



Study on the Path of Social Organizations' Participation in Rural Governance in the Context of Rural Revitalization

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Abstract. The implementation of the rural revitalization strategy is an inevitable requirement for the smooth resolution of the three rural issues, the rapid development of the rural economy and the modernization of agriculture and rural areas. Effective governance of the countryside is the basis for the realization of the rural revitalization strategy, and the value of new professional social organizations cannot be ignored in rural social governance. Social organizations play the important roles of public service providers, public policy advocates, social order maintainers and grassroots democracy promoters in rural social governance. However, the current participation of social organizations in rural social governance still exists in the lack of professionals, low social acceptance, vague legal norms and other constraints, should be taken to enhance the professionalism of social organizations, improve social acceptance, improve the construction of laws and regulations and other measures. Let social organizations better participate in rural social governance, and promote the smooth progress of rural revitalization strategy.

Keywords: Rural revitalization, Social governance, Social organizations, Path exploration

1 Introduction

In 2024, the first document of the central government, “Opinions of the State Council of the Central Committee of the Communist Party of China on Learning and Applying the Experience of the ‘Thousand Villages Demonstration and Ten Thousand Villages Improvement’ Project to Powerfully and Effectively Promote Comprehensive Revitalization of Rural Areas”, mentioned that it attaches importance to the revitalization of rural areas, and that in order to promote the modernization of China, the revitalization of the rural areas must be promoted unswervingly^[1]. Social organizations are participants in rural governance, in the provision of good public services and policy advice, to maintain a healthy rural social order, and promote the deepening of grass-roots democracy and so on has a role that can not be ignored. However, in reality, under the

background of rural revitalization, there are still many constraints for social organizations to participate in rural governance. Therefore, this paper will study the important role played by social organizations in the process of rural governance, explore the realistic dilemmas of social organizations' participation in rural governance under the perspective of rural revitalization from a practical point of view, and put forward feasible methods.

2 Mechanisms for the Role of Social Organizations in Rural Governance

2.1 Provision of Public Services

As China's urbanization level continues to accelerate, the problems of insufficient supply and uneven distribution of public services are becoming increasingly prominent in rural governance. The emergence of social organizations can precisely make up for the government's insufficient supply of rural public services. On the one hand, along with the rapid social and economic development, the public's demand for the diversity and richness of public services has gradually increased, and the financial pressure on the government has been increasing. Social organizations are broad and flexible organizations that can rapidly gather social resources, expand diversified market channels, reasonably distribute public services, effectively combine social resources with rural governance based on detailed analysis of the special environment in rural areas, integrate social capital from all sides, and provide reasonable and individual public services for rural residents. In addition, social organizations are also able to sign outsourcing agreements with the government and cooperate with township and village enterprises to raise funds and alleviate the government's financial pressure.

2.2 Dissemination of Public Policies

Rural governance cannot be separated from the implementation of public policy, and the formulation and implementation of public policy requires the coordination and cooperation of multiple subjects, and social organizations play an important role in this regard. First of all, the formulation of public policy needs to be based on the actual needs of the people, social organizations as a civil society self-organized groups, can fully understand the demands of villagers, real and accurate feedback to the government agencies, help policy timely adjustment. Secondly, as a bridge between government agencies and the public, social organizations can actively guide and encourage villagers to understand the policy after the promulgation of public policy, help villagers learn the policy, and promote the effective implementation of public policy. Finally, social organizations can, to a large extent, promote enterprises, network media and other interests to help implement policy guidelines, form effective cooperation for the implementation of policies, make up for the shortcomings and deficiencies of the government's policies, and improve the scientific nature of the policies.

2.3 Maintaining Social Order

As an intermediary between the people and the government, social organizations can intervene in time to safeguard public order and public interests when public conflicts occur. First of all, the social organization and the villagers closer relationship, can keenly understand and perceive the villagers' actual demands and emotional changes, in the villagers of the government's actions to produce a lack of understanding and antipathy to the mood of timely appeasement, to ease the conflict. In the case of real conflicts, it can also play the role of lubricant to avoid the deterioration of the conflict.

