

Research on the innovation of rural public management under the background of rural revitalization

Yu Xin

China Jiliang University, Zhejiang, 310000

ABSTRACT

The Rural Revitalization Strategy, as a significant strategic deployment in the new era of China to address the "three rural issues" and promote integrated urban-rural development, focuses on stimulating internal rural dynamism to achieve comprehensive revitalization of the rural economy, society, culture, and ecology. Guided by this grand vision, rural public management, as a crucial support for achieving the goals of rural revitalization, is particularly urgent and critical in its innovation and development. Traditional rural public management models have gradually shown many inadequacies when responding to the complex and changing development needs of the new era, such as low management efficiency, insufficient service provision, and weak resource integration capabilities. These issues severely constrain the progress of rural revitalization. Therefore, in-depth research on innovative paths for rural public management under the context of rural revitalization is of great theoretical value and practical significance for solving rural development challenges, invigorating rural vitality, and promoting comprehensive rural revitalization.

KEYWORDS

rural revitalization; innovative countryside; public management; path

The proposal of the Rural Revitalization Strategy marks a new phase in Chinas rural development. In the face of challenges such as imbalanced urban-rural development, backward rural infrastructure, and insufficient public service provision, innovating rural public management pathways is particularly crucial. This not only concerns the sustained economic growth of rural areas but also impacts the improvement of farmers living standards and the harmonious stability of rural society.

1 The importance of innovating rural public management under the background of rural revitalization

1.1 Improve governance efficiency

Traditional rural public management models often suffer from low efficiency and delayed decision-making, making it difficult to meet the complex needs of rural revitalization. By introducing innovative methods such as digital management and grid-based services, administrative processes can be optimized, and policy implementation efficiency can be improved. At the same time, innovative management approaches help enhance the service capabilities of grassroots organizations, enabling faster responses to villagerss needs, thereby elevating the overall level of rural governance.

1.2 Optimize resource allocation

The distribution of resources in rural areas is uneven, with a significant gap between the supply and demand of public services. Innovations in public management can leverage technologies such as big data analysis and intelligent scheduling to accurately identify resource shortages and achieve more rational allocation. For example, by establishing dynamic monitoring mechanisms, the direction of investment in infrastructure, education, and healthcare can be adjusted promptly to avoid waste and improve efficiency, providing stronger support for rural revitalization.

1.3 Promoting sustainable development

Rural revitalization is not only about economic development but also involves multiple goals such as ecological protection and cultural heritage. Innovating public management can promote the implementation of green development concepts, for example, by introducing environmental assessment mechanisms and promoting eco-agricultural technologies to achieve harmony between the economy and the environment. Moreover, innovative management can boost villagers enthusiasm for participating in rural construction, fostering a positive interaction among government guidance, social collaboration, and village self-governance, laying the foundation for the long-term prosperity of the

countryside.

2 Problems facing rural governance

2.1 Severe ecological and environmental pollution

The manure and wastewater from livestock farming are discharged without effective treatment, leading to eutrophication of water bodies and exacerbated soil pollution. Over-reliance on chemical fertilizers and pesticides in agriculture results in soil compaction and ecological imbalance, affecting crop safety. Rural household waste lacks a standardized disposal system, often piled up or burned indiscriminately, exacerbating air and groundwater pollution. Industrial pollution in some rural areas has been transferred, increasing environmental burdens and threatening the health of villagers.

2.2 Insufficient supply of public facilities for living

Rural roads, water supply, and power facilities are aging, with some areas still lacking full coverage, affecting villagers daily travel and living convenience. Educational resources are unevenly distributed, with weak teaching staff in rural schools and outdated teaching facilities, leading to low educational quality. Medical conditions are poor, with rudimentary equipment at primary healthcare institutions and a shortage of professional medical personnel, making it difficult for villagers to access healthcare. Cultural and recreational facilities are scarce, resulting in monotonous spiritual and cultural life, which impacts the happiness of rural residents.

2.3 Weak management of grass-roots mass self-governing organizations

The management methods of village committees and other self-governing organizations are outdated, relying on traditional experience and lacking modern governance tools, making it difficult to meet the needs of rural revitalization. There is a tendency towards formalism within these organizations, with heavy administrative tasks but low actual governance efficiency. The number of professional managers dispatched by the government is insufficient, and some officials lack experience in rural governance, leading to inadequate policy implementation. Villagers enthusiasm for participating in governance is low, and the self-governance mechanism remains superficial, failing to form an effective co-governance pattern.

