

# Research on the Construction of the Organizational Mechanism of Rural Party Branches

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## ABSTRACT

Xi Jinping stressed that party members and cadres must be politically strong and strong, and the party organization must have superb leadership ability to provide a strong political guarantee for the implementation of the rural revitalization strategy. The problems in the organizational construction of rural party branches are mainly manifested in the imperfect selection mechanism of branch members, the loss of a large number of outstanding local talents, and the weak economic awareness of rural party members. Therefore, how to build a complete organizational mechanism of rural party branches around the three aspects is the core of improving the leadership ability of rural party branches, and it is also the key to giving full play to the leadership of rural party branches to lead the people to achieve rural revitalization.

## KEYWORDS

Rural Areas; Party Branches; Organizational Mechanisms; Rural Revitalization.

## 1. PROBLEMS EXISTING IN THE ORGANIZATIONAL MECHANISM OF RURAL PARTY BRANCHES

### 1.1. The Selection Mechanism for Members of Rural Branches is Not Sound Enough

In 2021, the vast majority of rural areas across the country completed the general election of rural party branches, and many outstanding rural party members with strong work ability, good mass foundation and high political literacy entered the ranks of the leading group of rural party branches, injecting fresh blood into the construction of rural grassroots party organizations, further enhancing their combat effectiveness and leadership, and laying a solid foundation for rural development in the new era. However, in some rural areas, there are also some problems in the process of general election of branch members.

First of all, the reserve personnel of the branch leadership team are insufficient, and they are facing the phenomenon that it will be difficult to find. There are also a group of village sages with broad vision, high education level and strong leadership ability, but most of them are unwilling to participate. Because rural affairs are cumbersome and interests are complicated, they often take care of one thing at the expense of the other, and inadvertently offend people; and once they take office, they are everyone's patriarchs and servants, and they are often busy with public affairs and waste their own land, and their salaries are meager, so most of the "capable people" choose to be alone. For the party members in the village who meet the candidate qualifications, most of them have reached the age of their prime, and they can no longer adapt to the rural work in the new era in terms of energy, body, pattern and vision. In the past, a few village party secretaries who were in the prime of life, ambitious, and self-motivated also made many achievements, but because they failed to weigh the interests of all parties, the mass work was not done properly, and in the end they were exhausted, resulting in

their failure or reluctance to join the new leadership group. Young people, because they have just entered the society, lack of experience, although they have great ambitions, they have not had the opportunity to win the trust of the masses and have not been able to get everyone's support. Therefore, it is necessary to increase training and publicity in the reserve of leader candidates.

Secondly, the rural areas are a differential pattern formed by blood relations, and the shadow of clan power has existed for a long time. Rural areas are a society of acquaintances naturally formed by blood relations for a long time, and there are naturally differences between different surnames, even if they have the same surname and the same clan in the same lineage, there are also distant and close relatives, and the concept of clan distance and proximity seriously affects the unity of the village. In the process of the general election, there are illegal operations, and each family elects representatives of their own interests, fights openly and secretly, treats and gifts, forces elections, and bribes still exist. In the end, the villagers elected not really capable and literate village cadres, but agents of their own family interests. This phenomenon not only affects the authority of the election, but also affects the fairness of the administration in the later period.

In addition, there are many people outside the country, and the enthusiasm for the election is not high. At present, there are many migrant workers in rural areas, and in many villages, less than half of the population is even stable. In many rural areas, it is difficult to meet the legal requirements for the number of people at each change. Those who go out rarely leave their work to participate in the elections of the two committees; first, they believe that their own votes cannot influence the election results; second, they are away all the year round, and they have no interest in the selection of village cadres, and it is difficult to mobilize their enthusiasm for the election. As a result, migrant workers implement a ballot entrustment system, issue an application, and have their relatives exercise their rights on their behalf. This in turn led to a scramble among the relatives in the village for the power of entrustment, and finally caused the entrustment to get out of control.

## **1.2. There is a Large Loss of Outstanding Local Talents in Rural Areas**

To govern the country and rejuvenate the country, talent is urgent. The ability level of rural cadres determines that the key to attracting and retaining talented people is for rural grassroots party organizations to maintain strong combat effectiveness and play a vanguard and exemplary role. However, with the acceleration of China's urbanization process, in the face of cities with high economic income, rich educational resources and perfect infrastructure, capable and self-motivated rural talents choose to work hard in cities, settle down with their families, and enjoy the dividends of urban development. According to the statistics of the National Bureau of Statistics, the total number of migrant workers in China in 2021 was 292.51 million, an increase year-on-year. The number of people who went out reached 171.72 million, and the number of locals was 120.79 million, both of which rebounded, which is inseparable from the rapid recovery of the economy after the recovery of the epidemic, and the strong willingness of farmers to work part-time. Many people with academic qualifications and brains left this land by going on to higher education and doing business, and many of them resigned from the party members and cadres of the rural grassroots party organizations and went to the city.

