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The Work of Instructors for New Socialist Countryside Construction

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Abstract To meet the wishes and demands of the majority of farmers, it is necessary to steadily build a new socialist countryside, and actively promote urban-rural integration. With the guidance for new countryside construction as an opportunity, this paper studies and explores the working practice of new countryside construction instructors sent by Longyang Agricultural Technique Extension Station for various village committees (or offices) during 2007–2013. This paper analyzes and summarizes the results achieved and the main problems, and puts forth the corresponding recommendations. The results of the analysis can provide a reference for the instructors to carry out the guiding work for new countryside construction.

Key words New countryside construction, Instructors' working practices, Recommendations

1 Introduction

On October 18, 2010, the fifth plenary session of the 17th CPC Central Committee pointed out the basic direction and strategic task of new socialist countryside construction^[1]. In Yunnan's new countryside construction team videophone mobilization conference, the secretary of Yunnan provincial Party committee, Liu Jiheng, delivered a speech^[2], and defined the responsibilities that the new countryside construction instructors must perform. There is a lot of domestic literature on the survey and study of new countryside construction. Through survey and analysis, Wu Qinzong puts forward the management measures for new countryside construction instructors^[3]. Through survey and analysis, Shen Jing elaborates how to build a new socialist countryside and sets forth some recommendations based on the problems in new socialist countryside construction^[4]. Through survey, Zhan Jie sums up some typical patterns and problems regarding new socialist countryside construction in Guangxi, and comes up with the recommendations for sustainable development of new socialist countryside construction in Guangxi^[5]. Wang Bo analyzes the new socialist countryside construction, and points out that it is necessary to take the road of new countryside construction with Chinese characteristics, coordinate urban-rural economic and social development, narrow urban-rural dual structure, and promote the allocation of resources in rural areas^[6]. Cheng Shuxi expounds the fact that the new socialist countryside construction must rely on scientific and technological progress^[7]. Li Wenzheng argues that promoting the integration of urban and rural development is an important task of the current new

countryside construction^[8]. Liang Ying, Li Xiaolang and Cai Chengzhi explore how to strategically promote balanced Chinese urban-rural development step by step^[9]. In the process of building a new socialist countryside, Zeng Lin *et al.* find that the process of urbanization is the most fundamental way to dramatically increase farmers' per capita net income in underdeveloped mountain areas^[10–11], and adjusting the industrial structure and developing *Juglans sigillata* is the main way to increase farmers' income in poor mountain areas^[12–13]. Hu Zhidong sets forth the targeted measures to strengthen the new socialist countryside construction in Yunnan's border ethnic minority towns^[14]. Through the guiding practice for new countryside construction in poor mountain areas and constructive exploration of new countryside construction in agricultural industry villages, the new countryside construction instructors Zeng Lin and Yang Zhiming obtain the beneficial recommendations for new countryside construction, respectively^[15–16]. Ma Guangxuan *et al.* introduce the achievements and problems in the new countryside construction instructors' work in Yunnan Province, and then put forward the ideas to improve new countryside construction instructors' working practice^[17]. Zhang Yutai *et al.* conduct a survey of the working practice of the new countryside construction instructors in Yunnan Province, and recommend that we should optimize the appointment mode according to rural demand, and give care and support to the dispatched officials^[18]. Through survey and study, Hu Hongxia believes that the new countryside construction instructors should well handle the relations with the units, township (town) party committee and government, villagers and village cadres, family, occupation, learning and work^[19]. Through the exploration of the new countryside construction instructors' work mode in Longyang District of Baoshan City in Yunnan Province, Fu Xiangyun develops the "bilateral intention" mode to ensure the appointment and dispatch of instructors and effectively improve the overall quality of rural instructors^[20]. Li Chunxu *et al.* report the innovative management of new rural in-

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structors in Longyang District of Baoshan City in Yunnan Province, and propose fully mobilizing the enthusiasm and initiative of all instructors in villages^[21]. The fruitful results from relevant survey and analysis provide useful experience for future research. However, most of the surveys and analyses are about the management of new countryside construction and new countryside construction instructors, and it lacks studies on instructors' work. Therefore, from March in 2007, in seven consecutive years of instructors' working practice, we carried out guiding practice and exploration of new countryside construction in villages, in order to provide an important reference for Party committees and governments at all levels to carry out the guiding work for new socialist countryside construction and upgrade the decision-making for rural areas.

