect the heads. At the same time, Japan has established agricultural associations in rural areas, and 100% of farmers participated in agricultural associations. The Agricultural Association takes the administrative village as the basic unit, goes deep into the natural villages and forms friendship organizations, and establishes a county-level association and a national federation. The Agricultural Association has expanded the scale of farmers' operations through village-level organizations, monopolized the rural commercial market through county-level organizations, and established the Agricultural Cooperative Bank through the national central organization [5]. The Japanese

government has also promulgated the "Agricultural Association Law" to transform the non-governmental organization of the Agricultural Association into a formal organization, so that the rights of the majority of farmers are guaranteed by law [6].

3.2 Domestic Advanced Pilot Program

3.2.1 Zhuji City, Zhejiang Province: "Three in One" mode

In the early 1960s, under the leadership of the party, the Zhuji Fengqiao cadres and masses created the "Fengqiao Experience" of mobilizing and relying on the masses to resolve conflicts on the spot. In the past 55 years, the "Fengqiao Experience" has been continuously enriched and developed. Especially since the 18th National Congress, the Zhuji cadres and masses have formed a new era of "Fengqiao experience" with distinctive characteristics under the guidance of Xi Jinping's new era of socialism with Chinese characteristics. Xinxiangxian's participation in governance is an important part of "Fengqiao experience" in the new era. It is a special form of innovation in grass-roots social governance under the background of inheriting the traditional Chinese culture of good governance, building a system of good governance at the grass-roots level that combines "autonomy, rule of law and rule of virtue", and "giving full play to the role of Xinxiangxian".

In 2014, "Guangming Daily" listed Xinxiangxian Culture of Zhuji in the form of "love home, care for the family, honesty and dedication, equality and tolerance" special report[7]. In 2015, Zhuji City issued the "Guiding Opinions on Cultivating and Developing the Xiangxians' Meeting" (Direct Committee [2015] No. 29). Xiangxian councils should be universally established throughout the city, whose key responsibilities are leading in culture, resolving neighborhood disputes, coordinating public benefits, promoting economic development and promoting villagers' autonomy.

In addition, a series of policies to encourage the rejuvenation of Xiangxian culture were introduced and implemented. Including local old party members, veteran cadres, moral models, corporate legal persons, "returning relatives" cadres, social workers, economic and cultural talents, educational researchers and foreign production management talents in rural entrepreneurship, the rural elites with certain popularity and influence are included in the Xinxiangxian team. The Xiangxian Senate, the Xiangxian Mediation Group, the Xiangxian Association, and the Xiangxian Help Group are established to give full play to Xinxiangxian's governance advantages in rural governance, contradictory resolution, moral leadership, "beautiful villages" and "safe Zhuji" construction. The Xiangxian Senate will adhere to the leadership of the township party committee and accept the supervision of the township government, the village committee and the villagers. Organize the election of the president, vice president, and secretary-general for a three-year term. In terms of institutional norms, to establishment the system of performance commitments, financial management, information disclosure, evaluation and supervision to strengthen the management of Xinxiangxian. Strengthen the performance training of the members of the council through theoretical study, experience exchange, special investigations, holding "Xiangxian forum" and roving lectures. And provide excellent Xiangxian "hanging village officials" and "township (town) consultants" Encourage.

3.2.2 Jindong District, Jinhua City, Zhejiang Province: "Xiangxian+Development" Mode

In March 2016, Jindong District deployed the pilot work of the Xiangxian Association, actively explored the "Xiangxian+Development" model, and took the lead in setting up township Xiangxian associations throughout the city to strengthen organizational construction, position construction, and strengthen the liaison and friendship of Xiangxian. Constantly condense the strength of Xiangxian, encourage and guide the support of Xiangxian and support the development of hometown.

In order to make the return to become the preferred state of Xiangxian, the construction of the platform structure of Xiangxian organization has been continuously improved. Jindong District takes the construction of Xiangxian squad as the starting point, and builds a Xiangxian network of "1+2+11+X": "1" is the establishment of Jindong Xiangxian General Association, and its job is to command the whole district; "2" is set up the Xiangxian Service Center and the Xiangxian "Smart

Service” information platform. In the specific division of labor, the former is responsible for the daily service management of Xiangxian, and the latter is used for the registration of Xiangxian information, policy release, and online communication. In addition, Jindong District has established Xiangxian associations in 11 townships and towns, which are responsible for the work of Xiangxian in the region. The "X" is to extend the Xiangxian position to the outreach exhibition, establish work liaison stations in 106 key villages, and establish four foreign Xiangxian associations such as Beijing, Shanghai, Guangdong, Hong Kong, Macao and Hangzhou to prepare the American Xiangxian Association. Constantly narrowing the management radius of Xiangxian, so that Xiangxian can go farther and find the "home"[8]. At the same time, we actively used the "WeChat group" to build a new media platform, built 11 WeChat groups of the Xiangxian Association, and 5 contact groups in different places, and launched the first information platform of Xiangxian "Smart Service" in the city. The platform has the functions of information registration, policy information release, online question answering and so on. In 2018, the municipal party committee issued a mobilization order to win the "nine hard battles". Jindong District focused on the two key words of "village revitalization" and "nine hard battles", strengthening the "Xiangxian+" combination boxing, and passing "Xiangxian+ Social governance, "Xiangxian + beautiful villages", "Xiangxian + economic development", "Xiangxian + talents", "townships + social undertakings", let Xiangxian serve the hometown, returning to the mulberry has a broader stage.