First of all, the loss of outstanding talents in rural areas will reduce the reserve force of rural party organizations and affect the improvement of the overall capacity of rural party branches. The vast majority of the outers are young and enterprising young people who are flexible, not satisfied with the status quo, and full of hope for the future, making them the best candidates to lead the villagers out of poverty and into prosperity. Those with academic qualifications choose to work steadily in big cities, and those who do not have higher education also choose to work in cities. Their departure has left rural revitalization lacking backbone and organizational revitalization talents. Elderly party members have lagged behind the times in terms of physical strength and thinking, and most of them are faltering, frail and sickly, and there are often situations of self-containment and rigid thinking. In

the implementation of the policy of benefiting the people, the development of collective economic development characteristic industries and other aspects of the lack of innovation consciousness, lack of leadership ability, it is difficult to adapt to the rural work in the new era.

In addition, rural areas are not attractive enough for talent. First of all, most of the village cadres are part-time side jobs, with little power, many tasks, and heavy responsibilities, but the salary is very low. Secondly, living conditions need to be improved. Although the rural areas have completed poverty alleviation and have entered a moderately prosperous society in an all-round way, the gap between urban and rural areas is still very large, the living conditions in rural areas are relatively difficult, the facilities in all aspects are not perfect, and the promotion channels are limited. Therefore, whether from the perspective of their own career development prospects or the living and educational environment of future generations, rural areas are not the first choice for young talents. Finally, the circle problem is serious, and it is difficult for outsiders to intervene. The members of the rural grassroots party organizations are basically from their own villages, and some grass-roots cadres rely on their cadre positions to seek their own family economic interests, hold power for many years, and tend to their own family members in the development of party members. The local capable people do not want to infringe on their interests, so as not to provoke conflicts and retaliation, it is better to stay away from them. The existence of various phenomena has made outstanding talents shy away from rural grassroots work and choose jobs with better pay and more harmonious interpersonal relationships.

### **1.3. Rural Party Members Have Weak Economic Awareness**

Rural revitalization in the new era, developing the rural economy and increasing farmers' income are the key points, and whether farmers' money bags are puffed up is an important indicator to measure the leading role of rural grassroots party organizations. Restricted by the limitations of education level, learning ability, cognitive vision, etc., the economic leadership ability of rural party members needs to be improved. At present, most rural agricultural development models are difficult to adapt to the development requirements of the new era, so it is necessary to innovate development ideas and change the development model. In fact, many rural areas are blessed with unique resource conditions, but they have not been well developed and utilized, and have never been able to achieve development. For example, many pristine villages are surrounded by mountains and rivers, with beautiful natural scenery, coupled with a long history, many traditional buildings and customs have been preserved, and there are rich natural and cultural resources, which can be planned and designed to develop the rural tourism industry. Some villages are suitable for producing characteristic crops due to special reasons such as topography, soil, and water sources, and the party branch can take the lead in establishing agricultural cooperatives, integrating resources, scientific planning, and carrying out unified purchasing and marketing, creating characteristic brands, and enhancing market visibility; However, due to their lack of knowledge and weak sense of economic development, the majority of rural party members can only mechanically complete the tasks assigned by the higher-level government and resolve all kinds of disputes among the villagers, but they do not understand the current development trend and situation, do not have the management ability of the modern economy and industry, and are at a loss for the direction of rural economic development; there are also some party members and cadres who think that if they do too much, they will make many mistakes, and it is certainly worthy of recognition that the collective economy has worked hard to do a good job, but if the business fails and everyone suffers damage, it will certainly attract complaints and affect their own authority. The weak economic awareness of rural grassroots party members has led to the stagnation of the rural collective economy, and it is difficult to help the revitalization of rural industries.