2 Practice and exploration

2.1 Strengthening political and vocational study and improving the guidance and service for new socialist countryside construction The new socialist countryside construction policy requires us to understand the situation and spirit, improve the level of policy and all aspects of service skills. First of all, the new countryside construction instructors should conscientiously study Deng Xiaoping Theory, "Three Represents" Theory and other important thoughts and policies, as well as some documents concerning new socialist countryside construction and various policies, laws and regulations related to agriculture. Secondly, there is a need to ask advice of relevant persons to learn the work content of new countryside construction instructors, and rural work methods and experience. Thirdly, it is necessary to conscientiously study knowledge of agricultural science and technology and rural practical technology. By political and business learning, their ideological and theoretical quality can be further improved, so that they can have a profound understanding of the Party's spirit, use scientific development concept to guide the thinking, and implement the Party's guidelines and policies in rural areas, so as to improve their ability to understand and solve problems, and strengthen their political and ideological consciousness.

2.2 Strengthening survey and research and developing new countryside construction plan For seven years, the new countryside construction instructors have come to some villages such as Wafang Village, Dangxi Village, Meilanshan Village, Xuzhang Village, Maizhuang Village and Bailongjing Village in Wafang

Township; Wama Village in Wama Township; Wazitian Village in Shuizhai Township; Majiazhai Village in Pupiao Town; Wuma Village in Xiyi Township; Damenkan Village in Mangkuan Township. First of all, we adopt many methods to survey and research such as looking up information, holding meetings and seminars with the village cadres and party members. Through in-depth survey, they have an idea of land area, arable land area, forest area, two-committee building, collective economy, party members, water, electricity and roads, social undertaking and major industries in each village. They clearly know the basic information about each rural household such as household population, health status, land area, industrial structure, economic income, export of labor services, education level, housing situation, and economic advantages and limitations. Then, they write Survey Report on the Village, and develop the new countryside construction plan, economic plan and annual work plan.

2.3 Establishing the demonstration zone to increase food production so that people get benefits From 2007 to 2013, Longyang Agricultural Technique Extension Station sent seven new countryside construction instructors with intermediate and senior titles successively, to work on the Xishan "3 + 2" Poverty Alleviation strategy and rice and maize industrial system construction, so that the food yield was increased and industrial structure was adjusted. Xishan "3 + 2" Poverty Alleviation strategy and maize industrial system construction work planned to establish 2400 ha of high-yielding maize demonstration zone in Baoshan's mountain areas and hot areas. 0.6558 million yuan of subsidy and technical training cost was invested to achieve total yield of 24.48 million kg. 4.32 million kg of maize was newly added, with total output value of 63.648 million yuan. The new economic net income of farmers reached 11.232 million yuan, and it provided ample fodder for the rapid development of animal husbandry (Table 1). Rice system construction and high yield creation work planned to establish 10783 ha of high-yielding rice demonstration zone in Baoshan's dam areas and hot areas. 0.65 million yuan of subsidy and technical training cost was invested to achieve total yield of 121.31 million kg. 7.278 million kg of rice was newly added, with total output value of 424.585 million yuan. The new economic net income of farmers reached 25.473 million yuan, and it promoted farmers' rice planting level and enthusiasm for growing grain (Table 2).