3 Implementing paths for rural public management in the countryside

3.1 Ecological environment management strategy

During the implementation of the rural revitalization strategy, ecological and environmental governance faces numerous challenges and opportunities. Currently, rural areas generally suffer from an incomplete household waste management system, with large amounts of garbage failing to be properly disposed of. Open-air stacking and simple landfilling are widespread, not only affecting the appearance of villages but also causing long-term pollution of soil and water sources. The issue of non-point source pollution in agricultural production is equally severe; excessive use of fertilizers and pesticides leads to soil compaction and eutrophication of water bodies. Traditional farming methods continue to cause persistent damage to the ecological environment. The rapid development of livestock farming has brought increasingly prominent issues with manure disposal. A significant amount of breeding waste is discharged without effective treatment, exacerbating the pollution load on surrounding environments. In terms of ecological landscape construction, many villages lack systematic planning, failing to organically integrate natural ecology and cultural landscapes. This not only wastes valuable ecological resources but also misses opportunities for developing distinctive rural areas. Rural infrastructure construction still has obvious shortcomings; toilet renovations and water supply projects in some regions are progressing slowly, and the coverage of sewage treatment facilities is low, directly impacting farmers living standards and health levels. Long-standing problems such as river siltation and water system pollution weaken the self-regulating capacity of rural ecosystems. To address these environmental governance challenges, a more systematic and standardized approach is needed. A standardized governance system. In waste management, a comprehensive collection network covering the entire village should be established, along with transfer stations and disposal facilities that meet environmental standards. In agricultural production, green technologies such as soil testing for fertilization and biological control should be widely promoted to reduce non-point source pollution from agriculture. For livestock farming pollution, it is necessary to improve the resource utilization system of manure and promote integrated development of crop and animal husbandry. Ecological landscape construction should focus on

preserving the original rural appearance, avoiding excessive artificialization, and achieving harmonious unity between natural ecology and cultural landscapes through scientific planning. Infrastructure construction should proceed in tandem with environmental protection to ensure that projects like toilet renovations and water improvements truly deliver their intended effects.

3.2 Service strategy of public facilities for life

The improvement of the current rural public service system requires efforts from both the supply and demand sides. In the field of infrastructure construction, priority should be given to promoting integrated urban-rural water supply projects, accelerating the renovation and upgrading of old pipelines, and establishing a regular water quality monitoring mechanism; in terms of power supply, it is necessary to implement the rural power grid consolidation and enhancement project, optimize the layout of substations, and promote the application of smart meters; for transportation network construction, efforts should focus on connecting the "last mile," improving road standards for natural villages, and enhancing safety protection facilities; information infrastructure should accelerate the extension of 5G base stations and fiber-optic networks to remote areas, reducing broadband usage fees in rural areas. The allocation of educational resources needs to establish a pairing assistance mechanism between urban and rural schools, implement the "county-managed school-hired" teacher reform, supplement teachers for scarce subjects through targeted training and special post programs, and improve the efficiency of educational information equipment use. Healthcare services require increased fiscal investment, updating medical equipment in township health centers, improving the drug supply guarantee mechanism for village clinics, conducting capacity-building training for rural doctors, and promoting the "Internet + healthcare" service model. Cultural service provision should focus on demand orientation, upgrading the functions of village-level comprehensive cultural service centers, appointing full-time or part-time cultural administrators, offering "menu-style" cultural services, and building a digital cultural resource sharing platform.

