

# The Participation value of RNGO in the Management of Rural Public Crisis

Xiao Bin<sup>1\*</sup> Wang XiaoFen<sup>2</sup>

<sup>1,2</sup> School of Public Management (SPM), Yunnan University of Finance and Economics, P. R. China,  
(xiaokao1126@163.com, 437535177@qq.com)

## Abstract

At present, the situation of China's rural public crisis is severe and it seriously disrupts the process of socialism new rural construction. According to the governance theories, the management of rural public crisis is not only in the field of the government management, and it should be positioned in the field of whole social management, in order to give full play to the rural nongovernmental organizations (RNGO) and other various social subjects. Therefore, to clear the role positioning of government and RNGO, give full play to RNGO in the management of rural public crisis in every stage, in order to realize the "good governance" function of management of rural public crisis, and construct socialism harmonious new countryside.

**Keyword:** Public Crisis, Management of Rural Public Crisis, RNGO

## 1. Introduction

At present, our country is in the crucial period of social transition, and is influenced by many factors, such as population, resources, environment, efficiency, fairness, justice, and so on. The situation of China's rural public crisis is severe and it seriously disrupts the process of the socialism harmonious new rural construction. Crisis management is an important content of the government's public management, so the government shall be take on the main management responsibility. But management theory is that, the management of rural public crisis is not only in the field of the government management, and it should be positioned in the field of whole social management, in order to give full play to the rural nongovernmental organizations (RNGO) and other various social subjects. Based on the above background, this paper trying to explore the practical path and functional value of the RNGO to participate in the management of rural public crisis, so as to realize the "good governance" function of management of rural public crisis, and construct socialism harmonious new countryside.

## 2. The Theoretical Analysis of RNGO to Participate in the Management of Rural Public Crisis

Public crisis management is refers to the government and non-governmental organizations take action to crisis prevention, events recognition, emergency response, emergency decision and deal with assessment, in order to avoid or reduce the damage caused by the crisis and improve the ability of crisis forecast, the treatment capacity after crisis and the ability to restore later.<sup>[1](P5)</sup> The academic circles have no single definition to the management of rural public crisis. The category of management of rural public crisis mentioned in this paper is for all rural factors involved in the management of public crisis, including the management behavior that happen in the countryside or involved in all rural public crisis.

The more popular definition of NGO in the international community is the five characteristics method, it have been put forwarded by American professor Lester • M • Sara, there are folk (also called nongovernmental), non-profit, autonomy, voluntary, organized organization.<sup>[2](P5)</sup> In our country, rural nongovernmental organizations (RNGO) is refers to the all kinds of social organizations that growing up in the

rural community with non-governmental, non-profit, public welfare or mutual benefit property, and according to the principle of run by the local people, for the local people. It includes the registered RNGO which obtained the legal status and the non-registered RNGO (also called rural grassroots organizations). RNGO mainly includes three types: economic cooperation organization, such as all kinds of professional and technical association; Social service organizations, such as old age association, poverty relief association and various cultural association; Farmers' rights organizations, such as the environmental protection organization, migrant workers organization.<sup>[3]</sup>

The management theory provides the theoretical basis for the RNGO to participate in the management of rural public crisis. What is called management, refers to a kind of the overall mode of public management, involved in political affairs, economic affairs, social affairs and each domain of social life, is a synthesis of all sorts of public affairs management mode; The core thought of management is the multiple subjects (public departments, the private sectors and civil social organizations) to jointly participate in public affairs, it represents a different governance of the new thoughts in public management.<sup>[4]</sup> But the management also is not everything; it has the problem of governance failure. In order to overcome the failure of governance, it puts forward the "good governance" point of view theoretically. "Good governance" is the process of social management which maximize the public interests ,and its essential characteristics is that it is a cooperative management of public life between government and citizen management , it is a novel relationship between the political state and civil society.<sup>[5]</sup>The enlightenment get from management theory for our country RNGO to participate in management of rural public crisis is: rural crisis management should not be to simply located in the field of the government management, and should be placed in the vision of whole society field , it should be a kind of management in the whole social areas ; The government should encourage and support RNGO to participate in the management of rural public crisis and provide effective channels and public resources, give full play to its function.

### **3. The Necessity of RNGO to Participate in the Management of Rural Public Crisis**

#### **3.1 To Remedy the Failure of Traditional Mechanism**

The government, as the provider of public service and the manager of public affairs, has the advantages, authority and coercive power which any other formal or informal social organizations do not has, it certainly is a core subject in crisis management. But under the conditions of market economy with the diversified interests, the management of modern government crisis should give full consideration to the legitimate interests and requirements of the public and the different social groups, and strengthen cooperation with society, emphasize on encouraging and supporting all kinds of groups and community organizations to participate in public crisis management actively by using its authority and public resources, then form the response network for the whole social crisis.<sup>[6] (P350)</sup>

With the characteristic of public, civil and non-profit and voluntary, the RNGO not only can paying close attention to rural social aspects and monitoring rural development in the rural public management, but also filling in the blank and vacancies in relevant aspects of the government management, they can warn, mobilize and assistance within the scope of its work based on their organizational goals and the participants with mission.

