

Research on Synergetic Governance of Rural Public Service under the Background of Rural Revitalization

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Abstract: With the development of social economy, rural economy has also been rapidly upgraded in China, showing that rural public service construction is becoming more and more perfect and systematic. Especially in the background of rural revitalization strategy, China attaches great importance to the development of rural economy and rural infrastructure. However, judged from the current situation, there are still problems in the synergetic governance of rural public services, which affects the economic and social environment of the rural areas. This paper explores the relevant countermeasures for the synergetic governance of rural public services under the background of rural revitalization strategy.

1. Introduction

Changing the rural public service system and mechanism by improving the stability and security of rural product supply is an important reform direction and main measure for rural development under the background of rural revitalization. In the new era of development, advancing rural economy needs to take both sustainability and economy into account. It is necessary to continuously innovate the original public service mechanism to create favorable conditions and environment for the sustainable and stable development of the economy.

2. The Necessity of Synergetic Governance of Public Service under the Background of Rural Revitalization

2.1 Meeting the objective needs of the overall development of the rural economy

Improving the efficiency of rural public service system governance is an inevitable requirement for the current rural revitalization strategy. This will not only meet the current objective situation of rural economy, but also be the fundamental task of rural economic service system construction. Improving rural public services can further promote rural transformation, thus achieving the dependency and superposition of rural public services and the overall revitalization of the rural economy. There is a high degree of conformity and a consistent value orientation between these two factors, which enables to increase farmers' income and effectively improve their life standard. From the perspective of the internal environment, under the background of rural revitalization, successfully launching activities in rural public service system governance helps better meet the goals of rural economic development. At the same time, this is also in line with the regulations of rural revitalization strategic planning. Adhering to the priority development of agriculture and rural areas as one of the important goals, through founding a public sales platform for agricultural products, the sustainable development of the rural economy is fundamentally promoted. Secondly, in order to realize the all-round development of the rural economy, it is necessary to carry out targeted improvement in light of the actual development of the rural areas and the requirements of the basic public service system. It is required to develop a more comprehensive, efficient and systematic rural public service by comprehensively improving the quality, quantity of rural public services. Rural revitalization relies on the modernization and informatization of public services, while the improvement of public service represents the process of comprehensive revitalization of rural areas, which is also an significant manifestation and symbol of current rural development^[1].

2.2 Providing a carrier for the overall revitalization of the rural economy

The 19th report of the Party puts forward specific requirements and strategies for the rural revitalization, and elaborates the relationship between relevant public services and the overall revitalization of the rural economy. The effect of this strategy is directly linked to the quality of rural public services, so to some extent, the efficiency of synergetic governance of rural public services determines how effective the rural revitalization strategies achieve. Rural public services are related to rural talent, industry, ecology, culture and organizational formation. The capabilities and effectiveness of public services influence all aspects of the rural economy and lives of farmers. Therefore, perfecting the public service system is an excellent carrier for the comprehensive rural revitalization, which guarantees the smooth and scientific implementation of the target tasks. The continuous supply of rural public goods better meets the needs of production in the process of economic development, and enables more rational and scientific planning and layout of rural construction. Practically improving rural infrastructure and living environment, as well as building ecological agriculture and rural economy, will help promote the sustainable development of rural economy^[2]. Secondly, synergetic governance of the public service system can better meet the supply of educational and cultural products. This makes the rural development become more dynamic and innovative, which is manifested in better popularizing science, technology and culture education, thereby uplifting the spirit and morality of the people. In addition, synergetic governance of rural public services also improves the governance mechanism of rural culture, so that the social order in rural places will be more stable. By systematically integrating various resources to ensure timely and stable supply of agricultural products, farmers' life quality is improved and prosperity is gradually achieved among them, which fully exerts the carrier and guarantee role of public services^[3].