Secondly, social organizations can assist the government in setting up a civil dispute handling mechanism, provide villagers with free legal advice and regulation services, help villagers resolve conflicts and safeguard their legitimate rights and interests.

2.4 Linking Social Governance

A social organization is a social group established by people for the purpose of achieving a common goal, with service as its purpose and the common good as its orientation. It is independent of government, not subject to government authority, and does not have a strict top-down hierarchy; unlike enterprises, it is non-profit and not subject to the laws of the market. Therefore, social organizations become a bridge of communication between the government and villagers, participation in social governance is able to help achieve a wider range of social justice. On the one hand, social organizations by virtue of its special nature to truly and accurately understand the demands of villagers, and timely feedback to the government; on the other hand, social organizations to help the government to explain the relevant decisions to the villagers, publicize public policy, to facilitate the understanding of the villagers. This greatly reduces misunderstandings and friction between the government and villagers, connects the main bodies of social governance, and maintains social stability at the grassroots level.

3 Realistic Constraints on the Participation of Social Organizations in Rural Governance

3.1 Insufficient Professionalism of Social Organizations

According to data from the seventh population census China's population living in rural areas accounted for 36.11 per cent of the population^[2], and in 2020 there will be a flow of 331 million people to cities and towns, of which the rural-to-urban flow will be about 249 million, an increase of 106 million compared with 2021, with less than 30 per cent of the resident rural population aged 15-39. The situation of hollowing out and aging in the countryside is very serious. As a result, most rural social organizations lack professional talents and are basically formed by villagers on their own initiative. Insufficient management experience, lack of guidance from relevant professional knowledge, and lack of professional training often lead to loose management, chaotic governance, and hesitant decision-making in social organizations. Many social organizations have not yet established a complete organizational system, making it difficult for them to

systematically carry out related services. In addition, some rural social organizations are unable to obtain a legal identity, have no legal protection, are limited in their development, and are prone to marginalization and arbitrariness when participating in rural social governance.

3.2 Low Recognition of Social Organizations

The recognition of social organizations by villagers and the Government has yet to be improved. On the one hand, under the profound influence of traditional thinking, villagers believe that the township government and village committees are the authoritative bodies of social governance, while social organizations are just an illegal and informal group. Some villagers also believe that social organizations are composed of community elites and village cadres, which are not highly relevant to them, and that joining social organizations will not only bring no practical benefits, but may even lead to the payment of membership fees, which, to a certain extent, will lead to villagers' resistance to social organizations. On the other hand, the government departments are bound by the idea of officialism, and believe that social organizations do not belong to the government system^[3], and regard them as one of the tools for their own social governance, and the support in the process of communication and cooperation with social organizations is obviously smaller than the supervision, and many of the rights and obligations that should have been borne by the social organizations are handed over to the institutions to undertake, and the unimportant functions such as guiding and propaganda are handed over to the social organizations to undertake.

3.3 Vague Legal Norms Relating to Social Organizations

Mature and perfect legal system norms are an important cornerstone for social organizations to participate in governance, play an effective and dynamic role, and guarantee their sustainable and healthy development^[4]. It not only ensures that the positive role of social organizations in the governance process can be given full play, but also provides strong support for their long-term stable development. At present, the relevant laws and regulations of social organizations in China are mainly some principle descriptive documents, which are mainly devoted to regulating the registration and management procedures, and to a certain extent solve the problem of legality in the operation of social organizations. But the lack of clear legal provisions and regulations to regulate in detail their rights, obligations and specific scope of duties in the process of rural social governance, to a certain extent, restricts the possibility of social organizations to play a greater role in rural governance^[5]. When facing the complex social environment, they are often unable to participate in social governance due to the lack of legal identity.

3.4 Lack of Linkages in the Participation of Social Organizations in Governance

Rural governance is a process in which multiple subjects participate together, requiring the establishment of a long-term linkage mechanism of mutual cooperation and synergistic operation. However, in practice, a benign form of cooperation has not yet been formed between multiple subjects, and there is a lack of effective communication channels between the two sides, which leads to the inability of social organizations to play their due role^[6]. Social organizations and the government have not formed a positive interaction mechanism, in the “strong government - weak society” model^[7], social organizations and government departments lack a positive and effective contact mechanism, which leads to social organizations can not give full play to their role. There is also a lack of effective linkage and cooperation between social organizations and between social organizations and enterprises, and effective information and resources cannot be circulated and shared, thus affecting the effective allocation of resources. The inefficient utilization of social resources, the inability to share governance information in a timely manner, and the lack of effective articulation and cooperation among the main bodies have led to the eventual fragmentation of the rural governance community structure^[8].

