

Problems and Countermeasures of Rural Public Management under the Perspective of Rural Revitalization

Junsheng Chen

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

Abstract: *In order to deeply understand the challenges and countermeasures of rural public management under the background of rural revitalization, the method of theoretical discussion is adopted to deeply analyze the significance, problems and causes of rural public management. It is found that the unreasonable allocation of public resources, the outdated social governance model and the lack of grassroots governance capacity are the main problems of the current rural public management. This paper puts forward countermeasures and suggestions for optimizing resource allocation, innovating governance mode and strengthening grassroots governance capacity, so as to improve the level of rural public management and promote the healthy development of rural revitalization.*

Keywords: Rural revitalization, Rural public management, Problems, Countermeasures, Resource allocation.

1. Introduction

In the critical period of rural revitalization, rural public management, as an important force to promote social progress, shows its far-reaching significance and challenges. Effective public management is not only related to the all-round development of rural social economy, but also the key to improve the level of rural governance and residents legal awareness [1]. Focusing on the current situation of rural public management, this paper deeply analyzes the existing problems, and puts forward innovative countermeasures to provide theoretical support and practical guidance for the implementation of rural revitalization strategy.

2. Significance of Rural Public Management under the Perspective of Rural Revitalization

2.1 To Promote Rural Economic and Social Development

In the field of rural revitalization, the implementation of rural public management plays an important role in promoting the economic and social progress in rural areas. High-quality public management is not only an effective mechanism of resource allocation, but also a "catalyst" for rural economic and social development. Through rational policy making and effective implementation, the field of public administration has the ability to ensure the effective use of various resources in rural areas. These resources include, but are not limited to, natural, human and capital resources, and play an important role in the development and improvement of rural areas [2]. By adopting effective management strategies, public management can not only contribute to improving the efficiency and quality of agricultural production.

Expand industrial industries in rural areas. These industries cover a wide range of sectors, such as rural tourism and handicraft production, which in turn help to stimulate the economic potential of the rural areas. Skilled public administration helps to strengthen the rural infrastructure and thus improve the living standards of the residents.

2.2 Improve Rural Governance

Under the framework of the rural revitalization strategy, improving the level of rural governance has become a key issue. The optimization of rural governance is the cornerstone of realizing social stability and sustainable development. An effective governance system can ensure that the formulation and implementation of policies in rural areas are more in line with the actual local needs, thus enhancing the effectiveness and adaptability of policies. By strengthening rural governance, the uneven allocation of resources, environmental protection and the lack of public services can be solved [3,4] The problem can well improve the quality of life and happiness of rural residents. In the process of improving the governance level, the key is to build an inclusive, transparent and efficient management system. This not only involves the transformation of government functions, but also encourages the participation of the people and plays the role of social organizations, so as to make it an important force in rural governance. Through modern management concepts and technologies, the efficiency and transparency of rural governance can be improved, and the justice and friendliness of rural society can be promoted.

2.3 Enhance the Legal Awareness of Rural Residents

The promotion of legal awareness is not only the embodiment of the protection of farmers basic rights, but also the basis of promoting the construction of a society ruled by law. A high degree of legal awareness can make rural residents to build a fair and harmonious rural society. The promotion of the legal awareness of rural residents needs systematic education and publicity. By popularizing legal knowledge, farmers can better understand their rights and responsibilities, thus playing a more active role in safeguarding personal interests and promoting community development. A good legal awareness also helps to reduce legal disputes in rural areas and improve the efficiency and impartiality of dispute resolution. To this end, in the strategy of promoting rural revitalization, promote agriculture.

The legal awareness of village residents is a link that cannot

be ignored, which not only helps to protect the legitimate rights and interests of farmers, but also is the key to promote rural social stability and achieve all-round development [5]. By comprehensively enhancing the legal awareness of farmers, a solid social foundation can be laid for rural revitalization.