3.2.3 Liangzhai Town, Jiangsu Province: “Five in One” Governance Model

The construction of Liangzhai Xinxiangxian organization stems from the actual needs of local governance. Retired cadres, old party members and old teachers, etc., take the lead in setting up volunteer teams and serving villagers in the villages as a supplement to the government's strength to solve basic livelihood problems. Therefore, Liangzhai Town takes Xinxiangxian as an important starting point for local governance, integrates the strength of the county, forms a grassroots governance structure led by the party committee and government, promoted by the village committees, assisted by cadres, party members and Xiangxian, and forms a five-in-one grassroots governance structure. In practice, Xinxiangxian explored the work system of “one card, one note, one car, one net”. In the process of contacting the villagers, they created the “walking village work method” and got the collective recognition of the farmers and achieved good results in rural governance.

The Liangzhai Party Committee publicly selected Xinxiangxian in 2015, and the villagers set up the Xiangxian Studio. At the same time, the Xinxiangxian Work Steering Committee was set up to guide the work of Xiangxian. Specifically, in the staffing, each administrative village is equipped with seven or eight Xinxiangxian and there are 143 people specializing in the Xiangxian work in the town. Xiangxian unified the Tang costume, unified the group mark and work number, and commended Xinxiangxian in the form of merit. In the organization operation and system construction, the Xinxiangxian Work Steering Committee established a duty system and a work fund guarantee system to guide the work of Xinxiangxian. The town party committee and village committee provide a workplace for Xiangxian, and arrange them to take classes every day to solve the big things and small things of the villagers. From the selection and management of Xiangxian to the specific work, it embodies the obvious characteristics of openness, democratization and standardization[9].

4. Xinxiangxian in the Background of Rural Revitalization Strategy Participate in the Dilemma of Grassroots Governance

Although Xinxiangxian has a lot of practice and application in the grassroots governance, it plays a major role in the process of rural revitalization. However, in the face of the complicated rural development in China, it still faces some difficulties.

4.1 The phenomenon of rural brain drain is serious, and the participation of Xiangxian is weak.

With the acceleration of industrialization and urbanization, many knowledgeable and young people in rural areas have chosen to work in cities, resulting in the formation of a large left-behind group

with women, children and the elderly as the main body, known as the "386199 troops." The intensification of the siphon effect has led to young people, college students and outstanding cadres with high cultural level, who are used to the life of the town, finally moved to the town through their own efforts, resulting in many rural areas becoming "hollow villages". Rural grassroots governance is difficult to expand. The villagers who can stay in the township to participate in the management of public affairs are seriously lacking, and it can not even meet the basic system requirements of the "two committees" of the village. In some poor villages, the "two committees" of the village are scattered and cannot effectively carry out the work of village affairs. Although the work of embedding Xiangxian in modern rural governance has achieved remarkable results in some rural areas and it has played an important role in educating the villagers, feeding back mulberry catalpa and warming the hometown, but these areas are mainly concentrated in some districts, counties and villages with better economic conditions in the central and Eastern regions. In many rural areas with poor remote economic development, there are very few people who have truly fallen back to the roots, and fewer people can become Xiangxian to contribute to the countryside. If there is not a batch of stable and dedicated Xiangxian, the system will not be able to be embedded in modern rural governance.

4.2 Restricted by development conditions, the ability of the Xiangxian is restricted

Many entrepreneurs are important forces in the current Xinxiangxian, but when many entrepreneurs are starting businesses in the field, the overall social and economic level is not high, and the requirements for entrepreneurs are not high. As long as they are courageous and willing to fight, they can succeed in business. But now China's economy has entered a new normal stage of development. The cost of starting a business is high, and the requirements for entrepreneurs are high. If enterprises do not carry out innovation and reform, it will be difficult to win profits and maintain their survival. Moreover, rural development conditions are limited, and policy support is insufficient, which also restricts the development of Xinxiangxian to return to the countryside.

4.3 The rural grassroots governance legal system is not sound

The 1982 Constitution stipulated the village self-governing organization, and subsequently promulgated and implemented the "Village Committee Organization Law." Nowadays, China has formed a legal system of grassroots mass autonomy with the village committee's organization law as the core, which provides certain norms for villagers to participate in village affairs. However, there are still three shortcomings in the existing regulation of Xinxiangxian's participation in rural community governance:

- (1) Lack of the concept of the rule of law. Although the mediators have basically received relevant legal training and have a certain degree of legal knowledge and awareness, when they use specific legal knowledge or related policies, they often find that they know little about this, which leads to the inability to guide the villagers to take the road of safeguarding their rights by legal means in a timely and effective manner. At the same time, some Xiangxian have participated in rural affairs management or rural economic construction. Due to neglecting relevant laws and regulations, it is easy to fall into misunderstanding when dealing with conflicts between law and emotion[10].
- (2) Lack of disciplinary mechanisms. In the process of villager autonomy, there are often phenomena of non-compliance with laws and illegal governance, and there is no corresponding disciplinary mechanism.
- (3) Lack of relevant policies. On the one hand, there is insufficient incentive policy for Xinxiangxian to participate in rural community governance. On the other hand, there is no complete evaluation and supervision system for Xinxiangxian to participate in community governance activities.