## **2. CONSTRUCT THE PATH OF THE ORGANIZATIONAL MECHANISM OF RURAL PARTY BRANCHES**

### **2.1. Innovate and Improve the "First Secretary" System**

In 2015, the Organization Department of the CPC Central Committee issued a circular on the selection and appointment of the first secretary, emphasizing that party members with rich experience, strong overall planning ability, excellent quality, and high mass work ability should be selected from government agencies, public institutions, state-owned enterprises, government departments and other units to be assigned to rural areas with weak foundations and arduous tasks to carry out fixed-point assistance. Nearly 2.8 million first secretaries and poverty alleviation cadres have taken root in rural areas, digging up the roots of poverty, engaging in construction, and implementing policies to benefit the people, thus deepening the cause of poverty alleviation. In order to consolidate the achievements and realize the effective connection between poverty alleviation and rural revitalization, the General Office of the CPC Central Committee issued the "Opinions on Continuously Selecting and Dispatching First Secretaries and Task Forces to Key Villages" in 2021, and required all localities to strictly and flexibly implement them according to the actual situation of their own districts. Under the new situation, it is necessary to innovate and strengthen the construction of the first secretary system to ensure that it continues to play a leading and creative role.

Improve the mechanism for selecting and employing personnel. To ensure the smooth development of the work, the key is to select and employ people. The organs and departments responsible for the selection and appointment of the first secretary should conduct in-depth investigation and study, conduct in-depth investigation and investigation of the villages in need of assistance in the region, sort out the difficulties and development advantages faced by the region, and "teach students according to their aptitude" according to the different characteristics and situations of each locality. For the first secretary candidates who are required to be stationed, comprehensive consideration should be given to professional quality, work experience, knowledge level, industry characteristics, age and gender, etc., to ensure that the professional counterpart, complementary advantages, and targeted, improve the pertinence and effectiveness of the selection and distribution, and truly make the best use of their talents, personnel and positions matching. It is also necessary to make full use of big data technology to build a platform for candidates and villages to match each other's needs. According to the candidate's personal wishes, age and family factors, work level, experience and resume, professional background and other conditions, "register and enter the database", and then sort out and register the inspection situation in each region, and rely on information technology to achieve the docking and matching of the two.

Improve the system of rewards and punishments. When the first secretary is stationed in a difficult village, he will inevitably be slack or tired in the face of a difficult environment and complicated work for a long time, and his enthusiasm will be easily hit. Comrades who have performed well, are conscientious, and have made sincere contributions should be given preference and priority in the promotion of professional titles, the selection of advanced figures, and the promotion and appointment of cadres. Secondly, adequate financial support should be given.

Strengthen supervision and implement the mechanism for the withdrawal of the first secretary. After the first secretary has worked for a period of time, if all aspects are progressing smoothly, the implementation of the work is in line with the expected goals, and the rural grassroots party organizations are helped to establish their perfect organizational mechanisms, and a group of local cadres with both ability and political integrity and outstanding ability have been trained and selected, then they should also choose to withdraw at the appropriate time, so that the rural grassroots party organizations can "renew" themselves. A very small number of cadres stationed in villages do not have a good purpose and do not have the right thinking, and such cadres with improper intentions will not only not play a positive role in promoting the rural grassroots party organizations, but will

also play a reverse role in hindering and affecting the image of the organization in the hearts of the masses. Relevant departments should promptly discover this kind of "black sheep", pursue responsibility and accountability according to the circumstances, and order those who fail to make corrections in a timely manner and become more and more serious, and make a thorough review and accountability.

## **2.2. Cultivating a Team of Talents Rooted in Rural Areas**

First of all, the revitalization of the organization should pay attention to the selection and attraction of talents, and absorb party members with a heavy sense of responsibility, strong ability to get rich, excellent work style, and rich knowledge into the branch team in a timely manner, and optimize the team of leaders. We should not only pay attention to internal training, but also strive to introduce externally. The internal training is mainly aimed at local talents, including retired cadres and teachers, college graduates from the village, veterans and some local business operators. They have rich knowledge, high level of knowledge and culture, courage and deep hometown complex, and the most important thing is to have a self-motivated heart to dedicate to their hometown, and must take the initiative to actively discover such talents and incorporate them into the party organization team in a timely manner. The introduction of external resources is to expand the source base of the team and attract social talents to serve the rural areas. At the same time, it is also necessary to attract highly educated professionals to take root at the grassroots level through a wide range of channels, so as to inject fresh blood into the rural grassroots party organizations.

