

# Research on the Construction of Grass-roots Talent Team in the Process of Rural Revitalization

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## ABSTRACT

Strengthening the construction of grass-roots talent team is an important guarantee for realizing the strategy of rural revitalization. Based on the implementation background of the rural revitalization strategy, this study deeply analyzes the problems existing in the construction of grass-roots talent team in the implementation process of China's rural revitalization strategy, such as insufficient leading role of leading cadres, insufficient professional ability and serious talent backflow, expounds the necessity of strengthening the construction of grass-roots talent team, and puts forward to promote the construction of precision talent system, so as to strengthen the precise management of the first secretary of rural revitalization, give full play to the role of party members and cadres in the village, enhance the effectiveness of talent introduction and training, and promote the effectiveness of the rural revitalization strategy.

**Keywords:** Rural revitalization, Grass roots, Talent team construction.

## 1. INTRODUCTION

"During the 13th Five-Year Plan period, with unremitting efforts, China has won the battle against poverty, achieving the great feat of lifting all people out of poverty. Since China entered the 14th Five-Year Plan, the strategy of rural revitalization has been implemented. In order to effectively promote the work of "agriculture, rural areas, and rural residents", local communities should deepen their understanding of General Secretary Xi Jinping's important remarks on rural revitalization, adhere to the leading and supporting role of talents in rural revitalization, and promote intellectual revitalization, industrial revitalization and project revitalization, so as to achieve all-round rural revitalization with talent power.

## 2. CURRENT PROBLEMS AND CHALLENGES IN THE CONSTRUCTION OF TALENT TEAM FOR RURAL REVITALIZATION IN CHINA

### 2.1 *Some Grass-roots Leaders and Cadres Are Old and Have Low Educational Background, Making It Difficult for Them to Play the Role of "Bellwether"*

According to the proportion of China's population structure, the rural population base is large, but in recent years, with the rapid development of economy and society and the improvement of urbanization rate, the rural population flows to cities. For example, the national urbanization rate reached 60% in 2019, of which Shanghai's urbanization rate reached 88% in 2019 (the highest in China); the urbanization rate of Beijing and Tianjin exceeded 80%; the urbanization rates of Guangdong, Jiangsu and Zhejiang were over 70%; and the urbanization rates of Liaoning Chongqing, Fujian, Inner Mongolia, Shandong, Hubei and Heilongjiang exceeded 60%. Based on

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this, the rural population structure has undergone great changes. Many families have moved to cities. Most of the young and middle-aged labor forces in rural areas go out to work, and the old people, children and women stay in rural areas. The empty-nest villages are increasing. Under such influence, there are not enough young grass-roots cadres in rural areas, and most of cadres can only be produced among people above middle age. According to preliminary statistics, the average age of rural grass-roots cadres reaches over 43.5 years old, which is on the older side, leading to inactive thinking and insufficient energy, making it difficult to devote oneself to the work of rural revitalization. Secondly, most of the village cadres have junior high school education or even primary school education, and the lack of higher education of cadres leads to the lack of new concepts and ideas intake, lack of innovation ability, lack of market thinking, etc. Therefore, with the existence of these problems, grass-roots cadres can not give full play to the role of "bellwether" in the work of rural revitalization[1].

## ***2.2 The Rural Population Has Weak Self-development Ability and Lacks Market Ability***

With the continuous promotion of rural revitalisation process in China, the face of rural areas has changed greatly, and the goal of lifting all people out of poverty has been achieved. However, there are still some groups that need to be paid attention to in the rural population, such as families with the disabled, households enjoying the five guarantees and empty-nest groups, etc. These people have problems such as lack of labour ability, lack of knowledge and education, and lack of ability to get rich, etc. These people are disadvantaged traditional farmers who lack market capacity in general sense. Although they can achieve self-sufficiency and solve the basic problem of food and clothing basically, they are unable to participate in industrial development and go out to work due to their low cultural level and weak ability of self-development. In addition, they have poor ability to deal with market risks and lack industrial planning ability. Without the drive of external forces, sustainable development can not be achieved, let alone wealth. Generally speaking, to achieve a high level of industrial development, collective economic development and intensive scale of operation, a large number of talents are needed, but the lack of talents and their weak capacity are common phenomenon in rural areas. In

