

Research on problems and countermeasures in the construction of new rural communities

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Abstract

The establishment of new rural communities is a major measure for solving the “three rural issues” and promoting the integrated development of urban and rural areas throughout the country. Compared with the management of traditional rural communities, the management of new rural communities has significant features, but there are also many difficulties that have not existed in the past. In recent years, with the rapid development of China's economy and the deepening of rural grass-roots reforms, corresponding social conditions have been created to promote the transformation of the management mode of villages, and many local governments are also searching for scientific and feasible development modes that are in line with the actual situation of the new rural communities, in order to promote the sustainable development of the new rural construction. In this process, some urgent problems also greatly affect the construction of new rural communities, and need to be corrected in a timely manner to ensure the smooth progress of the construction of new rural communities.

Keywords

New rural communities; problems; countermeasures.

1. Meaning and characteristics of new rural communities

New rural community is to break the original village boundaries, two or more natural villages or administrative villages through planning and relocation and merger, through the construction of unified housing, facilities, adjusting the industrial layout to form a new type of farmers' production and living community (also known as “central village”). The construction of new rural communities is characterized by unified planning for settlements, centralized housing for residents, and intensive collective development; the concentration of housing for residents has led to a drastic reduction in land for rural housing construction, and the land saved can be used to satisfy the land demand for industrial development in the countryside or be reclaimed for agricultural land. Compared with traditional rural communities, the new rural communities have many emerging features, which are specifically manifested in the following:

1.1. Complexity of the population's demographic structure

As a result of the accelerated urbanization of China's rural areas, as well as changes in the industrial structure and the expansion of human mobility in the course of economic and social development, the original population of traditional rural communities is basically fixed, with most of them being family structures that have been settled for generations and are based mainly on agricultural production. With the acquisition of a large amount of farmland by the government and the demolition of a large number of residential buildings, coupled with the decolonization of a large number of the local agricultural population and the influx of a large number of foreigners, the demographic structure of the community has gradually transformed from a predominantly local population to a new type of community with a mixture of local

residents and foreigners. In addition, as a large number of foreigners have taken up residence and employment in rural communities on the outskirts of towns and cities, and as the nature of the land has changed, various employment opportunities have increased, and the employment structure of rural community residents has become more diversified, with the roles of collective and self-employed workers, community managers, entrepreneurs, and migrant workers having been transformed into a wide range of roles.

1.2. Expansion of activity space

In traditional Chinese rural communities, residents' community activities are restricted to their own community, i.e., they carry out their activities collectively as a unit in their own community, or as a family unit. In the process of rural urbanization and development, as the level of economic development continues to rise and the industrial structure continues to change, the activity space of residents in new rural communities will also continue to expand.

In new rural communities, the vast majority of community residents' daily activities are not limited to their own community. As the proportion of secondary and tertiary industries in towns and cities increases, the demand for labor increases, and more community members can go to other communities to participate in production activities. In terms of daily consumption, the lives of residents in new rural communities have also changed considerably, not only in terms of richer content, but also in terms of grade, with a variety of cultural, educational and recreational activities being carried out to meet the needs of residents' spiritual lives.

1.3. Diversification of the main bodies of interest

With the development of the economy and society, the urbanization process in rural areas also appeared many individual or joint venture economic subjects. Rural communities have also changed from relying solely on the rural collective economy as the economic body to the simultaneous existence of collective, individual, cooperative, joint ventures and other economic entities. Many enterprises established in rural communities, at the outset of their development, due to a shortage of capital, often take the form of equity participation to raise capital, and community residents also participate in the form of shareholders in the business activities of the enterprise.

1.4. Karmic and complex relationships among community members

In traditional Chinese rural communities, a community unit is often formed by a clan or a family name, and most of the relationships between neighbors are blood or geographic. However, in the new rural communities, due to the increasing number of migrant workers or relocated people, the structure of people has become more complex, and the neighborhood relationship, which was mainly based on family relationship, has gradually been diluted. Consequently, in order to adapt to the needs of various types of production activities, formed on the basis of working together, the purpose of the more current karmic relations (karmic relations refers to the interpersonal relations formed by people due to the common, or related social work, refers to the interpersonal relations formed due to the needs of the activities of the occupation or industry, such as coworker relations.) At the same time, due to the accelerated pace of society and the busier daily lives of residents, the daily interactions between residents of new rural communities based on blood and geography are decreasing, and other activities with direct economic interests are increasing, which complicates the interpersonal relationships of members of new rural communities.

