

# Practice and Exploration of Party Building Leading Party Branches in Higher Vocational Colleges to Assist Rural Revitalization Taking Santai Village, Ningming County, Chongzuo City, Guangxi Province as an Example

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## ABSTRACT

The report of the 20th National Congress of the Communist Party of China emphasizes the need to comprehensively promote rural revitalization, which means that the implementation of the rural revitalization strategy has entered a new stage. In the latest 5 years and the past 10 years since the new era, Chinese have made solving the "three rural" issues a top priority in the work of the entire party, adhered to the general policy of prioritizing the development of agriculture and rural areas, and achieved agricultural modernization as one of the long-term goals of achieving socialist modernization by 2035. To walk the path of rural revitalization well, party building leadership is fundamental. Taking Santai Village in Ningming County, Chongzuo City, Guangxi Province as an example, this article analyzes the basic situation, organizational construction, and industrial development status of Santai Village, explores the main content and existing problems of Party building leading rural revitalization in Santai Village, and proposes specific measures and suggestions for vocational colleges to assist rural revitalization. The research results indicate that party building leading higher vocational colleges has played an important role in rural revitalization. Based on this, this article proposes specific measures such as strengthening party building leadership, optimizing the talent training mode of vocational education, and strengthening industry-university-research cooperation, in order to provide better support for rural revitalization.

**Keywords:** *Party building leadership, Rural revitalization, Industry-university-research cooperation.*

## 1. INTRODUCTION

From December 14th to 15th, 2023, during his inspection tour in Guangxi, Xi Jinping emphasized the need to leverage the rich advantages of Guangxi's unique resources such as forest, fruit, vegetable, livestock and sugar, vigorously develop modern characteristic agricultural industries, and make more "Gui Zi Hao" agricultural brands famous throughout the country. It is necessary to not only encourage industrial and commercial capital to go to rural areas, but also grasp the bottom line and prevent the occupation of farmland for non-agricultural and non-grain management, as well as accelerate the improvement of rural governance system, improve rural infrastructure,

public services, and living environment, and enhance the overall appearance of villages and the quality of life of farmers. It is also necessary to consolidate and expand the achievements of poverty alleviation, establish a normalized assistance mechanism for low-income rural populations, and prevent large-scale poverty return.

Since the implementation of the rural revitalization strategy, Guangxi Economic and Trade Vocational Institute has been responsible for providing targeted assistance to five villages, including Santai Village in Haiyuan Town, Ningming County, Chongzuo City, Guangxi, Baiquan Village in Mingjiang Town, Liuzhang Village, Liushen Village, and Dongpo Village in Dong'an Township. Each term, outstanding teachers

are selected and dispatched to assist the village as the first secretary and team member stationed in the village. In recent years, Guangxi Economic and Trade Vocational Institute has fully utilized its advantages in vocational skills education, and has played a significant role in various rural construction work, as well as financial, technical, and personnel support, in response to the specific situation in rural areas. The assistance work has enabled the school to have a deep understanding and comprehension of the current situation in rural areas, while accumulating rich experience and giving people a holistic thinking on promoting rural revitalization and development.

## **2. SITUATION OF SANTAI VILLAGE**

### **2.1 Basic Information**

Santai Village is located in the eastern part of Haiyuan Town, Chongzuo City, Guangxi, 65 kilometers away from the county seat and 8.5 kilometers away from the town government. It belongs to a hilly area, with a total area of 33.36 square kilometers, 13,000 mu (1 mu  $\approx$  0.0667 hectares) of arable land, 29600 mu of forest land, 4.5 mu of per capita arable land, and 10 mu of forest land. There are 10 natural villages in the village, with a total of 2,843 people in 633 households, a total of 606 people in 153 poverty-stricken households, and a total of 7 people in 3 monitoring households (including 2 households with 5 people who are prone to poverty on the edge and 1 household with 2 people who are suddenly facing severe difficulties), 51 households with subsistence allowances with a total of 120 people, 15 households with extreme poverty with a total of 15 people, and 73 households with disabilities with a total of 82 people.