3.3 Management strategies of grass-roots mass self-governing organizations

The modern transformation of the current rural grassroots governance system requires systematic restructuring from multiple dimensions. In terms of grassroots party organization construction, it is urgently necessary to establish a regular education and training mechanism, enhancing the quality of the party member team through innovative models such as "Internet + Party Building," with a focus on cultivating young party members who are skilled in technology, adept at management, and passionate about their work. The organizational lifestyle should be innovated, combining theoretical study with solving practical problems to enhance the effectiveness of organizational activities. Government functions need to collaborate across departments, establishing cross-departmental coordination platforms, formulating lists of powers and responsibilities, clarifying the boundaries of duties for each department in rural governance, and setting up evaluation mechanisms to ensure policy implementation. The villagers self-governance system needs substantial breakthroughs, exploring the establishment of multi-participation platforms such as village deliberation councils and virtuous councilors, improving the "four discussions and two public announcements" working method to ensure that major village affairs decisions are procedurally transparent. Digital governance should be practical-oriented, developing simple management platforms suitable for rural characteristics, strengthening the information technology capabilities training of grassroots cadres, and establishing a unified data sharing mechanism at the county level. The supervision system should focus on improving the operation mechanism of the village affairs supervision committee, promoting the "Sunshine Village Affairs" project, and establishing online and offline combined supervision channels. Talent team building requires constructing a full-chain mechanism for "recruitment, cultivation, retention, and utilization," perfecting the career development of college graduate village officials. Channels: Implement the "Recruitment Plan for Local Talents," establish a mechanism to ensure and incentivize village officials benefits. In transforming governance methods, focus on fostering a culture of consultation, promote down-to-earth deliberation formats such as "courtyard meetings" and "field discussions," and encourage an atmosphere where issues are well discussed and matters are decided through collective consultation. Through a series of institutional innovations and practical explorations, gradually build a modern rural governance system characterized by Party leadership, government responsibility, democratic consultation, social coordination, public participation, legal safeguards, and technological support.

3.4 Introduction of new public management theory

The application of new public management theory in rural governance faces numerous practical challenges. The current rural governance system still suffers from structural contradictions such as excessive government dominance and insufficient participation from market forces and social entities, with a multi-stakeholder collaborative governance framework yet to be truly established. The governments service procurement mechanism is slow to implement in rural

areas, with limited scope for service outsourcing and immature development of social organizations, making it difficult for them to take on public service functions transferred from the government. Social capital entering the rural public domain encounters institutional barriers, with an underdeveloped investment return guarantee mechanism that dampens the enthusiasm of market participants. In terms of transparency in governance processes, village affairs disclosure is often superficial, and the supervision and accountability mechanisms are poorly enforced, failing to effectively protect villagers rights to information and oversight. The application of performance management tools tends to be simplistic, with unreasonable evaluation criteria that overemphasize quantitative indicators while neglecting improvements in governance quality. Grassroots officials have low acceptance of new management concepts, with deeply entrenched traditional administrative thinking, and their service awareness and contractual spirit need strengthening. Legal system construction lags behind, and village self-governance charters are superficial, with dispute resolution overly reliant on personal relationships rather than institutional rules. Modern information technology applications are insufficiently deep, with digital governance platforms having limited functions and data sharing mechanisms being inadequate. These practical challenges constrain the implementation of new public management. The practical effect of theory in rural governance needs to deepen the reform of system and mechanism, cultivate multiple governance subjects, improve the system guarantee system, and promote the transformation of traditional management mode to modern governance mode.

4 Tag

In summary, innovating public management paths in rural areas under the backdrop of rural revitalization is a systematic project that requires joint efforts from the government, society, and the market. By strengthening ecological environment governance, improving living public facilities services, optimizing the management of grassroots mass self-governing organizations, and introducing new public management theories, we can effectively enhance the level of rural governance and promote comprehensive rural revitalization. In the future, we should continue to deepen rural governance reforms, constantly explore new paths for rural public management suitable for China's national conditions, and provide strong support for achieving rural revitalization and modernizing agriculture and rural areas.

References

- [1] Wan Yan, Liu Wei. Research on Innovative Path of Rural Public Management under the Background of Rural Revitalization [J]. Farm Economic Management, 2025, (02): 48-51.
- [2] Luo Haiqing. Problems and Countermeasures of Rural Public Management under the Background of Rural Revitalization [J]. Rural Science Experiment, 2024, (18):181-183.
- [3] Xu Jie. Research on the Dilemma of Public Management in New Rural Areas under the Background of Rural Revitalization [J]. PR World, 2024, (20):16-18.
- [4] Gao Jing. Analysis of the Current Situation and Suggestions on Rural Public Management under the Background of Rural Revitalization [J]. PR World, 2024, (06):20-22.
- [5] Cheng Lei. Dilemma of Public Management in New Countryside under the Background of Rural Revitalization [J]. Cloud, 2024, (03):129-131.
- [6] Huang Qi. Research on Rural Public Management under the Background of Rural Revitalization [J]. Guide to Smart Agriculture, 2022, 2(12): 132-134.