4 Optimizing the Path of Social Organizations' Participation in Rural Governance

4.1 Enhancing the Professionalism of Social Organizations in Governance

Enhancing the professionalism of social organizations is the key to their participation in rural social governance and giving full play to their role. In order to realize this goal, first of all, we should strengthen the construction of the talent team and improve the talent incentive mechanism. Reasonable salary levels should be set to attract talents to participate in rural social governance. Increase education and training opportunities, hire professionals to give professional lectures, improve the professional level of the members of social organizations, and guide them in social governance with rich management theories and knowledge.

Secondly, a scientific organizational framework and management system should be established to clarify the division of labor among members and set clear and reasonable organizational goals. Finally, the current regulations have high requirements for the registration of social organizations, and the government should appropriately relax the registration standards, simplify the boarding process, and improve the efficiency of the approval process, so that social organizations can smoothly and efficiently obtain legal protection.

4.2 Increased Recognition of Social Organizations' Participation in Governance

To do a good job of publicity, win the approval of villagers and the support of all sectors of society, and raise the degree of recognition of the participation of social organizations in rural governance. On the one hand, through holding speeches, carrying out thematic lectures and other forms of extensive publicity among villagers, so that villagers fully understand and believe in the nature, purpose and goals of social organizations in rural communities, as well as an in-depth understanding of the significance of the participation of social organizations in rural governance^[9]. At the same time, in the process of participating in rural community governance, actively publicize the operation mechanism of social organizations, and encourage villagers to participate in the supervision, so as to enhance the villagers' sense of trust and recognition of social organizations, thus creating a more favorable environment for social organizations to participate in rural governance.

On the other hand, rural community social organizations should also establish a positive image. By actively seeking sponsorship from social enterprises, cooperating with other social organizations, and strengthening publicity to build up a good image, they can enhance their influence and social attention, with a view to attracting more donations and support from all sectors of society.

4.3 Improving Legal Norms for the Participation of Social Organizations in Governance

A sound legal system and norms are the basis for the effective participation of social organizations in rural social governance, and the lack of relevant legal norms has led to a lack of support for the participation of social organizations in social governance, making it difficult for them to play their role effectively. On the one hand, the Regulations on the Administration of Registration of Social Organizations and other relevant laws and norms should be improved and updated, so as to specify the legal status of social organizations and their procedures, powers and obligations in participating in rural social governance^[10]. On the other hand, the classification of social organizations should be refined and managed separately, and specific norms should be formulated for their participation in rural social governance, so as to reduce corrupt practices and violations of the law by social organizations.

4.4 Improving Synergistic Mechanisms for the Participation of Social Organizations in Governance

The establishment of a sound synergistic mechanism for pluralistic and shared governance is a prerequisite for the participation of social organizations in rural governance. It is important to establish a long-term cooperation mechanism between the government and social organizations, promote the transformation of government functions, delegate functions that can be entrusted to social organizations to social organizations with professional capabilities, refine the division of labor, and give full play to the professional

skills of social organizations. When participating in governance, social organizations should also focus on building themselves and shaping their image, improving their professional capacity and reducing their dependence on the government. In addition, it is necessary to improve the information-sharing mechanism among social organizations, strengthen information exchange and communication and cooperation among social organizations, enhance resource sharing and talent exchange, and achieve multi-dimensional complementarity and linkage.

5 Conclusion

Nowadays, rural revitalization is at a critical stage of comprehensive promotion, and social organizations, as major participants in rural governance, are helping to promote the innovation and upgrading of the rural governance system. Although there are still many difficulties in practice, both township governments and rural villagers should actively support and cooperate with social organizations to participate in rural governance, build effective synergistic mechanisms, and work together to achieve rural revitalization and contribute to the promotion of rural development.

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