### **2.2 Organization Construction Situation**

There are a total of 7 members in the two committees of Santai Village, including 1 village party branch secretary (and director), 1 village party branch deputy secretary (and deputy director), 5 committee members, and 1 chairman of the Women's Federation, with an average age of 45 years old; Education level: 2 college graduates, 2 vocational school graduates, and 3 with junior high school education. There is one township village cadre, three resident work teams, one rural revitalization coordinator, and one information officer, with an average age of 35 years old. At present, there are three party branches in the village,

with a total of 56 party members. The village party organization and administrative management organization are sound. Every year, various rural cultural and artistic evening parties are organized, such as the "July 1st" founding of the party, the "Mid-Autumn Festival" celebration, and the "National Day" celebration, continuously deepening the "cadres and masses" relationship and enhancing the appeal of the party organization.

### **2.3 Industrial Development Situation**

The main crops planted in the village include 1,800 mu of nuts, 2,000 mu of sugarcane, 1,100 mu of high-quality rice, and 25,000 mu of eucalyptus trees. The leading industry in Santai Village is sugarcane. Nowadays, the government encourages the cultivation of sugarcane and sugar industry, and has introduced many preferential policies. Many people also want to return to the village to develop sugarcane cultivation. However, the cultivated land in mountainous villages is mostly scattered between mountains and forests, and there are still significant difficulties in using modern machinery to enter the site.

In 2023, Santai Village provided industry subsidies for sugar cane, nuts, and high-quality rice. This year, a total of 116 people in the village were awarded industry subsidies, totaling 353,600 yuan, covering 102 poverty-stricken households and 509 people. At the same time, the government mobilized farmers mobilized to expand the planting of nuts, and as of November, more than 1,800 mu have been planted in Santai Village. The government also mobilized capable farmers to go out for work to ensure that their families have a stable source of income, and further consolidate the achievements of poverty alleviation.

Santai Village has become a well-known wealthy village by selling pine oil every year. With the continuous increase in the prices of labor and fertilizers in recent years, the input economy is not proportional to income; In addition, with the continuous outflow of young labor force, the elderly and young children who stay in the village are unable to continue farming and maintenance. In recent years, the mountains and forests in the village have been replaced with eucalyptus trees. According to statistics, the maximum planting area is 30,000 mu, with an average price of 6,000 yuan/mu. Animal husbandry: Most of the land in Santai Mountain is mountainous and forested, which is more suitable for breeding black goats. In the past two years, our village has piloted the

breeding of 500 black goats by farmers. If the benefits are considerable in the later stage, the government can vigorously promote it, encourage multiple farmers or village committees to establish breeding cooperatives, attract investment, train breeding personnel, and expand the income generation of breeding.

### **3. THE MAIN CONTENT OF SANTAI VILLAGE PARTY BUILDING LEADING RURAL REVITALIZATION**

#### ***3.1 Party building Leading Economic Development***

The revitalization of rural industries is the material foundation of rural revitalization, and the key to industrial revitalization lies in the guidance of party building. In recent years, the grassroots party organizations in Santai Village have built their organizations on the industrial chain and developed the village collective economy by using industry assistance funds to invest in county-level leading companies, achieving good results. In 2023, the village collective economy will receive dividends of 266,800 yuan through investing in enterprises, and will continue to grow and strengthen the village collective economy in the future.

By collaborating with the e-commerce and animation party branches of vocational colleges as a link, combined with professional characteristics, teaching practice and technical training are carried out to assist in rural revitalization. A live streaming e-commerce professional teacher has led a student team to go deep into the fields to conduct live sales, selling a total of 400 pineapples and 230 boxes of nuts, achieving a revenue of over 30,000 yuan; Students majoring in anime design have also designed unique packaging, assisted sales, and promoted and attracted traffic for rural honey farmers based on their professional characteristics; E-commerce teachers have organized a training team to guide and assist farmers in establishing Taobao stores, teach them how to take product photos, and other skills, contributing vocational education to local rural revitalization.

#### ***3.2 Party Building Leading People's Livelihood***

The first secretary has closely linked people's livelihood with the relationship between the party

and the masses, visited the people at the grassroots level to listen to their voices, participated in convenient and beneficial services, helped the people solve practical difficulties in life, promoted the sinking of various resources to the grassroots level, and continuously enhanced the people's sense of gain, happiness, and security.

