"Five-party collaboration" contributes to "rural revitalization"

Zhihong Chen¹,a, Xiangchen Sun²,b*

¹Logistics support department, Central China normal university, Wuhan Hubei 430079, China
²School of economics and business administration, Central China normal university, Wuhan Hubei 430079, China

279210200qq.com, b sxcsxr0226@163.com

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Abstract. The CPC central committee put forward the strategy of "rural revitalization" at the 19th national congress. Up to now, the connotation of the strategy has been expanded many times. In order to discuss how to achieve the target, this paper analyzes different roles of different people, then establishes a cooperative mechanism of five parties and put forward some suggestions in how to maintain this mechanism.

Introduction

The CPC central committee put forward the strategy of "rural revitalization" at the 19th national congress. Up to now, the connotation of the strategy has been expanded for many times, and it will become the key guidance for China’s rural work in the next period of time. Considering from different groups of people, this paper analyzes the respective status of experts, town leaders, entrepreneurs, local elites and villagers. And then analyzes the mutual relations of various forces in the process of rural revitalization by building the five-party collaboration mechanism. Meanwhile this paper puts forward some advice to maintain this mechanism.

The role of five parties in rural revitalization

Village and town leaders are the top and core of rural development. President Xi proposed "rural organization revitalization" in March, and appealed to establish a new rural governance system. In this system, township leaders should coordinate the efforts of all people. Whether it is to protect environment, or to carry out cultural activities and maintain rural infrastructure, it needs town leaders to organize all the villagers. Only with abilities and wisdom, can a rural leadership organization bring a village to revitalization.

Scholars and experts could be the brain trust of rural revitalization. They have a wide range of advanced knowledge about rural construction, and they know how to combine rural basic facts with rural markets and policies so they could put forward lots of suggestions for rural construction. Besides, scholars’ field surveys in rural areas could help them to collect primary data. When scholars got the data of the countryside, they could summarize the experience of rural development and take the experience as an example to share with all rural areas. Expert famous experts, there are also many “local experts” in rural areas. They have some special measures in agricultural production. It is also a good idea to use these measures in rural development. [1]

Entrepreneurs are the main force in rural economic development, they are key to industry revitalization. [2] Facing the current problems of low and unstable agricultural income, the new choice for rural economic development is to update industry and increase investment in agricultural
How to grasp the opportunities of rural economic development is the key point that entrepreneurs have to solve. With the steady advancement of rural revitalization strategy and the development of agricultural modernization, more and more entrepreneurs with much technology and knowledge have taken root in rural areas, bringing new production methods to villages.

Local elites are the leaders of rural spiritual civilization. Rural elites represent a group of people who are highly respected in the countryside. They either feed the villages with their own talents, knowledge and skills, or educate the villagers with their profound cultural and moral strength. Then the culture of local elites, which linked by local emotion and modeled by local elites, plays an indelible role in promoting the agricultural productivity and driving the change of rural spiritual style.

Villagers always occupy the main position in the process of rural revitalization. The ultimate goal of the rural revitalization is to help the farmers and villagers find a way to become rich and realize the material and spiritual prosperity. Therefore, villagers are the final destination of the rural revitalization strategy. In addition, in the process of rural revitalization, villagers are the basic force to implement policies and tragedies. All policies’ implementation depends on the villagers.

**Model construction of "five-party collaboration"**

The sociologist Herbert Spencer, in his *The Principles of Sociology*, proposed the famous theory of social organisms, which hold that society is a loose, unified, disjointed body made up of discrete and free basic units that are not tightly bound to each other. Members of society and all parts of society are independent and also interdependent. They have a clear division of labor and a close cooperation to maintain the social organisms going on.

Based on the above views, we can regard each village as a social organism. Then experts, entrepreneurs, village leader, local elites and the villagers could be seen as different units in this organism. In the process of rural revitalization, all the members have their own status. As shown in the figure 1, it describes the relationship between the five forces.

*Fig. 1 The relationship among experts, leaders, entrepreneurs, villagers and local elites
A: town leaders (including some local elites) B: experts and scholars (including some local elites) C: entrepreneurs (including some local elites) D: villagers (including some local elites) Å: cooperation, communication Ç: lead, service, supervision Ê: lead, service, supervision N: guidance, feedback Ō: guidance, feedback Ü: cooperation*

In this mode of cooperation, village leaders play a leading role. Leaders associate all parties that contribute to rural revitalization, meanwhile they also guide all people to implement the rural revitalization strategy, provide services for villagers and enterprises. To be specific, leaders communicate with scholars in how to construct villages scientifically, lead villagers and entrepreneurs by rational planning.
Experts and scholars need to keep close communication with other parties. On the one hand, in order to get real information of villages, they should acquire information from leaders, entrepreneurs and villagers. On the other hand, experts should help villagers understand how to live healthy and guide entrepreneurs how to produce scientifically.

Under the guidance of experts and leaders, rural entrepreneurs should carry out production activities relying on local characteristics. Meanwhile, they could operate companies which are in line with local development plans to help villages update rural industrial and provide more employment opportunities for villagers.

As the most active groups in the rural areas, villagers, on the one hand, should actively participate in the process of rural construction and realize the growth of both individual economic interests and village collective interests. On the other hand, villagers should raise the level of spiritual civilization in a variety of ways and protect the village environment, so they could make contributions to the "rural ecology revitalization" and "rural culture revitalization".

“Local elite” is not a kind of profession. It represents someone’s “second identity”. A local elite may be an entrepreneur, a secretary, a leader or an ordinary villager. His responsibility is to use his moral force to educate villagers or contribute his knowledge, skills and leadership to the village.

Suggestions on how to maintain this mechanism

In order to maintain the cooperation mechanism, all people should keep regular communication. Especially leaders should take targeted measures to contact different groups.

First, leaders should follow the rules and regulations strictly, put the interests of villages in the first place. At the same time, an effective supervision mechanism should be established to remove the leaders who are not in place, so as to ensure the rural organization revitalization keeping going.

Second, village leaders can invite university scholars, professors or agricultural professionals to provide targeted guidance to villagers. And when making developing plans, village leaders should accept the professional advice from experts. Meanwhile, a long-term and regular cooperation mechanism should be established between rural areas and university experts to ensure the sustainable development of villages.

Third, leaders should help entrepreneurs mobilize various economic factors to develop leading enterprises, especially those emerging enterprises such as rural tourism. [4] And government should also provide high-quality services to the entrepreneurs who need it. Only in this way can traditional industry system transform to a new and sustainable one.

Finally, leaders should carry out local culture activities regularly to promote people’s ideological level, such as removing the traditional customs in marriage and funeral. In addition, governments can start the project of "Local Elites’ Returning” in rural areas to attract talents, making sure the strategy of "rural talents revitalization” can be carried out smoothly. [5]

Conclusion

To sum up, leaders, experts and scholars, entrepreneurs, villagers and local elites can be linked through such cooperation mechanism. Leaders play an important role in this cooperation, they connect all other groups. Experts and scholars provide wisdom and knowledge to rural areas. Entrepreneurs are the key to rural industry revitalization and talents revitalization. Local elites also bring skills and money to villages and they can educate villagers by their own behavior. And all the villagers should participate in the rural revitalization. China has so many villages, and different villages have different culture and economy. So the next step is to think about how to apply this
mechanism to special villages.

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Corresponding author: Xiangchen Sun (SXCxsxr0226@163.com)
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