5. Study on the Feasibility Path of the Participation Mechanism of Xinxiangxian in the Background of Rural Revitalization Strategy

In the plan, it is proposed that rural revitalization and effective governance are the foundation. We must take the foundation of solid foundation as a solid foundation, establish and improve the modern

rural social governance system of party committee leadership, government responsibility, social coordination, public participation, and the rule of law, and adhere to the combination of autonomy, the rule of law, and the rule of virtue to ensure the vigorous, harmonious and orderly rural society.

Deepen the practice of villager autonomy. Adhere to self-government as the basis, strengthen the construction of rural mass autonomous organizations, and improve and innovate the dynamic village self-government mechanism led by the village party organizations. Actively play the role of Xinxiangxian. Promote the shift of the focus of rural governance, and decentralize resources, services and management to the grassroots as much as possible. In order to better promote the process of Xinxiangxian's participation in rural governance, we can explore from the following aspects.

5.1 Enhance the attractiveness of the countryside and unite the strength of Xinxiangxian

Develop rural characteristic industries and promote rural employment. With the changes in society, the gap between urban and rural areas has widened, and many villagers are looking for work in the city. However, many rural areas can rely on their historical and cultural advantages, geographical advantages, climate advantages, etc. to develop industries with local characteristics, such as red tourism, special industries, leisure resorts, etc., which will bring employment opportunities to local villagers and drive the development of local economy. It can be seen from the development of villages such as Zhuji and Shangyu that the villagers are more willing to stay at their doors to make money. In addition, these villagers live in rural areas since childhood and are relatively familiar with the skills of agricultural production, which can better promote the development of local rural industries.

At the same time, it is necessary to formulate an institutional mechanism with the party branch as the bridge and the party members as the main body, and to fully contact the Xinxiangxian outside the village. Through regular communication and contacts to deepen feelings, talk freely about ideas and inform the situation, and constantly smooth the communication of information between the outside Xinxiangxian and the village level. Actively innovate working methods, use the "two micro-ends" and other Internet methods to break the geographical time limit, provoke "homesickness" and "village thinking", and stimulate the enthusiasm of outsiders to participate in the construction of their hometown[11].

5.2 Strengthen policy support and encourage the development of Xinxiangxian

The government should strengthen policy support, create conditions, provide guarantees, and provide convenience for Xinxiangxian, who is struggling outside, and encourage Xinxiangxian to return to their hometowns for development.

(1) Provide financial support. For Xinxiangxian, who is returning to work, departments provide appropriate subsidies to help him develop rapidly. At the same time, provide some funds for the work activities of the Xiangxian organization to help them better carry out their work.

(2) Carry out the exchange activities of Xinxiangxian. Strengthen the communication with Xinxiangxian through organizing associations, inviting outsiders to return to visit their hometowns, and discussing with their companies. In particular, we will use the traditional festivals such as the Spring Festival to organize the Xinxiangxian Conference, convey the development plan of the municipal party committee and the municipal government and the blueprint for the development of towns and villages, exchange the livelihood of the people's livelihood, etc., and actively organize and guide the Xiangxian to play the role of "think tanks" to serve the development of the hometown. Regularly sort out the problems reflected by Xiangxian, and jointly cooperate with relevant functional departments to help to come up with ideas, rationalize ideas, set goals and solve difficult problems.

5.3 Improve the construction of the legal system and support the participation of Xinxiangxian

With the in-depth development of the country in accordance with the law, we should supplement and improve the relatively outdated laws and regulations in light of the rural development status and development needs, so as to provide legal protection for rural construction.

As an important part of rural governance, Xinxiangxian and its organizations must realize the deep integration of autonomy, the rule of law and the rule of virtue, set up according to law, and regulate

the operation; election according to law, legal procedures; governance according to law, and performance of duties. To build a new platform for multi-governance governance, improve the system of Xiangxian counseling, and build a grassroots governance structure with "harmony of law and emotion, correspondence of morality and law" to find the best balance between public governance and traditional customs, thus support the participation of Xinxiangxian, and truly realize the modernization of rural governance.

6. Conclusion

China is a long-established agricultural country with a large rural population. Rural development is closely related to the country's future. The practice of exploring the development of the Xiangxian system throughout the country has achieved many outstanding achievements, and Xinxiangxian can effectively serve the development of modern villages. We should actively call for the return of Xinxiangxian, give full play to the unique advantages of Xinxiangxian and Xiangxian organizations, let them actively participate in rural governance to help rural revitalization and development, strive for the realization of "Chinese dream", and strive for the early realization of the great rejuvenation of the Chinese nation.

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