2.3 Promoting structural reforms in rural local governments

Judging from the current economy, there are regional differences and problems in rural industries. In general, economy in China is showing a trend of rapid development, but there exists severe unbalanced matching behind it. Public services provided by rural governments and organizations are not able to fulfill the growing material and cultural needs of farmers. Besides, the lack of public service supply and the serious ineffective supply, as well as the biased supply of rural and urban areas, have further increased the gap between rural economies to some extent and affected the stable development of the rural economy, which causes the growing contradiction between the non-effective supply of local government and the demand for rural public services^[4]. If the contradiction between public services and economic development cannot be effectively solved, this will no doubt increase the gap between urban and rural areas, and fail to meet the needs of rural economic development under the background of rural revitalization strategy. Therefore, it is necessary to strengthen the synergetic governance of rural public services and promote the structural reform of local governments with rural public services provided by them. A diversified supply structure is built by the improved rural governance model, creating a sound environment for the overall development of the rural economy. It enables to satisfy the needs of the rural economy under the background of the rural revitalization strategy, while elevating the practicality and functionality of public services^[5].

3. Problems in the Synergetic Governance of Rural Public Services under the Background of Rural Revitalization

3.1 Single public service mode

Judging from the current supply and realization of rural public services, although the shared pattern of social and market participation has emerged, the modes and types of public services are relatively simple. The single supply mode of the government is not ameliorated fundamentally, and the effect of public services is not fully revealed. Secondly, the rural public service has dislocation of the provider, mainly because the boundary authority of the supply subject is not clear. In addition, the

total supply of rural public service is seriously insufficient. Rural productivity and input public services, as well as public services in life, are far from the actual needs of farmers, which fails to meet the requirements of rural revitalization. There is indeed structural imbalance, which is mainly manifested by the relative surplus of internal supply and the unbalanced supply between regions. All of these problems restrict the further development of the rural economy and the realization of rural public service policies^[6].

3.2 Increased rural social stratification

Under the background of rural revitalization, the realization of synergetic governance of rural public services becomes the inevitable direction and main goal of rural economy. In fact, however, the single mode of rural public services is currently unable to meet the requirements of management and construction of new rural communities, and various issues are still emerging. The new rural construction lacking public services exacerbates the stratification of rural society, which challenges the stability of the rural economy and greatly increases the difficulty of rural governance. Two basic characteristics of social stratification consist of long-term and universal. Rural residents have relatively small gaps in education, occupation, and conception relative to urban residents, so social stratification relies mainly on stratification standards for economic income^[7]. As the rural economic income sources are generally consistent, the rural society has shown obvious homogeneity for a long time, which is strong ability of social integration and less difficult rural governance. With the continuous development of the economy and rural public service under rural revitalization, building new rural communities is gradually being accelerated. Because there are certain objective differences in capital investment, industry foundation, resource types, resource contents and geographical location in different rural areas, this also leads to differences in farmers' income. Moreover, the continuous development of society makes this social stratification more serious, which seriously impacts the rural structure and easily causes major changes in their lifestyles and values. As a result, more conflicts are caused by interest disputes, thereby affecting the progress of rural governance^[8].

3.3 Insufficient subject involvement of synergetic projects in synergetic governance of rural public services

Rural public service system needs to consider a variety of aspects, including the details, decision-making, production, evaluation, investment and accountability. It is based on the government leadership, and encourages the society to participate in the construction of rural public services. However, at present, a single public service governance mode based on the government is still adopted, and the market and social participation is seriously insufficient. Due to the excessive intervention of the government, the requirements for rural self-governing organizations are too strict, which affects difficulties in citizens expressing interests and establishing supervision and management system. Consequently, decision-making needs of the rural public service and the actual quality and ability of citizen participation are seriously deviated. In the meanwhile, the lack of enthusiasm for citizen participation also affects the effectiveness of public service system governance. What's more, compared with the urban economy, the rural economy is subject to innate constraints of slower development speed, smaller scale and severe empty shelling, resulting in passive and fragmented phenomenon. Also, the excessive concentration of supervision, choice and evaluation rights of public cultural services reduces the effectiveness and quality of public services, making it difficult to give full play to local enthusiasm and inciting uneven governance effect and quality^[9].

4. Relevant Countermeasures for the Synergetic Governance of Rural Public Service System under the Background of Rural Revitalization

4.1 Building a multi-subject selection mechanism

The rural public service synergetic governance under the background of rural revitalization requires

a mode led by the government and carried out by a variety of synergetic supplies, thereby further correcting and perfecting the problems existing in the supply mode of the market and society, and maximizing the public interest. In this process, it is also necessary to pay attention to the participation of farmers, society and the market and it is not encouraged to rely on the government blindly. The advantages and functions of public services are jointly exerted on the basis of a rational division of labor between different units so as to establish a good partnership. The optimization and response of the consumer segment is the goal of the market to provide public services, which helps provide citizens with personalized and differentiated services. Social organizations mainly make up for the shortage of market and government supply, and can provide farmers with voluntary and public welfare services to protect the vast majority of vulnerable groups in rural areas. At the same time, many public services can also be produced and raised by farmers themselves. Farmers also serve as the subject of public service construction and further promote the rural public service system.

