Digital Research on Rural Governance in the Context of Rural Revitalization—Take Pujiang County as An Example

Tianyi He

School of Economics and Management, Zhejiang Ocean University, Zhoushan 316022, Zhejiang, China

Abstract: “Digital government” is an important means and key engine to promote the construction of “Digital China”, achieve high-quality economic development, and create new advantages in the business environment. In recent years, Pujiang has continued to promote the combination of “digital government” and reform and innovation of government services, and firmly grasped the general trend of making approval services more convenient for the people and optimizing the business environment, effectively promoting the reform and construction of “digital government” and promoting government affairs. Services are convenient for the people.

Keywords: Rural revitalization, Rural social governance, Digitizing, Pujiang County,

1. Introduction

Pujiang County focuses on targeted efforts, adheres to demand orientation, finds out the incision, and plans to implement a batch of useful and practical scenario applications; adheres to problem orientation, promotes application business process reengineering and system remodeling, and uses digital means to solve the problems of public concern, Practical issues that enterprises are concerned about; adhere to the assessment orientation, give full play to the leading role of assessment, and guide the direction of digital reform to be unbiased, the intensity is not reduced, and the standards are not lowered. Regularly analyze reform needs, rationally design multiple scenarios, and accurately find system remodeling; iteratively develop applications, focus on what enterprises and the public think and urgently want, pay close attention to application planning and innovation, and improve the quality and effectiveness of applications online. Pujiang has continued to make efforts to promote the reform of government services, thereby contributing more Pujiang forces to the realization of “innovation in one place and sharing in the whole province”.

2. Literature Review

Wu Jiafeng (2022), through the specific practice of M Village in Zhuzhou, Hunan, came up with three ways to promote the digital transformation of rural governance: the core is to empower the main body of rural governance, the key is to shape the rural governance method, and the destination is to rebuild the rural governance community [1]. Wang Jieqiong, Li Jin, Feng Xian (2021) draw four inspirations from the research on the digital strategy and practice of rural governance in South Korea, India, Japan, the United Kingdom and the United States: improve the national top-level design to ensure the stable operation of rural governance digital; establish data Resource sharing system to consolidate the digital foundation of rural governance; rely on the existing mature government affairs system to accelerate the integrated digital governance of urban and rural areas; improve the digital literacy of the main body, and promote digital public participation in rural governance [2]. Zhao Kun and Su Xin (2021) believe that rural digital governance is embedded in “intelligent governance” from three aspects: technology embedding, concept embedding, and practice embedding [3]. Feng Xian, Li Jin, and Cui Kai (2020) used the survey data of 1,611 villagers across the country to reveal the current situation of rural governance digitization from a practical level and concluded that the current problem with rural governance digitization lies in the lack of overall planning and standards, resulting in the integration of rural governance data. Insufficient sharing; lack of continuous operation mechanism, resulting in insignificant effect of digitalization of rural governance; low comprehensive quality of governance subjects, resulting in inactive participation in digitalization of rural governance; insufficient financial support for informatization, resulting in the inability of digital infrastructure to meet demand [4].

3. Status Quo of Digital Governance in Pujiang County

3.1 Digital Grassroots Governance Accelerates the Transformation of Traditional Agriculture

Digital agriculture is a technical means that can respond to global climate change in a timely, effective and scientific manner. At the same time, the use of digital technology to monitor agricultural production in real time can collect regular information on crop growth and development, pests and diseases, water and fertilizer status, etc., so as to improve the environment and improve grain yield and quality. Although digital agriculture has many advantages, it can indeed improve production quality and reduce labor costs, but it has a great impact on its benefits. It is not possible to determine whether an industry is profitable or not based on changes in market factors. Moreover, the influencing factors of interests are also constantly changing. Whether continuous profitability is affected by various factors is more or less one-sided. However, in terms of improving economic efficiency, digital agriculture is superior to traditional agriculture.
Since the reform and opening up in Zhejiang Province, the level of agricultural mechanization has gradually improved, and agricultural development has gradually achieved digitalization, but the development speed is still very slow, and needs to be improved and strengthened. Pujiang Shili Sunshine “Super Farm” is an experimental field for digital agriculture in Zhejiang. Although the existing facilities and technologies still need to be improved, compared with traditional agriculture, the scale of “Super Farm” is far beyond people’s imagination. Whether it is output, quality or all aspects, it is a major breakthrough in the digitalization of Zhejiang’s agriculture.