3. Main Problems Existing in the Rural Public Management

3.1 Unreasonable Allocation of Public Resources

In the practice of rural public management, the irrationality and rationality of public resource allocation has become a prominent problem. 1) Unbalanced allocation of resources. In many rural areas, infrastructure construction, educational resources, medical services [6] There are obvious regional differences in the allocation of public resources. Especially in remote and poor areas, due to the lack of an effective resource allocation mechanism, residents in these areas often struggle to obtain the same level of public services as urban residents. This unbalanced allocation of resources exacerbates the imbalance of urban and rural development and affects the overall progress of rural areas. 2) Inefficient resource allocation. In the process of rural public resources allocation, due to the lack of scientific planning and reasonable management, many resources have failed to play their maximum role. For example, some infrastructure projects may cause a waste of resources due to improper planning [7]. In addition, bureaucracy and corruption in the process of resource allocation also seriously affect the effective use of resources, leading to the failure of public resources to truly benefit rural residents. 3) Insufficient transparency of the resource allocation. In many cases, resource allocation in rural areas lacks in public transparency. This not only affects the public supervision and feedback on resource allocation, but also leads to injustice in the process of resource allocation, thus weakening the credibility and effect of public policies.

3.2 The social Governance Model Lags Behind

In the practice of modern rural public management, the lag of social governance mode has become a significant problem restricting the rural development. The traditional governance model largely relies on administrative means and top-down management methods. This model is often less effective when dealing with complex social problems. Especially in the face of economic globalization and population mobility [7] In modern challenges such as enhancement and social diversification, traditional governance models are difficult to effectively cope with these rapidly changing social environments. 1) The existing social governance model lacks sufficient participation and transparency. In many rural areas, public participation in the governance decision-making process is not high, and community residents lack the voice and decision-making power in public affairs. This lack of participatory governance model is not conducive to the embodiment of public interests, and it is difficult to stimulate residents enthusiasm and sense of responsibility for community development. 2) The social governance model is insufficient in terms of resources and capabilities. Governance agencies in many rural areas lack the necessary resources and professional capacity to address increasingly

complex social problems. For example, grassroots governance personnel may lack the necessary professional training to effectively deal with problems in areas such as legal, economic or environmental areas. This insufficient capacity limits the effectiveness of governance and affects the implementation of policies and the provision of public services. 3) The existing social governance model lags behind in adapting to the development of emerging technologies and information technology. With the rapid development of information technology, effective social governance should use these technical means to improve the management efficiency and response speed. However, many rural areas are still in a relatively backward state in this regard.

3.3 Lack of Grassroots Governance Capacity

In the rural public management system, the lack of grassroots governance capacity has posed a major obstacle to the comprehensive development of rural areas. 1) In terms of human resources, many grass-roots governance institutions in rural areas lack sufficient professionals, especially in the professional fields such as law, economy and environmental protection [8]. This talent shortage directly affects the efficiency and quality of grass-roots governance, and makes it difficult to handle many important public affairs effectively. 2) In terms of technology and information technology, the effective governance needs to rely on advanced technology and information means. However, many grassroots governance institutions in rural areas have insufficient investment in this area and lack the necessary technical support and information facilities. This technological backwardness limits the ability of grassroots governance, and affects the implementation of policies and the effect of public services. 3) In terms of finance and capital, due to the limited financial resources, many grass-roots governance institutions cannot bear the financial burden of providing public services. Lack of financial support, grassroots governance institutions in infrastructure construction and social welfare projects; the organization and management capacity of grassroots governance needs to be improved. In many rural areas, the organizational structure and management mode of grassroots governance institutions are too old to effectively deal with the complex problems of contemporary society. This lack of organizational and management ability leads to low efficiency and poor decision-making of grassroots governance.

4. Countermeasures to Optimize Rural Public Management

4.1 Improve and Improve the Public Resource Allocation Mechanism

In view of the problem of unreasonable allocation of public resources in rural public management, it is particularly urgent to improve and perfect the allocation mechanism of public resources, and it is necessary to comprehensively consider the effective utilization, fair distribution and sustainable development of resources.