4.2 Building a synergetic supply mode for rural public services

The overall supply model of rural public service system needs to exert the supply advantage of the participating parties, adhere to the core dominant position of the local government, and effectively unite subjects in the rural areas, further promoting the policy transfer and the reform of the supply mode. The public services of rural cooperatives based on voluntary guidance and collective interests can re-construct a new and diversified task mechanism to further strengthen the social relevance of rural areas. For the private sector, under the good public service system, the completion of rural technical tasks and the promotion of rural technology enable rural private enterprises and individual farmers to participate in the construction of public service systems. At present, the government plays a decisive role in the governance of rural public service systems. While providing policy support for rural economic development, it also limits the diversified development of the rural economy to a certain extent. Therefore, in the process of governance, combined with the development characteristics of the rural economy and the status quo of social construction, direct intervention of the government should be weakened as much as possible, and the supply efficiency of public services can be appropriately improved by selecting a reasonable supply method. Combined with the public welfare and volunteerism of rural public service projects, the problems and shortcomings in the current rural public service supply are solved in a targeted manner. By integrating the cooperation modes of multiple supplies, a new multi-subject synergetic governance mode is established to better meet the needs of the rural economy. Specific mode of public service supply and business service companies is strengthened, so that multiple subjects will actively participate in the public service, thus specifying ways to achieve the overall working mode of rural public services.

4.3 Establishing a scientific systematic mechanism of check and balance

Improving the rural public service governance system requires the joint efforts of the government, the private sector, autonomous organizations and citizens, and demands all parties to share common values. However, from the perspective of the actual governance, since the basic motivation is to maximize the personal interests, there will inevitably be certain competitions within the government and between the government and other subjects, resulting in the ineffective synergy of public services. Therefore, it is necessary to establish an effective check and balance mechanism, and the role of supervision and management is fully exerted in the process of rural economic production accountability and evaluation. The standard for setting up services is also the key to the checks and balances of the production chain. Establishing a system of assessment checks and balances involving the government, the private sector, autonomous organizations, and citizens is the focus of the assessment. By improving the laws and institutional regulations governing the rural public service system, it is intended to adhere to the transparency and openness in order to protect the evaluation authority designated by the rules, establishing effective evaluation standards and systematic scientific procedures. Therefore, all subjects can complete all tasks under the scientific supervision and management. In addition to effectively monitoring the potential of the governors,

they can also avoid corruption and illegal phenomena, and finally facilitate the smooth and stable development of rural public service

4.4 Innovate the governance system of public service system

The scientific and systematic structure of collaborative governance is an important prerequisite for collaborative governance to achieve its goals. However, from the practical process, it is reflected in the relationship between the leader and the leader, which influences the construction and breakthrough of the collaborative governance model of public services. Single vertical structure is the main performance of the traditional rural governance structure, to build cooperative governance model, must be the original governance structure innovation and breakthrough, form a multi-party participation network governance structure, give full play to the core of the organization long-term advantage, choose the best structure and the most reasonable structure, which can form a complementary advantages, coordinated response and fluctuation of organism, increase social trust relationship between the main body. By holding lectures and problem activities, we can strengthen exchanges and communication among participants, cultivate their feelings, enhance their trust, and lay a solid foundation for collaborative cooperation.

5. Conclusion

To sum up, the development of rural public service synergetic governance under the background of rural revitalization is directly related to the development of rural economy and environment. At present, rural public services still have certain problems affecting the sustainable development of the rural economy, leading to a variety of crimes. Therefore, in order to better meet the requirements of rural economic development under the background of rural revitalization, it is necessary to strengthen the research on the governance of rural public service systems and clarify the specific methods and standards. In this way, farmers' income is comprehensively enhanced, the sustainable and stable development of the rural economy is promoted so that a socialist harmonious society is built.

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