With the rapid development of network technology, agricultural products must adapt to the development trend of the era of big data to gain a competitive advantage in the market and increase the sales of products. Traditional agriculture ignores the demand for the market, and farmers plant and produce based on past experience, resulting in insufficient or excess supply of agricultural products. Big data can grasp the dynamics of the market and consumers in time, so as to achieve accurate production and sales.

Taking Pujiang grapes as an example, thanks to the help of e-commerce and big data, the products of “Sunshine Rose” grapes are sold both domestically and abroad, and are available on platforms such as Meituan Grocery, Daily Youxian, and Tmall Supermarket. Sales channels. It can be seen that the numbers are not limited to agricultural planting and production, but are also reflected in the subsequent promotion and sales, so that Pujiang grapes have a brand effect and a chain sales model.

3.2 The In-depth Development of E-commerce in Rural Communities

The Jiangnan Internet Business Park in Pujiang County relies on Shibutou Village to transform and develop new industries, attracting more than 1,200 foreigners, twice the total population of the village. The integration of Shibutou Village and Jiangnan Internet Business Park has formed the main position of Pujiang e-commerce. The annual online transaction volume has exceeded 900 million yuan, the collective assets of the village have grown from 100,000 yuan to 200 million yuan, and the per capita income has increased from 5,000 yuan in 2013. Yuan increased to 40,000 yuan. Shibutou Village has successively won three national honors, “National Demonstration Village of Democracy and Rule of Law”, “China’s Most Beautiful Taobao Village” and “National Civilized Village”.

The Pujiang County E-Commerce Public Service Center, previously invested and constructed by the county state-owned enterprise, has been launched. The center covers an area of about 1,600 square meters, covering data display, O2O product experience, online celebrity live broadcast, e-commerce training, entrepreneurial incubation, comprehensive services and other functional sectors. Talent training, brand building, marketing promotion, standardization construction, online store construction, video art, policy consultation, management consultation, financial services, etc., constantly improve and perfect the public service system of e-commerce, and promote the integration of online and offline development of agricultural products.

The service center will focus on Pujiang’s “Youte Agricultural Products”, build a public brand of landmark products, and promote the sales of agricultural products in a combination of online and offline methods; develop e-commerce resources by region, category and industry; to build a market-oriented and sustainable rural e-commerce development ecology, promote the formation of county-level e-commerce, and further stimulate the development of rural e-commerce.

3.3 Digital Grassroots Governance Helps to Improve the Level of Rural Grassroots Governance

On the basis of the carrier of “three services”, combined with the study and education of party history, Pujiang County has continuously improved the project of “Warm Whistle of People’s Sentiments” and built an online public opinion supervision platform.

Since the implementation of “Warm Whistle of People’s Sentiments”, we have received more than 8,300 suggestions and appeals from the masses, and the settlement rate and satisfaction rate have reached over 100% and 96% respectively. We have discovered and resolved more than 340 grassroots risks and conflicts in a timely manner. It has become an important means of county social governance and civilized supervision.

Pujiang has integrated a number of online political affairs sections such as “8890 Hotline Platform”, “CPPCC Network Supervision”, “Online Letters and Visits”, “Pujiang Publishing”, etc., and constructed a comprehensive network management platform of “Warm Whistle of Public Sentiments” - “Qinglang Pujiang”. Through the “Qinglang Pujiang”, the masses can directly report problems and suggestions to government agencies through voice, pictures, videos, etc., and the staff can quickly organize and solve various problems in the background.

Since the beginning of the party history study and education, the “Warm Whistle of People’s Feelings” project has organically combined “digital management and substantive services”, effectively improving the demands and satisfaction of the masses. Party members with high ideological awareness, strong judgment ability, and strong sense of service are selected as grid team leaders, who are responsible for handling the demands of the masses, so as to achieve “online + offline” linkage at the same frequency and rapid disposal. At present, 349 grass-roots grid sentries have been set up in various towns, villages, departments and key industries, and more than 400 grid sentries have been established; various social public opinions reflected by “Qinglang Pujiang” are regularly collected, and various hidden dangers are comprehensively carried out. Investigate, promote advanced and intelligent social governance; organize
relevant departments to conduct research on issues of common concern to citizens and put forward opinions on urban development, and write “Internal References for Civil Sentiments” on major issues in a timely manner.