Table 1 Maize demonstration area, yield and benefit

| Year | Project | Subsidy 10 ⁴ yuan | Area ha | Total yield 10 ⁴ kg | Newly added total yield//10 ⁴ kg | Total output value//10 ⁴ yuan | Newly added net income//10 ⁴ yuan |
|-------|-----------------------------|---------------------------------|------------|-----------------------------------|------------------------------------------------|---------------------------------------------|-------------------------------------------------|
| 2007 | "3 + 2" Poverty Alleviation | 2.81 | 415 | 423.3 | 74.7 | 1100.6 | 194.2 |
| 2008 | "3 + 2" Poverty Alleviation | 1.78 | 415 | 423.3 | 74.7 | 1100.6 | 194.2 |
| 2009 | "3 + 2" Poverty Alleviation | 0.99 | 236 | 240.7 | 42.5 | 625.8 | 110.5 |
| 2010 | System Construction | 15.00 | 307 | 313.1 | 55.3 | 814.1 | 143.8 |
| 2011 | System Construction | 15.00 | 327 | 333.6 | 58.8 | 867.3 | 152.9 |
| 2012 | System Construction | 15.00 | 350 | 357.0 | 63.0 | 928.2 | 163.8 |
| 2013 | System Construction | 15.00 | 350 | 357.0 | 63.0 | 928.2 | 163.8 |
| Total | | 65.58 | 2400 | 2448.0 | 432.0 | 6364.8 | 1123.2 |

Table 2 Rice demonstration area, yield and benefit

| Year | Project | Subsidy 10 ⁴ yuan | Area ha | Total yield 10 ⁴ kg | Newly added total yield//10 ⁴ kg | Total output value//10 ⁴ yuan | Newly added net income//10 ⁴ yuan |
|-------|---------------------|---------------------------------|------------|-----------------------------------|------------------------------------------------|---------------------------------------------|-------------------------------------------------|
| 2010 | System Construction | 15.00 | 2650 | 2981.3 | 178.9 | 10434.5 | 626.2 |
| 2011 | System Construction | 15.00 | 2691 | 3027.4 | 181.6 | 10595.9 | 635.6 |
| 2012 | System Construction | 15.00 | 2700 | 3037.5 | 182.2 | 10631.3 | 637.7 |
| 2013 | System Construction | 15.00 | 2742 | 3084.8 | 185.1 | 10796.8 | 647.8 |
| Total | | 60.00 | 10783 | 12131.0 | 727.8 | 42458.5 | 2547.3 |

2.4 Establishing mechanism and improving various systems to ensure orderly work

2.4.1 Strengthening the village's two-committee construction for orderly leadership transition In accordance with legal procedures and implementation options, on April 20, 2007, the third village's two-committee election at expiration of office terms was successfully completed in Wafang Village, Xuzhang Village, Bailongjing Village, Meilanshan Village and Guihuashu Village in Wafang Township. On May 10, 2010, the fourth village's two-committee election at expiration of office terms was successfully completed in Bailongjing Village, Meilanshan Village and Guihuashu Village in Wafang Township. On May 30, 2013, the fifth village's two-committee election at expiration of office terms was successfully completed in Damenkan Village of Mangkuan Township and Wuma Village in Xiyi Township. The election results are as follows: 30% of village Party branch secretaries also hold a post of the village committee director; 41% of the Party group leaders hold an alternate office with villager group leaders; 86% of villager group leaders are Party members; 61% of members of the branch committee hold an alternate office with members of village committee.

2.4.2 Establishing a new system and strengthening management (i) It improves rural Party members' "three-meeting and one-class" system and Party members' annual democratic appraisal system. (ii) It develops the village two-committee term target system. (iii) It develops the village two-committee rules of order and village group rules of order. (iv) It further improves the village regulations and villagers' self-government rules. (v) It improves the village-level organization system of Communist Youth League, women and militia. (vi) It improves and develops the division of labor of the village two-committee leading group. (vii) It improves and strengthens the village mediation committee. (viii) It newly establishes the village affairs oversight committee, and the Village Oversight Committee director.

2.5 Relying on project to carry out technical training (i) It strengthens the basic education for children of school age, and promotes nine-year compulsory education. (ii) By means of the opportunity of establishing demonstration zone, it holds on-site training in the field, and carries out grain, oil crop and bean planting technical training. (iii) Through the implementation of "Farmer Sunshine" Project, it conducts intensive training with rural practical technology and vocational skill training as the main content, to cultivate about 12000 farmers, so that rural labor masters one to two practical agricultural technologies or vocational skills.