Secondly, it is necessary to pay attention to training and assessment and improve the overall quality of "three rural people". The first is that the party committees at all levels provide convenient conditions, actively contact relevant experts and teachers, and cooperate with colleges and universities, and use high-quality teachers to carry out skills on a regular basis. The training of theory and other knowledge should be linked to the outstanding agricultural and rural model models of the whole province to publicize the experience; second, for the recruitment of relevant posts in some enterprises and institutions related to agriculture, the knowledge of agriculture and rural areas should be appropriately added, so that they can further understand the objects they serve; third, for the talents of higher education, agriculture, agriculture and agriculture, it is necessary to increase the proportion of enrollment, and strengthen the cultivation of targeted ideas, many agricultural college students are not willing to take root at the grassroots level, and it is necessary to strengthen ideal education and strengthen targeted training. Fourth, it is necessary to carry out ideal and belief training for foreign talents who have taken root in rural areas, strengthen their sense of responsibility, and enhance their sense of mission and honor. Finally, it is necessary to provide sufficient logistical support for this group of aspiring people. Including: providing them with housing, living allowances, children's education, medical care, household registration and other practical difficulties, to solve the worries of the talent team.

## **2.3. Enhance the Ability to Develop the Economy**

Whether the peasants are rich or not depends on the branches. The prosperity of the village industry depends on the improvement of the peasants' living standards.

Under the leadership of the rural grassroots party organizations, the village party branches can only demonstrate their own combat effectiveness by boosting the rural economy. There is no rice in the hand, and the chickens and ducks ignore it. Due to the constraints of various social and natural conditions, the economic development of most rural areas has been slow, and the peasants have scattered their experiences and fought their own battles, making meager profits. Rural grassroots party organizations should take the initiative to enhance their awareness and ability to develop the economy, earnestly make the rural "cake" bigger, and give full play to their due combat effectiveness.

First of all, the rural party branches should actively promote the circulation of land, invigorate rural land resources, concentrate land for operation and production, pay attention to the division of the "three rights," and ensure the legitimate income of peasants. Considering the particularity of economic capacity, some business experts can be allowed to participate in the operation and management, but the party branch must lead and supervise, strengthen the main responsibility, do a good job in mobilization and publicity, and actively guide the villagers to join in through the way of shareholding, and take the initiative to contact relevant business enterprises to establish cooperative relations, so as to achieve one-stop production and operation, drive the employment of villagers, increase the income of villagers, and finally achieve common prosperity in the process of common struggle.

The second is to adapt measures to local conditions and create characteristic industries. Village leaders should enhance their strategic vision, enhance their economic awareness, be good at seizing the opportunity, take advantage of the situation, understand the large market environment, grasp market information in a timely manner, innovate ideas, do not blindly follow the crowd, and unite and lead the villagers to walk out of a road suitable for the village to get rich. Rural party branches should combine the current development environment, take advantage of the opportunity of rural revitalization, accelerate the development of local characteristic natural and cultural resources, not only to create a local brand of characteristic food, carry out deep processing of products, increase market share, and increase added value.

Finally, it is necessary to actively explore the market. Village grassroots party organizations must keep up with the pace of the times and learn how to use advanced scientific and technological means to guide agricultural production and marketing. In recent years, the e-commerce economy has been booming, and emerging marketing models such as Douyin, Kuaishou live streaming, and online sales are in the ascendant. Rural party branches should speed up the establishment of cooperation with large e-commerce or short video operation platforms such as Taobao, Jingdong, Douyin, and Kuaishou, and expand market sales channels through the establishment of rural e-commerce platforms. Party branches should also strengthen live broadcast training for farmers, use the traffic support provided by short video platforms to increase sales, do a good job in publicity, and regularly broadcast the whole process of growing, harvesting and processing of agricultural products, so that consumers can understand the quality of the goods they buy. Especially in big cities, information asymmetry, consumers buy vegetables expensively and farmers sell vegetables is difficult, through e-commerce to open up the channel between consumers and farmers, to achieve a win-win situation. At the same time, the media is invited to shoot and upload local characteristic homestay cultural performances and traditional ancient buildings and villages to attract tourists for sightseeing, play the brand out, and drive consumption.

### **3. SUMMARY**

Rural party branches are the direct leading force in the implementation of rural governance, and the link between the party and the people, and their position is very important. The progress of the rural areas, the revitalization of agriculture, and the well-off of the peasants are inseparable from party members and cadres and party branches. Therefore, to solve the problem of unbalanced and insufficient development in rural areas in the new era, it is necessary to start from the organizational mechanism of the party branch team, innovate and improve the "first secretary system", cultivate a talent team rooted in rural areas, and enhance the ability to develop the economy, so as to improve the organizational mechanism of rural party branches and promote the modernization of rural governance capabilities and governance systems.

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