All kinds of suggestions and demands reflected by the masses in “Qinglang Pujiang” are made public through the platform submission, transfer, acceptance, reply, evaluation and other links, and the processing results are published in the form of “text + pictures”, and the masses can realize the whole process supervision online. In addition, “Qinglang Pujiang” also implements three-color warnings of “red, yellow, and blue”: in the process of assignment, the “blue light” will be lit, and a warning text message will be sent to the relevant departments; no processing for more than 24 hours If there is no application for more than 48 hours, press the “red light” prompt. Through the digital closed-loop method, the processing efficiency has been improved by 70%, and the “same day processing” has reached 90%.

In 2021, under the guidance of informatization transformation, relying on the existing informatization platform, the county comprehensive law enforcement department will continue to expand the application of information technology and intelligent technology, and establish “garbage classification”, “civilized dog raising”, “illegal parking”. Through dynamic monitoring and intelligent analysis, information platforms such as “Snapshot”, “Intelligent Oil Smoke”, and “Illegal Control and Violation Prevention” realize “one network management”, which promotes scientific, refined and intelligent urban management.

4. The Main Dilemma of Rural Grassroots Digital Governance

4.1 The Shortage of Professional Talents in Digital Management in Grass-roots Rural Areas

Due to geographical, economic and other reasons, the digital management personnel at the rural grass-roots level lacks specialized personnel. The main reasons for this phenomenon are as follows: First, it is impossible to retain professional talents. Compared with big cities, my country’s rural economic development lags behind, the construction of digital government starts late, and the degree of informatization is low. The grass-roots work has a heavy workload, and a grass-roots worker often has to undertake the workload of several people at the same time, and the pay is low. Due to the high work pressure and poor working conditions, “escape from the grassroots” is their most helpless choice. In order to accelerate the transformation and upgrading of rural governance models, governments at all levels have introduced a series of policies and measures to attract grassroots digital management talents. In addition, there are problems such as lack of science, liquidity and imperfect incentive mechanism in digital governance. The second is the lack of managers. The grassroots cadres lack professional training, opportunities for further study, space for development, and smooth promotion channels, making it difficult to meet the actual needs of developing an export-oriented rural economy and revitalizing rural areas.

4.2 The Policy System is Imperfect, Showing a “Vacuum Zone” of Governance

Although in recent years, the introduction of a series of policy documents such as “Digital Village Development Strategy Outline” and “Digital Agriculture Rural Development Plan (2019-2025)” have provided a strong guarantee for the realization of digital village construction [5]. However, in the process of implementing digital countryside, due to the imperfection of relevant policies and systems, the “vacuum” of rural digital management has been caused, thus affecting the effect of rural digital governance [6]. First of all, the use of rural digital information and other relevant laws and regulations lag behind. Information comes from data, and the use of information is a reflection of power. The essence of rights is social injustice, and the imbalance of information and data is the most direct manifestation [7]. Due to the openness of data, issues such as the right to use the data and the disclosure of data will attract people’s attention when the data is disclosed. Second, the key to promoting the construction of digital villages is to achieve data integration at all levels and at the same level, but there are currently problems such as information sharing, data collaboration, and data sharing. The third is the insufficiency of rural Internet supervision and management. Due to its anonymity, interactivity, immediacy and other characteristics, there are still problems in the implementation process, such as the lack of regulatory agencies, the difficulty in distinguishing true and false information, and the small punishment and lack of deterrence, resulting in regulatory dilemmas.

4.3 Rural Residents Have Low Recognition of Digital Governance

Whether the digital government can make full use of its own advantages depends not only on the construction of infrastructure, but also on the recognition and approval of the majority of rural residents. In contrast, the traditional rural governance in our country is dominated by clan forces and land protection gentry, and its governance is based on village rules and people. In the process of rural society’s transition to modernization, the land protection gentry gradually transformed into elites outside the system and members of the “two committees”, but the basic pattern of rural grassroots governance did not change significantly. Rural society is mainly characterized by “acquaintance society”. Especially in the process of urbanization, young people choose to go out to work and go to school. Therefore, most of the left-behind people are the elderly and young people who are familiar with each other. The governance of the “acquaintance society” relies more on “human affection”, and most of the things handled are determined according to the depth of each other’s relationship and feelings, while the digital government pays more attention to rationality, and is more of a kind of indifference and neutrality. This is a kind of governance method of “doing things right and not people”. Therefore, in a rural society that pays attention to emotion, it is difficult to be accepted.
Secondly, most people in rural areas are people with low education level, they do not understand the concept of digitization, their demand for digitization is not high, and they have difficulties in the use of digital technology, which limits their identification with digital technology. Some rural residents lack network knowledge, and some people have never even had access to the Internet. They will resist the use of digital management and doubt the security of digital management, which will have a serious impact on the use of digital technology. Therefore, it will take some time for rural residents to identify with digital government.