the development of "agriculture, rural areas and rural residents", talents are the main driving force, but with the existence of problems such as low educational background and insufficient innovation ability of rural population, such groups of people lack the ability of sustainable development. In recent years, the number of rural practical talents with technical secondary school education or above has increased to a certain extent, and the cultivation of agricultural technical talents has attracted more and more local attention. At present, most rural population can only meet the needs of low-level development, and there is still a certain gap with the realization of the rural revitalization in the new era.

## ***2.3 The Phenomenon of Reverse Flow of Talents in Rural Areas Is Prominent***

With the continuous improvement of the education system in the new era, the educational conditions in rural areas have been continuously improved, the quality of the rural population has been continuously improved, and the society has trained a large number of talents who can read and have skills for rural areas. However, there is still a big gap between rural areas and large and medium-sized cities in terms of education, medical care, living conditions and employment under multiple considerations of home life, career development, children's education and other practical problems. The highly educated and skilled talents who go out from the countryside tend to choose the prosperous cities, which causes the brain drain. In addition, under the guidance of multiple values, young people tend to pursue personal ideals[2]. Generally, young people with educational background and innovative ability choose to work outside the hometown rather than stay in rural areas for development, resulting in a selective brain drain[3].

## **3. THE MAIN WAY TO STRENGTHEN THE CONSTRUCTION OF GRASS-ROOTS TALENT TEAM IN THE PROCESS OF RURAL REVITALIZATION**

In the process of talent boosting rural revitalization, attention should first be paid to strengthening the leadership of the Party, which is the fundamental experience of the great achievements made in the process of previous rural construction and poverty alleviation and

development, as well as the fundamental guarantee for achieving rural revitalization. On the basis of giving full play to the central role of party committees at all levels in overall planning and coordination, it is necessary to promote the construction of a precise talent system, improve the precise management of the first secretary, strengthen the effectiveness of talent introduction and training, and give full play to the role of party cadres in the village.

### ***3.1 Promoting the Construction of Accurate Talent System and Boosting Rural Revitalization***

Talents need to be selected to promote rural revitalization. Focusing on the overall planning, it is required to pay attention to the construction of Party and government officials, professional and technical talents, enterprise operation and management talents, skilled talents, rural practical talents and social workers, and accelerate the construction of an accurate talent system.

- Cultivating grass-roots party and government officials and playing the role of "bellwether"

The construction of Party and government talent team is a key issue related to the scientific implementation of the Rural Revitalization Strategy. In the future, local governments should accurately select and appoint talents and improve the system whereby Party members and cadres have direct contact with the masses through the "leader training program", and cultivate a team of grass-roots party and government officials with firm politics, exquisite business, excellent style, optimized structure and appropriate scale, which can complete the important task of rural revitalization, be loyal to the party and the people, and serve the public.

- Taking the market as the driving force and introducing business management talents

It is suggested to implement the quality improvement project of national enterprise management talent and the special training project for rural industrial managers, strengthen the cultivation of entrepreneurial talents in small and micro enterprises, develop the professional ethics improvement plan for enterprise management talents and the training plan for young and middle-aged backbone business management talents, so as to promote the development of rural industries by stimulating the vitality of talents[4].

- Realizing the connection between highly-skilled talents and rural areas, and the connection between resources and industries in economically backward areas

It is required to focus on high-level innovative talents, implement the training plan for senior technicians in shortage and the national plan for the revitalization of senior talents, promote the construction of national (municipal) senior talent training bases and national (municipal and enterprise) skill master studios and technician training projects, develop and expand the scale of rural grass-roots professional and technical talent teams, and promote the construction of high skilled rural grass-roots talent teams.