At the same time, the secretary has actively communicated and exchange ideas with the assistance units, and developed strategies to serve rural areas. During the annual summer "serving the country people in three aspects" activity, the "Cloud Benefiting Agriculture" practical team formed by the School of Intelligence and Information Engineering of Guangxi Economic and Trade Vocational Institute carries out a series of educational activities in rural areas. For example, the team has carried out various forms of activities such as comforting left behind children, promoting national funding policies, conducting red story speeches, and organizing environmental protection paintings. These not only enrich the lives of rural children, encourage disadvantaged students to continue their studies, but also allow the teachers and students of the practical team to truly enter the countryside and understand it.

#### ***3.3 Party Building Leading the Construction of Spiritual Civilization***

The Party General Branch of Santai Village deepens the party's organizational life through activities such as "meetings of party branch committees" and "fixed party day +", organizes all party members in the village to attend party classes, study the spirit of the "20th National Congress of the Party" report and the "General Secretary Xi Jinping series of important speeches", continuously deepens the awareness of strengthening political stance and serving the people, insists on discussing important development and construction in the village through "four discussions and two openings", actively implements the "party member joint household" activity, strengthens the promotion of various policies and measures of the party and the government in rural areas, steadily dilutes various contradictions in the village, and widely enhances the work enthusiasm of party members and cadres.

Every year, the first secretary contacts the branch members of the e-commerce and animation party branch, organizes teachers and students to hold cultural and artistic evening parties with local characteristics, promotes and practices the socialist

core values, deeply carries out the theme education of Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era, actively carries out the village level cultural and artistic evening party of "listening to the party's words, feeling the party's kindness, and following the party", continuously enhances the cohesion, appeal, and combat effectiveness of party members in various village branches, and achieves effective connection between consolidating and expanding the achievements of poverty alleviation and rural revitalization.

#### **4. THE PROBLEMS AND CAUSES OF CURRENT RURAL GOVERNANCE**

##### ***4.1 Relatively Weak Strength of Village Party Organizations***

The core leadership role of the village party branch is not fully utilized, and the implementation of village autonomy has failed to effectively handle the relationship between the village party branch and the village committee, weakening the core leadership position of the party branch; The cultural level of the branch secretary is relatively low, the theoretical foundation of policies is weak, and there is a lack of innovative consciousness and pioneering spirit, making it difficult to lead the villagers to develop the rural economy and achieve group income growth. In daily theme party days and organizational life meetings, the execution procedures are not standardized, and there are problems such as learning from textbooks, emphasizing "traces" but not "achievements", leaving "traces" but not "hearts", and copying sentences while studying and going through the motions; The organization's internal democracy is not fully utilized, and the awareness of the rights of party members is unclear. Some village party organizations, due to limited venues, lack of funds, and being located in underdeveloped areas, have fewer rural party members, a single form of ideological and political education, and unsatisfactory educational results in organizing themed activities.

##### ***4.2 Weak Development of Village Collective Economy***

The endogenous driving force for the development of village collective economy is insufficient, and the development approach is relatively limited. Although it can achieve sustained income growth of collective economy, it has not

been able to achieve common prosperity for all. It is necessary to plan for "multi-legged" walking in order to achieve joint prosperity with agriculture. Santai Village has made several attempts to develop the real economy by raising funds to build a breeding farm to raise "black bone chickens", but they have suffered consecutive losses due to lack of sales channels, lack of management experience, and poor efficiency. The transportation, land properties, and topography in mountainous areas are constraining the modernization of agriculture in Santai Village. At present, the idea of planning and developing the collective economy has been stuck on paper, stuck in the brain, and has not been truly implemented. There is a mentality of relying on others, and there is a lack of initiative, foresight, and targeted work.

##### ***4.3 Lack of Professional and Technical Talents in Rural Areas***

With the popularization of Internet technology and mobile payment, more and more rural residents begin to contact and use e-commerce platforms for shopping and sales. According to the interview and survey, at present, the village residents in Santai Village have relatively low e-commerce awareness and skills. Their understanding and application of the Internet still need to be improved, and they also lack technical and skilled talents with strong technical ability and the ability to love and help farmers. The shortage of rural e-commerce talents has become a bottleneck restricting the development of rural e-commerce. Due to the relatively late development of rural e-commerce, the training of rural e-commerce talents is also relatively lagging. Meanwhile, due to the relatively lagging infrastructure and logistics network in Ningming County, including inconvenience in logistics distribution, payment channels, etc., the development speed and scope of rural e-commerce are limited.