2. Problems in the construction of new rural communities

2.1. Lack of specialized funding in the construction of new rural communities

The development of our rural infrastructure has long lagged behind that of the cities. At present, there is a large discrepancy between China's rural community's special capital investment and the real needs. Firstly, the financial resources are not enough, the central to local has not formed a special fund, and the general financial resources of the county are also in the state of normal expenditure, far from being able to adapt to the needs of large-scale construction; Secondly, the collective economic weakness of the village community, due to the lack of available funds can not be constructed, even if the construction is completed, is still facing the follow-up of the financial resources and the lack of operating and management costs, so that the day-to-day operation and management can not be carried out effectively. The daily operation and management cannot be carried out effectively.

2.2. New community building lack of scale industrial development support

New rural community construction, for the understanding of this concept, many areas are still stuck in the housing construction level, that the cottage transformed into a building, is the village into a community. The new rural community in addition to the lack of hardware construction, but also the lack of mature industrial chain driven, can not produce sustainable income. After all, the new rural community is not the same as the demolition of buildings, but to the community to bring in fresh development momentum, and in view of the current development of China's relatively backward level of rural economy, the new rural community in the lack of input from higher levels of the premise, the majority of the development of most of the self-supporting capacity. Although the countryside around the countryside has emerged a lot of industrial development advanced demonstration villages, agricultural scale demonstration parks, etc., but it can not play a good due to the radiation driven effect, but the residents of the villages to do their own business, blind industrial adjustment, industry lack of competitiveness. To a certain extent, the lack of farmers' income also restricts the development of new rural communities.

2.3. Lack of sense of joint participation by various community actors

At present, the development of new rural communities mainly remains at the stage of being proposed by the central government and implemented by townships, but all social strata, government departments at all levels and individual operators do not yet have sufficient confidence in the development of new rural communities, and the development of the communities still lacks sufficient breadth. With the deepening of urban-rural interaction and the evolution of modern civilization, the farmers' awareness of openness, freedom and fair competition has been further strengthened, and the civilized quality of the community has been greatly improved. However, in the rural areas during the transition period, problems caused by multiple cultural conflicts are intertwined, and farmers' values tend to be diversified. There is a lack of positive and healthy cultural orientation in rural communities, and amateur life is mostly dominated by card playing and entertainment, while the cultivation of farmers' civic awareness and the construction of spiritual culture and institutional civilization in rural communities are not sound. Except for a few developed areas and urban-rural integration areas in first- and second-tier cities, most rural development is still based on the premise of labor export, with idle rural laborers going out as the main source of income, and the rural communities themselves have not formed high-yield income-generating industries, and villagers who stay in their hometowns do not see any income, and they lack sufficient confidence and motivation for their own community development.

2.4. Inadequate community institutional and cultural development

Today, China's national-level policy system for the construction of new rural communities has not yet been formed, and there is a lack of specialized systems and relevant units in community construction, as well as a system dedicated to the management, evaluation and responsibility of rural communities. This construction basically still stays in each rural community self-management stage, still walking on the road of self-sufficient small farm-type development state, community construction lack of direct support from higher authorities, no leadership from higher levels, for the development of rural communities is very unfavorable.

As the economy develops and people's living standards improve, people are paying more and more attention to the need for spiritual and cultural development. However, most of the new rural communities built in areas of slow economic development, the lack of daily cultural and recreational facilities, libraries, activity rooms for the elderly and other public facilities have not been reasonably utilized, part of the community's infrastructure is only for acceptance of the "face-saving project". This, coupled with the fact that the cultural level of the residents of rural areas is not high, and that most of the community is made up of elderly people who have been left behind, who are less able to receive new things from outside, and who find it more difficult to use modern information equipment, has, to a certain extent, impeded the work of cultural construction in the new rural communities.