- Cultivating rural practical talents, expanding the function of rural practical talents, carefully cultivating rural industrial talents, and promoting farmers to increase income and become rich.

It is necessary to establish a new professional farmer cultivation mechanism, constantly expand the team of rural practical talents, expand the function of rural practical talents, carefully cultivate rural industrial talents, and implement the training plan of excellent rural practical talents, agricultural entrepreneurial talents and agricultural supporting talents. At the same time, it is suggested to implement the national "Yulu Plan" and give full play to the role of education and special training in human resources development in rural areas.

- Cultivating social work talents

By formulating and implementing the training plan for social work professionals for rural revitalization, it would be possible to increase the number of social work professionals, especially social work professionals serving rural areas, realize full rural coverage, achieve the combination of environmental governance, community governance and rural grass-roots social governance, and provide service guarantee for Rural Revitalization.

### ***3.2 Strengthening the Precise Management of the First Secretary of the Village***

- Clarifying the responsibilities of the first secretary and achieving accurate positioning

It is necessary to fully consider the different characteristics of different regions and foundations where the Rural Revitalization is located. Therefore, when selecting the first secretary, it is suggested to fully consider the situation of the village and the needs of its industrial development, select the appropriate first Secretary of rural revitalization, so as to achieve the matching of people and posts, and give full play to the ability and effectiveness of the first Secretary of Rural Revitalization. At the same time, it must clarify the positioning of the first secretary and the division of responsibilities[5]. According to the deployment of General Secretary Xi Jinping on the precise implementation of the "first secretary" of rural revitalization, the main duty of the first secretary should be rural revitalization work, responsible for rural revitalization planning, industrial planning, implementation of rural revitalization projects and management of relevant personnel in the village under his jurisdiction, while the local government in which he serves should provide the first secretary with operational guidance, financial support and personnel cooperation, so that the first secretary can devote himself or herself to the work of rural revitalization.

- Strengthening the assessment of the first secretary and achieving accurate evaluation

For the assessment of the first secretary, it should be implemented in layers and combined with organizational assessment, local assessment and mass assessment. Among them, the organizational assessment should set assessment standards according to the Rural Revitalization in different regions, avoiding the use of "one-size-fits-all approach". Also, it is required to pay attention to visit and research and expand the scope of mass assessment. Local governments and the units where the first Secretary of Rural Revitalization works shall appropriately tilt to the first secretary in the allocation of outstanding places, so as to ensure the first secretary's work initiative and improve his work enthusiasm.

- Paying attention to the training of the first secretary and achieving accurate cultivation

At present, the first Secretary of Rural Revitalization mainly comes from organs, enterprises and institutions. In order to make the first secretary complete the role transformation, invest in Rural Revitalization, and achieve results as soon as possible, it is necessary to strengthen the training of the first secretary, regularly invite

business experts, innovation and entrepreneurship experts and scholars in the fields of agriculture, rural areas and farmers, record micro party courses and hold training courses. At the same time, technical experts and experts are invited to the village or even stationed in the village for guidance, so as to continuously improve the ability and quality of the first secretary from the two levels of theory and practice, enrich his working spirit and make him better carry out the work of Rural Revitalization.

### ***3.3 Strengthening the Effectiveness of Talent Introduction and Training, and Stimulating the Driving Force and Vitality of Development***

Talent is an important driving force for innovation. Due to the congenital deficiency of talent attraction in rural areas, the growth ability of talents is lack. Therefore, it is required to focus on internal training and introduction from other localities to improve the vitality of talent team.