#### **5. SPECIFIC MEASURES OF PARTY BUILDING LEADING VOCATIONAL EDUCATION TO ASSIST RURAL REVITALIZATION**

Xi Jinping proposed during his inspection of Guangxi in 2023: "Guangxi is the main sugar producing area in China, and we need to strengthen and expand this characteristic and advantageous industry to play a greater role in ensuring the safety

of the national sugar industry and promoting the increase in income and wealth of sugarcane farmers." It is necessary to actively cultivate and promote high-quality seeds, improve the level of mechanized operations, and build modern agricultural industrial parks. It is also necessary to explore the establishment of a more stable mechanism for connecting interests, so that farmers can share the fruits of rural reform and development

The first is that party branches in vocational colleges should pay more attention to rural development, serve rural development, and make more contributions to the cultivation of rural talents, the construction of good public security and spiritual civilization in rural areas. The mission and task of vocational college education is to implement the fundamental task of fostering virtue and cultivating socialist builders and successors with comprehensive development of morality, intelligence, physical education, art, and labor. To accomplish this mission, it is a must to resonate with China's economic and social development and consciously serve the national development strategy. To do a good job in ideological and political education in vocational colleges, there is a necessity to be good at exploring ideological and political education resources from rural revitalization, integrating relevant content of rural revitalization into the education of the "Great Ideological and Political" course, cultivating students into high-quality skilled talents with the "three rural" sentiment, inspiring students to participate in the "three rural" construction, and serving rural revitalization and the comprehensive construction of a modern socialist country.

The second is to strengthen industry-university-research cooperation, actively encourage vocational colleges to send education to rural areas, and collaborate with enterprises to drive the economic development of farmers and achieve industrial revitalization. The "Opinions of the Central Committee of the Communist Party of China and the State Council on Comprehensively Promoting Rural Revitalization and Accelerating Agricultural and Rural Modernization" proposes to support the construction of a community of urban and rural schools. Santai Village leverages the support of Guangxi Economic and Trade Vocational Institute's e-commerce program to promote the integration and development of e-commerce with traditional industries, supporting the cultivation of e-commerce talents. By encouraging party members and teachers to go deep into the grassroots and

jointly build training bases with Santai Village, the school also promotes the development of rural industries and the employment and entrepreneurship of farmers.

In response to the actual situation in Santai Village, the first secretary should implement precise policies, vigorously promote school-enterprise cooperation and other models, actively organize relevant teachers to go to the countryside to carry out e-commerce skills training, promote the large-scale and organized development of the assistance industry, rely on the new form of e-commerce live streaming to promote local special agricultural products online, further develop and strengthened the village collective economy, and drive stable income growth for poverty-stricken people. The secretary can also build an "e-commerce service station" and "online sales platform", expand the sales channels of rural agricultural products, activate village level assets, and drive the increase of village collective economy income. The village party organization should actively cultivate wealth leaders and agricultural and commercial cooperatives, strengthen the strength of the party organization, encourage party members and cadres to pilot and explore agricultural projects with considerable profit income, so as to drive the development of farmers together, achieve industrial revitalization, and drive cultural, ecological, and talent revitalization.

## 6. CONCLUSION

Through practical exploration of Santai Village in Chongzuo City, Guangxi, this article finds that party building plays an important role in leading vocational colleges to assist rural revitalization. Party building has played a positive role in the rural revitalization of Santai Village, promoting progress in organizational construction, industrial development, and rural governance. However, the current rural revitalization still faces some problems, such as talent shortage and resource imbalance. Therefore, vocational colleges should strengthen the guidance of party building, leverage their own advantages, optimize the allocation of educational resources, provide professional technical support and innovative ability training, strengthen industry-university-research cooperation, and promote sustainable development of rural revitalization. Through these measures, vocational colleges can better assist in rural revitalization, promote rural economic development, improve the living standards of farmers, and achieve

coordinated development between rural and urban areas.

- [7] Notice on Solving the Prominent Problems of Formalism and Reducing Burden for Grassroots (Zhongban Fa [2019] No. 16)

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