The establishment of a scientific and reasonable resource evaluation and planning system is the foundation. This requires a comprehensive investigation and analysis of resource needs in rural areas to ensure that resource allocation

complies with actual needs and development goals. By accurately evaluating the resource needs in different regions and fields in rural areas, the blindness and imbalance of resource allocation can be effectively avoided. Improving transparency and public participation in resource allocation is key. Through the establishment of a more open and transparent resource allocation mechanism, rural residents can participate in the decision-making process of resource allocation, which can not only improve the quality of decision-making, but also enhance the residents' sense of identity with the policy. For example, [9] can be conducted through hearings and community meetings to make rural residents put forward their opinions and suggestions on resource allocation. It is also very important to optimize the regulatory and evaluation mechanism for resource allocation. This includes continuous supervision and evaluation of the resource allocation process to ensure that resources are used efficiently and fairly. At the same time, a timely feedback and adjustment mechanism needs to be established to adjust the resource allocation strategy according to the actual situation and ensure the continuous optimization of resource allocation. Strengthen cross-regional and cross-departmental coordination and cooperation to realize the optimization and coordination of resource allocation. Facing the complex problems and challenges in rural areas requires effective communication and collaboration between different regions and different sectors. To ensure that the allocation of resources is not only in line with local characteristics, but also to reflect the overall needs of coordinated development.

4.2 Innovate the Social Governance System and Model

In view of the lag problem of social governance mode in rural public management, the innovation of social governance system and mode has become a necessary countermeasure. This requires a fundamental reform of the existing governance structure and introducing new ideas and technologies to adapt to the rapidly changing social environment and diverse governance needs.

Promoting the diversification of governance models is the key to innovation. This means that in addition to government-led governance, civil organizations, community groups, private sector and volunteers should be encouraged [11]. And other multiple subjects to participate in the rural governance. By establishing a governance model of cooperation between the government and the society, the resources and advantages of all aspects can be better played to jointly cope with the challenges faced by rural areas. Enhancing the participation and transparency of social governance is crucial. A more open information platform and decision-making mechanism should be established to ensure that rural residents can fully participate in the governance process. This includes not only providing adequate information and channels for residents to understand and participate in decision-making, but also ensuring that their opinions and needs are effectively reflected and considered. Introduce modern information technology is an important means to improve governance efficiency and quality. By using big data, cloud computing and other technologies, the accuracy and response speed of governance can be improved to better meet the specific needs of rural areas. It also helps to increase transparency and public participation in the governance process. Continuous training

and improvement of the professional ability of governance personnel is the basis of realizing governance innovation. Through professional training, learning and communication, the governance personnel can improve the grasp of new ideas, new technologies, and enhance their ability to deal with complex problems.

4.3 Strengthen the Building of Grassroots Organizations and Governance Capacity

In view of the problem of insufficient grass-roots governance capacity in the current rural public management, the key is to strengthen the construction of grass-roots organizations and governance capacity, and the implementation needs to start from multiple levels to ensure the effectiveness and adaptability of the grass-roots governance system.

1) It is crucial to conduct professional training for grassroots governance personnel. This training should cover law, economic management, social work, and other fields, in order to improve the level of professional knowledge and skills, encourage grassroots governance personnel to participate in a wider range of learning and communication activities, such as seminars, workshops, etc., can help them to understand and master the best practices of modern governance and innovation methods. 2) Enhancing the resources and technical support of grassroots governance institutions is also the key to improving the governance capacity. This package Providing necessary financial support for grass-roots governance institutions, as well as the introduction of modern information technology equipment and management system, can help grass-roots governance institutions improve their work efficiency and better respond to the management and service needs of various public affairs. 3) reforming and optimizing grassroots governance structure and process is also an important aspect of improving governance capacity. This means that the organizational structure of grassroots governance institutions needs to be properly designed, simplify processing procedures, and ensure that governance activities are more efficient and flexible. At the same time, we will encourage community-level governance institutions to adopt more democratic and transparent governance models and enhance public participation and oversight. 4) The establishment of a long-term incentive and evaluation mechanism is the key to ensure the sustainable and effective effectiveness of grassroots governance capacity building. By setting up evaluation standards and regular evaluation, the performance of grassroots governance can be supervised and evaluated, and the existing problems can be found and solved in time. Through the establishment of incentive mechanisms, such as honoring outstanding individuals and teams, the enthusiasm and innovative spirit of grassroots governance personnel can be stimulated [12].