2.5. Deficiencies in the quality of rural community workers themselves

Rural communities are staffed by cadres and some members of the public. Its shortcomings are mainly: the quality of community cadres is not high, community cadres, whether full-time or part-time, appear to be significantly older, most cadres have a low level of literacy, there is a tendency to be significantly inadequate in terms of business capacity, and some are even significantly low in terms of political quality; volunteers working in the community are mainly community personnel, and due to a variety of factors their participation rate is not high; there is a fault line in the talents of cadres and community volunteers or a serious lack of them, thus restricting the development of the community. At the same time, due to the relatively poor overall quality of the community, many young people are working outside, doing business, etc., and most of those left behind are children or the elderly, most of them are satisfied with the status quo, and lack of enthusiasm for the construction of new rural communities, which is not conducive to the development of the rural community construction. New rural community building sites should be scientifically designed and adapted to local conditions, but some party members and cadres lack understanding of the development of new communities and lack the spirit to think and act.

3. Countermeasures and recommendations for the construction of new rural communities

3.1. Adopting diversified financing channels to ensure capital investment

Diversified financing channels are the guarantee for the construction of new rural communities in underdeveloped areas, therefore, the government should work together with the village committees to enrich and expand the financing channels, to ensure that sufficient funds can be invested in the construction of new rural communities. First of all, the government should increase policy support, accelerate the land transfer in rural areas to provide land security for the construction of various industries in the community; secondly, the government through investment, preferential policies, the introduction of incentives, etc., to attract enterprises, organizations or individuals to actively invest in the construction and development of the new rural community industries and projects for the construction of new rural communities in economically underdeveloped areas to form the A good investment environment with

diversified ways and abundant funds is formed for the construction of new rural communities in economically underdeveloped areas, so as to realize the symbiosis and coexistence between investment and the construction of new rural communities.

3.2. The government should increase its support for the support of large-scale industries

The construction of local agricultural industrial parks should further take the road of agricultural industrialization, combine with the modernization of the countryside, reintegrate all kinds of original resources on the village, give full play to the advantages of local regional resources, gradually transition from the primary industry to the integration of the primary, secondary and tertiary industries to the development of the modernization of the road of development, accelerate the development of sightseeing agriculture, the construction of modern farming culture experience farms, and actively develop the local characteristics of agricultural products to further Broaden the income growth path of farmers, further improve the living income of farmers, and further strengthen the foundation of local economic development. The construction of new rural communities must also rely on the backing of competitive new industries, the introduction of new management systems, new management models, new technologies, new product varieties, the establishment of a number of demonstration gardens, the completion of a large number of leading enterprises, the creation of regional characteristics of the brand, the formation of brand effects. The use of rural land capital transfer, guiding enterprises to operate, the formation of a number of agricultural standardization construction demonstration parks.

3.3. Improvement of public service facilities and community culture

Government departments should increase investment in public service facilities, improve the village water supply and drainage, sewage treatment, public toilets, garbage disposal stations, micro-fire stations, disaster prevention stations, lighting, fiber optic networks, and other infrastructure, and strive to improve the human environment; in addition, the government should also actively build in the village petition room, property management, business supervision and inspection of modern urban community public service windows, as well as libraries, party members Activity room and other cultural and leisure places, to ensure that residents of new rural communities enjoy the quality of services enjoyed by residents of urban communities, so as to truly change the living environment of residents in rural areas, so that their quality of life can be effectively improved, and the quality of the construction of new rural communities has been enhanced.

Community culture can not be separated from the residents of daily life practice, it is deeply rooted in the community soil, highlighting the degree of social civilization, more distinctly reflects the community residents in the community practice of building a diverse style of life, but also profoundly affects the residents of the community home for the emotional identity. It is necessary to do a good job of research to understand the ideas of different community residents and community cultural traditions, in order to prepare for the targeted construction of community culture cultivation and effective measures. To form a benign operation mechanism to promote the cultivation of community culture, so that different subjects inside and outside the community can realize effective connection, and promote the free flow of all kinds of resources oriented to the demand of community culture.