- Strengthening introduction from other localities

Governments must increase the introduction of technical talents, management talents and business talents, enrich and innovate the talent introduction mechanism, focus on the role of linkage effect, realize the talent introduction through project binding, team driving and technology grafting, pay equal attention to talent introduction and introduction of foreign knowledge, attract capital and talent in parallel, build a perfect rural talent service system, and strive to create a good environment for talent gathering, cultivation and utilization. At the same time, it is suggested to play the card of affection and attract talents to return home to work and start a business, so as to improve the reverse flow of talents in rural areas gradually. Taking the mission as the guide, it would form the joint force of social forces participating in Rural Revitalization. Governments should select and send all kinds of outstanding talents to practice and exercise in villages and towns, rural primary and secondary schools, grass-roots health centers and villages (communities), guide democratic parties, federations of industry and commerce and mass organizations to actively participate in rural revitalization, give full play to the role of social organizations, enterprises and institutions and good-hearted people, encourage them to join the team to realize rural revitalization, implement the

industrial talent gathering plan, clarify the work objectives, and introduce high-level talents.

- Strengthening internal training

It is suggested to promote education, cut off the root cause of the shortage of endogenous power, strengthen vocational education, increase the popularity of skills, strengthen labor training, provide employment services and guidance, improve the professional skills and literacy of the rural population comprehensively, and enhance the self-development ability of the rural population. At the same time, it is necessary to carry out training to improve employment and entrepreneurship ability, promote entrepreneurship to drive the employment of rural population, build a training and incubation base for rural practical talents, strengthen the implementation of education and training projects, create a number of entrepreneurship incubation bases for rural practical talents (modern young farmers) at municipal and district and county levels, provide a practical platform for cultivating objects to improve their entrepreneurial ability and broaden their entrepreneurial channels, promote the top-level design of rural practical talents training, and pool work forces.

### ***3.4 Giving Full Play to the Role of Party Members and Cadres Stationed in Villages and Promoting Rural Revitalization***

- Giving full play to the role of Party members and cadres stationed in the village to solve the problems of rural economic development.

Governments must strengthen the organization and leadership, transfer outstanding cadres to assist in the village, and form a work pattern of city-district (county) linkage and joint management. From the aspects of talent management mechanism construction, capital investment, project construction, talent introduction project construction and training of technical experts, it is necessary to complete the transformation of "blood transfusion" into "hematopoiesis". At the same time, it is suggested to improve the guarantee and supervision mechanism, strengthen personnel management and ensure the effectiveness of rural revitalization, so as to promote rural revitalization to a higher level.

- Party members and cadres stationed in the village have made great efforts in the

construction of grass-roots organizations to solve the fatigued and weak situation of grass-roots organizations.

It is required to improve various systems for the construction of grass-roots organizations, select and match the village party branch and village committee, guide Party members and cadres to learn theory, policy, skills and the advanced, help rural Party members and cadres change their ideas, broaden their thinking, enhance the ability of grass-roots party branches to lead farmers to develop and become rich[6], give play to the role of the party organization as a fighting fortress, and enhance the joint force of the "village party branch and village committee" in the village. At the same time, it is necessary to strengthen team building, cultivate backbone, guide the village Party members to strive to be "double-strong" party members with strong ability to take the lead in getting rich and lead the masses to get rich together, so as to create a number of backbones in the process of new rural construction.

## **4. CONCLUSION**

The fundamental goal of socialism is to achieve common prosperity. Therefore, it is an important task and mission for the Party to achieve the goal of rural revitalization. In the course of realizing the "Two Centenary Goals", realizing the goal of rural revitalization is undoubtedly one of the most important tasks of the Party and the government at this stage. Local governments should deepen their understanding of General Secretary Xi Jinping's important discussion on rural vitalization, join forces with all parties to make full efforts in building the constitution and mechanism of rural vitalization, and jointly push the construction of rural grass-roots talents to a new level.

## **AUTHORS' CONTRIBUTIONS**

Wenyu Mou put forward ideas and wrote the paper. Man Jiang contributed to revising and editing.

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