5. Suggestions on Strengthening Rural Public Management

5.1 We Will Increase Investment in Rural Revitalization and Improve the Supply Capacity of Public Services

In the rural revitalization strategy, increasing investment to improve the supply capacity of public services is the key to realize the all-round rural development. Effective investment

can not only improve rural infrastructure, but also optimize public services such as education, medical care and social welfare, so as to improve the quality of life and happiness of rural residents.

1) Increase financial input to improve rural infrastructure. Improving the infrastructure, including transportation, water supply, electricity and network communications [13], It is the cornerstone of promoting the rural economic development and improving the living standards of the residents. For example, improving the transportation network can strengthen the market connection of agricultural products and increase the income potential of farmers. 2) To improve the quality of education and medical services is to improve the supply capacity of public services. In the field of education, increasing the investment in rural schools can reduce the urban-rural education differences by improving the quality of education and providing good learning opportunities for rural children. In the medical field, the health level of rural residents and the accessibility of medical services can be improved by strengthening the construction of rural medical facilities and the training of medical personnel. 3) Strengthen the investment in social welfare and public services, but can to effectively alleviate the social problems in rural areas, such as aging, poverty and unemployment. By providing adequate social support and services, such as pension services, poverty alleviation programs and employment training, farmers living security and social security can be enhanced.

4.2 Improve the Incentive and Restraint Mechanism and Improve the Effectiveness of Community-level Governance

In the construction and improvement of the grassroots governance system, the sound incentive and restraint mechanism is the key to improve the governance efficiency. The core of the incentive mechanism is to give reasonable recognition and reward to the work effectiveness of the grassroots governance personnel. This means not only material rewards, such as pay, promotion opportunities, but also spiritual incentives, such as public recognition and professional honors. This multi-dimensional incentive strategy can stimulate the work enthusiasm and innovative spirit of the governance personnel, so as to promote them to more actively contribute to the grass-roots governance work, and improve the quality and efficiency of their work. At the same time, it is also crucial to establish effective constraint mechanisms. This includes not only the development of clear work standards and responsibility distribution, to ensure that each governance personnel is clear about their responsibilities and goals, but also includes the establishment of a set of perfect responsibility system, to ensure that the conduct of governance personnel norms and transparency. For violations of the regulations, there should be clear punishment measures, such as warning, fine or position adjustment. Such a restraint mechanism can effectively prevent mistakes and violations in the governance process, and ensure the standardization and effectiveness of grass-roots governance activities. The effective operation of the incentive and restraint mechanism cannot be separated from a transparent and fair evaluation system. This evaluation system should include regular performance evaluation, which can not only provide incentives and constraints Objective basis, still can promote

management personnel to undertake in-depth reflection and continuous improvement to their own work. Many factors should be considered in the evaluation process, such as work effectiveness, community feedback, and innovation ability, to ensure the comprehensiveness and impartiality of the evaluation. To enhance the effectiveness of this system, modern management tools and technologies, such as digital management platforms, can also be combined to improve management efficiency and transparency. Through such a platform, it can not only monitor and evaluate the situation of grassroots governance in real time, but also provide open feedback and communication channels to enhance the interaction and cooperation between community members and governance personnel.

4.3 Popularize Civic Education and Enhance Awareness and Participation

In the context of rural revitalization and social development, it is particularly important to popularize civic education and enhance the awareness and participation of rural residents. The core purpose of civic education is to raise residents awareness of laws and policies, strengthen their sense of social responsibility, and promote their active participation in community and social governance.