#### **3.2 To Improve the Ability of Government to Control Crisis after the Collapse of "Unit System"**

For a long time, China's government through the "units" (in the countryside refers to "community" and "team") which has highly rigorous and simple form to absolutely control and intervene society, then the society completely under administrative power. Therefore, the government has strong mobilization ability in dealing with public crisis; it can make full use of its strict organization system and mobilize human, material and financial resources to realize the management goal of the government crisis. But along with the deepening of reform and opening up, the relationship between the government and the society gradually come from nationalism mode to independence and autonomy, and the government returns rights to the society.<sup>[6] (P351)</sup> In China's vast rural areas, the rural economic individual gradually get independence from the social organization

with the deepening of household-contract responsibility system, and it fundamentally collapse the original rural organization system.

Against this background, the rural administrative power of government is no longer the only center, a lot of social intermediary organizations have become the integrated center of the rural social resource. Therefore, the government must strengthen the cooperation with RNGO in the management of rural public crisis, and establish more powerful network of rural social management to realize "shared governance".

### **3.3 To Safeguard the Interests of Vulnerable Groups in the Crisis**

As the main subject of social management, the government's decisions are global and macroscopic. It needs take account of various interests before come out a policy, and it is difficult to response timely and appropriately when facing the diversified social needs. The RNGO is launched by the people who with different attention, different orientation and different motivation, it can meet rural social needs even details place and make up for the vacuum area of government in rural management. Especially some of the social vulnerable groups can't appropriately express their needs, but they will be the service object of many RNGO. So the RNGO can play an important role in improving social welfare, and promoting social justice, maintaining social stability in the blank areas that the government too busy to manage.<sup>[7]</sup>

## **4. The Participation Way of RNGO in the Management of Rural Public Crisis**

### **4.1 To Convey Information Quickly and Assist the Government Make Decision Rapidly**

Make full use of its advantage that is own organization network, and as the transfer bridge for crisis management system in information. RNGO can reflect crisis information through the rural community, community public welfare organization, information channel timely to assist the relevant government departments to make decisions quickly.

### **4.2 To Carry out Professional Social Assistance**

Due to the wide distribution, weak infrastructure of rural areas, the government professional emergency team can not arrive timely when the public crisis broke. But

because of its agile mobility and professional advantage, RNGO can use their professional advantage to the spot in the first time. they can carry out rescue, reduce risk and loss, maintain the public interests and social stability as far as possible through social self organization way.

### **4.3 To Pay Attention to the Interests of Social Members Who are in the Blind Area of the Government Crisis Management**

In the management of rural public crisis, the role of the government is often positioned in a wide range and the key position, it will result in some blind areas of crisis management, and the blind areas just to make up for the RNGO. For example, in a flash flood geological disaster, the government is considering the scheduling of a rescue team, victims settlement, the distribution of relief supplies, but the crisis prevention is in deficiency such as how to spread around the disadvantaged groups who are helpless old and "left-behind children". At that time, RNGO can make up for the deficiency of the government management, and made the social members of the blind spot is not be ignored.

### **4.4 To Assist the Government to Communicate with Media, and Guide the Public Psychological Crisis**

The existence of RNGO provides a relatively fair "third perspective" for the media to see the government. In addition, how to correctly guide the public crisis psychology is an important element of effective crisis control . Because it is organized, voluntary and professional, RNGO tend to be more easy to find the point of psychological guidance to the public, and actively carry out psychological counseling and make great efforts to avoid public panic psychology, create positive psychological atmosphere, mobilize the public to actively respond to the crisis.

## **5. Conclusions**

The governance theory provides a "good governance" mode for the management of rural public crisis. The management of rural public crisis is not simply in the field of the government management, but should be reviewed in the vision of the whole society and positioned as a whole society management, and then the RNGO will become the main force in the field of management. The government is no longer a very hand-on "rower", but only a "steerer" who planning and guiding. The relationship between government and RNGO is no longer command and obey,

but actively cooperate with each other. It can give full play to the crisis management when the government and RNGO keep good interaction, so as to realize the whole public interests of society. In order to realize the "good governance" of the rural crisis, it is must be made clear which the role of the government and the RNGO, and it should straighten out the system and mechanism of RNGO participation in management of rural public crisis, and give full play to RNGO in each stage of public crisis such as warning, identification, isolation, management and rehabilitation treatment and so on, and effectively cooperate with the government, to achieve the management goal of rural crisis, strive to construct a harmonious socialism new countryside.

## References

- [1] The National Cadre Training Materials Editor Committee. Public Crisis Management [M]. Beijing: people's publishing house, 2006.
- [2] Lester • M • Sara have. Global Civil Society, The Non-profit Sector Horizon [M]. Beijing: Social Studies Learn Literature Press, 2002.
- [3] LiuMeiPing. China's Rural NGOS Growth Dynamic Mechanism. [J]. Theory and Reform. 2007, (4).
- [4] GuoYong. Management: A New Public Management Thoughts [J]. The Analysis Report of China's National Conditions. 2003, (18).
- [5] ZhangXin. Crisis and Change: The Study of Defects and the Error Correction Countermeasures of China's Township Public Management System. Master Degree Theses. Beijing: Tsinghua University. 2005.
- [6] GuoJi, GaoXiaoPing, JinJiangHao, etc. The Practice of Government Emergency Management [M]. Beijing: the CPC Central Committee Party School Press, 2004.
- [7] ZhaoYuHui. The Research of NGO Participate in Public crisis management. Master Degree Theses. Henan Zhengzhou, Zhengzhou University, 2006.
- [8] JingHuaiBin. Public Psychology Crisis of SARS Cases [M]. Beijing: Social Sciences Academic Press, 2006.