3.4. Optimizing the selection of leaders of new rural community building efforts

The organization department should closely integrate the grass-roots organizations of rural communities with the work of consolidating and building, so that a party and group workforce that is bold, courageous and able to act can shoulder the heavy responsibility of community-

building work in rural areas of China. Gradually build our country's vast rural areas into a rich, strong, harmonious and civilized community-oriented new countryside. In the construction of rural communities, due to the community management work is still in the stage of reform and adjustment, some community grass-roots organizations are only in the initial stage, the relevant policy system has not been followed up in a timely manner, the community party organizations and village committees, community cadres and the villagers of some of the contradictions between the community management work is difficult to carry out. In order to effectively reflect the concept of residents' autonomy and realize the government's management of the community in accordance with the law, it is necessary to improve and perfect the construction of grass-roots organizations. First, we must improve the construction of community institutions, to ensure that government organizations and residents' self-governing organizations work in tandem; secondly, we must improve the construction of community teams, continue to improve the level of community management, selected professional skills, strong working ability, management style, the masses trust high-quality personnel; thirdly, we must give full play to the exemplary role of party members and cadres, and comprehensively explore and cultivate all kinds of talents in the rural community resources, through the positive and effective management methods, to stimulate the initiative and creativity of rural residents groups, and jointly help the construction of new rural communities.

3.5. Safeguard the legitimate rights and interests of the people

People's satisfaction and benefit is an important indicator for evaluating the success or failure of the construction of new rural communities. To drive the people to actively participate, fully mobilize the initiative to lead all party leaders and cadres to actively participate in the creation of new rural communities; to assist the family a household of the general public to calculate the value of property preservation and growth account, calculate the per capita income growth benefit account, calculate the quality of life in the community to improve the account, to fully mobilize the general public to actively participate in the creation of new rural communities initiative; to safeguard the interests of the masses." Four rights", in the overall process to fully respect the interests of the masses, to protect the people's right to know, the right to participate, the right to choose and the right to supervise; to live 'with a certificate', the villagers who have entered the new rural community collectively issued property certificates, so that the people to enjoy the property belongs entirely to their own. Social security in rural areas should be improved, i.e., in the areas of medical insurance, low income insurance, social welfare, etc., so that farmers can enjoy a happy life without any worries at the same time. At the same time, it is necessary to ensure that new farmers entering the community receive remuneration for their work, rent for land transfer, and dividends for their shares in rural enterprises, while enjoying the same preferential and subsidized policies on agriculture as those enjoyed by the State.

4. Conclusion

The construction of new rural communities is a major measure to promote the improvement of rural housing conditions, the implementation of rural revitalization strategies, and the integrated development of rural and urban areas. However, the construction of new rural communities cannot only be reflected in the construction of physical space or simply copy the model of urban communities, but must be based on a comprehensive consideration of the new community's resources, space, demographics and other realities as a prerequisite, in order to achieve the formation of a new community in the formation of the original production and living styles of the residents of the optimal matching effect. In the process of rural community construction and management practice, there is some kind of opposition and conflict between the production and living styles of farmers and the centralized residential community model. Therefore, the future management of new rural communities should move towards the stage of

reform and innovation that matches the production and living styles of farmers. First of all, it should be based on the basis and characteristics of farmers' livelihood, gradually adjusting the model of centralized rural communities; in view of the demographic composition and resource endowment of rural communities, introducing the development of new business methods and innovating the service management model of rural communities in accordance with the needs of the farmers, and so on. In the new period, how to build new rural communities has become a major factor in the promotion of China's rural revitalization strategy, and only by building good rural communities can we retain talents, make a success of the business, and preserve the nostalgia. In order to promote the further development of new rural community construction, we must adhere to the basic construction ideas of new urbanization, to achieve full coverage of rural public service equalization, so that the villagers to break the bondage of their own factors, to achieve long-term development, and work together to build peaceful and happy community of new rural community of communityism.

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