1) Civic education should focus on the popularization of legal knowledge. This includes education in national laws, local policies, and the rights and obligations of citizens. By holding legal knowledge lectures, seminars and interactive learning activities, rural residents can more deeply understand and master these knowledge. The popularization of such knowledge not only enables them to better safeguard their legitimate rights and interests, but also improves their ability to solve social problems and participate in social governance. 2) Civic education should pay attention to cultivating residents awareness of democratic participation and social responsibility. This can be achieved by organizing various community events, public discussions, and interactive seminars. In these activities, residents are encouraged to express their views and suggestions, involving them directly in the community governance and decision-making process. Such participation not only improves residents sense of identity and belonging to community development, but also helps to cultivate their public spirit and social responsibility. 3) Civic education should also emphasize the importance of environmental protection and sustainable development. In the face of increasingly severe environmental problems and resource challenges, it is very important to enhance the environmental awareness and sustainable lifestyle of rural residents. This can be done by educating them on the importance of environmental protection, promoting green lifestyles and sustainable agricultural practices. Through such education, People can not only learn to protect the natural environment, but also contribute to rural revitalization and sustainable social development.

Through comprehensive and in-depth civic education, rural residents can not only improve their legal knowledge and social responsibility, but also promote their active participation in community governance and environmental protection. This kind of education is not only an important way to improve the quality of residents, but also the key to

promote the harmonious development of society. Through this civic education, more citizens with knowledge, a sense of responsibility and an active participation in social governance can be cultivated, laying a solid foundation for rural revitalization and social progress.

6. Summary

This paper discusses the rural revitalization of the present situation, challenges and countermeasures, made clear that the rational allocation of resources, innovation management mode and strengthen the construction of grassroots governance ability is the key, through the implementation of the above measures, will strengthen the management of rural public affairs, and for the successful implementation of the revitalization of rural areas to lay a solid foundation.

References

- [1] Xu Boyi. Discussion on rural grass-roots public management issues and rural Revitalization [J]. Rural practical technology, 2023 (12): 47-48.
- [2] Ma Yue. Try to analyze the rural public management under the background of rural revitalization [J]. Rural practical technology, 2023 (12): 49-50.
- [3] Wang Yayun. Analysis of the development of rural public management under rural Revitalization [J]. Rural practical technology, 2023 (12): 67-68.
- [4] Chen Fang Ye. Research on the development dilemma of rural E-commerce Express delivery from the perspective of public management [J]. China Storage and transportation, 2023 (12): 176.
- [5] Ma Xiaoping. Status and optimization Suggestions of rural Public Management Personnel Training under the background of rural revitalization [J]. Rural Practical Technology, 2023 (11): 71-72.
- [6] Wu You. Research on the Problems and Countermeasures of Rural Public Management under the Vision Area of Rural Revitalization [J]. Rural practical technology, 2023 (11): 75-76.
- [7] Fan Xiaolin. On rural supply chain finance from the perspective of public management [J]. China Storage and transportation, 2023 (11): 171.
- [8] Xiong Chunlin, Huang Jiong, Liu Fen ". The basic connotation and construction path of the quality assurance system of public management talents training in agricultural universities under the background of double first-class " construction [J]. Journal of XPCCE College of Education, 2023,33 (5): 47-52.
- [9] Wang Jiaojiao. Research on the public Management Strategy of promoting the development of rural E-commerce Logistics under the rural Revitalization Strategy [J]. China Storage and Transportation, 2023 (10): 112.
- [10] Zhang E. Research on Rural Public Management Problems and Countermeasures under the background of Rural Revitalization —— Take Hoshu Village, Lijia Town, Wujin District, Changzhou City, Jiangsu Province as an example [J]. Director of village Committee, 2023 (8): 28-30.
- [11] Liu Zhen. The Development path of Rural Public Administration Research in China [J]. International Public Relations, 2023 (15): 110-112.
- [12] Wang Yilan, Sun Hong. Rural public health safety governance from the perspective of public management was carried out by —— Review of Public Health Safety Governance from the Perspective of Global Health [J]. Chinese Journal of Safety Science, 2022,32 (12): 196.
- [13] Shan Linlin, Li Wenyan. Status and optimization Suggestions of rural Public Management Personnel Training under the background of rural revitalization [J]. Director of village Committee, 2022 (10): 128-130.

Author Profile

Junsheng Chen (1991-), Graduate student, School of Economics and Management, Zhejiang Ocean University. My research direction is in the rural public management.