5. Countermeasures and Suggestions for Promoting Rural Digital Governance

5.1 Strengthen the Construction of Rural Talent Team and Stimulate the Endogenous Development Momentum of Rural Governance

Digital rural governance is a systematic work, and to maintain a healthy and orderly development of a system, it must be opened to obtain material, energy, and information exchanges. Rural digital transformation must have corresponding technical systems and technical personnel, but at present, rural human resources in rural areas are relatively scarce, and rural talents who understand technology and management are even rarer. The lack of rural scientific and technological personnel has become a prominent problem in rural digital governance. To solve the shortage of technical management talents, in addition to strengthening the investment in external digital management personnel, it is also necessary to train local technical personnel to effectively attract, cultivate and retain talents.

The first is to introduce professional and technical talents from the outside: through open recruitment, selection, etc., a group of full-time or part-time professional and technical talents are employed to provide professional talents for rural informatization construction. The second is the training of talents within the enterprise. The township government and the village committees can attract overseas technical talents to return through relevant policies, and at the same time strengthen cooperation with technology companies, colleges and universities, and scientific research institutions. The digital knowledge of village cadres and villagers and the ability to use information technology can cultivate localized talents for digital village governance. At the same time, it is necessary to improve the social security system, incentive mechanism and assessment mechanism to retain scientific and technological talents and provide talent support for the construction of digital countryside [8].

5.2 Strengthen the Construction of the Rule of Law and Consolidate the Foundation of Digital Governance

In order to avoid risks such as information leakage and tampering, it is necessary to strengthen protection from the technical level, and at the same time, the legal system must be used as a guarantee, and the rule of law must be integrated into the practical logic of digital governance. It is a good strategy to consolidate the foundation of rural grassroots governance:

1) Improve the data legal system

First of all, it is necessary to formulate a data ownership system and clarify the owner of the data, so as to avoid disputes in the process of data sharing due to no legal basis. Secondly, it is necessary to make clear legal regulations on the sharing boundaries of data, authorized use, responsibilities and obligations of data managers, so that there are laws to follow when data is used. Thirdly, revise existing laws and regulations in a timely manner. No law is perfect at the beginning of its formulation. With the development and changes of the times, relevant laws and regulations should be revised or re-issued in a timely manner according to the situation.

2) Law enforcement must be strict, and violations must be investigated

A series of laws and regulations related to big data have been promulgated at the national and local levels, enabling the implementation of the legal system in the Internet field. For example, the promulgation of the “Internet Security Law of the People’s Republic of China” is of epoch-making significance for ensuring network security. For the phenomenon of “playing the ball” in law enforcement, it is necessary to clarify the boundaries of responsibilities of various departments, clarify the list of responsibilities, and act according to the list. Responsibility to provide the basis [9]. In addition, law enforcement officers must regulate their own law enforcement behavior, and severely punish illegal crimes such as abuse, tampering, and data theft.

5.3 Provide Digital Training Courses to Improve the Information Literacy of Rural Residents

In community management, villagers are the most active and core factor. Digital community governance is to solve the real needs of rural residents in production and life. On the one hand, it is necessary to broaden the channels for residents to participate, and to understand the actual needs of residents through seminars, owners’ meetings, etc.; In addition, a smart community residents test center was set up to invite residents to experience the project, improve residents’ awareness of the project, and let residents realize that they have a role that cannot be ignored in the construction of smart communities, so as to mobilize their participation positivity. The empowerment of individual technology is the core of mastering digital technology. To achieve digital governance, it is necessary to strengthen the information quality of rural residents and prevent the emergence of a new generation of “digital blindness”. In the early stage, through the implementation of digital management, the villagers’ rural concept can be changed, and then their learning and innovation can be stimulated, and their thirst for information can be enhanced. On this basis, through the establishment of relevant digital courses, the villagers’ ability to collect and process information will be strengthened, and digital technology will be used to solve their production and living
problems, so as to ensure that what they have learned is useful.

References


Author Profile

Tianyi He (1999- ), Graduate student at the School of Economics and Management, Zhejiang Ocean University. Specialized in rural development.