2.6 Focusing on various forms of publicity for rural households

(i) It carries out publicity deep into villages, farmer groups and rural households, propagandizes the Party's principles and policies for thousands of households, has an interview with 2810 farmers, holds various kinds of seminars 230 times, and focuses on publicity of preferential agricultural policies. (ii) It strengthens papers, survey reports and information publicity, makes full use of the unit's fund support, and gives play to the advantage of professional and technical personnel to publish 15 academic papers about science and technology at the national and provincial journals.

2.7 Fulfilling new countryside construction instructors' responsibilities

(i) To be a good public opinion investigator. After the new countryside construction instructors come to the village, each instructor keeps more than 90 daily records of public feeling each year, makes 2 to 3 survey and research reports, and puts forward constructive suggestions. (ii) To be a good propagandist of policies and regulations. Various kinds of seminars are held 230 times for more than 12000 people, to propagandize the Party's principles and policies in rural areas and guide farmers to change ideas. (iii) To be good service staff to make farmers rich and village strong. More than 12000 farmers are trained, and the instructors handle concrete affairs in a down-to-earth manner, actively provide agricultural technical services, and solve the difficulties and problems in the development for the masses. (iv) To be a good mediator when there are conflicts and disputes. The instructors well do the ideological and political work, and resolve 30 cases of conflicts and disputes, to eliminate instability factors in the bud and maintain social stability. (v) To be a good system construction supervisor. The instructors actively promote the grassroots democracy construction, implement and improve various democratic systems in rural areas, and supervise the implementation of transparency in village governance and village regulations. (vi) To be good instructors of organization construction. The instructors assist the local Party committee in strengthening the village leadership construction and giving full play to the core role of Party organizations at the village level; guide the Party organizations at the village level to strengthen ideology, organization, style and system construction to institutionalize and standardize the Party building work.

3 Problems

3.1 Poor understanding of the "New Countryside" connotation Some cadres and instructors only focus on the change in new

buildings, new facilities and new environment, but ignore the material foundation, industrial development, economic development, spiritual civilization, institutional innovation, grassroots democracy, villager autonomy system, education, culture, health, sports and social program construction. In addition, there is poor understanding of the importance of instructors' work, and the role that the instructors play is unbalanced.

3.2 Backward new countryside construction plans and poor overall efficiency Some of the new countryside construction plans only lay emphasis on village construction planning, village relocation and combination, new village building and village renovation, and there are some problems such as superficiality and lack of sustainability. Even there are some "vanity projects" and "achievement projects", neglecting the development of production, industrial development, ecological civilization, spiritual civilization, institutional innovation, urban and rural integration planning.

3.3 High expectation of instructors' ability to obtain project funding Rural cadres and the masses are not easy to see the support and help in invisible spiritual civilization, ecological civilization, system innovation, grassroots democracy, social undertaking and practical technical training, and have high expectation of instructors' ability to obtain project funding and do practical things, in stark contrast to the instructors' unit industry and current limited project funding, which is not conducive to improving the village cadres and the masses' confidence in instructors.

4 Recommendations

4.1 Ensuring food security, and coordinated development of food production and economic growth How to ensure food security is related to the lifeline of the country, and it is reported that when the General Secretary Xi Jinping inspected in Donggang Village's breeding base, he stressed that food security should depend on ourselves^[22]. In building a new socialist countryside, it is necessary to pay close attention to food production, protect the basic farmland, effectively improve comprehensive agricultural production capacity, and adjust the agricultural structure, to achieve food security and rural economic growth.

4.2 Making scientific and operable new countryside construction plan Wang Anchun proposes that the new countryside construction plan should be based on reality and the current problems urgently needing to be addressed for farmers; it is necessary to adopt measures suiting local conditions, and create village features; there is a need to effectively protect farmland, and make scientific land use plan for new countryside construction^[23]. Zou Wei and Chi Zexin offer the study overview of new countryside construction planning issues from the necessity of new countryside construction planning, planning principles and ideas, planning mode diversity, village planning, program implementation and existing problems^[24]. Kang Meixiang reports that during the survey and research in Hubei, President Xi Jinping stresses that even if the future urbanization rate will be more than 70%, there are still

hundreds of millions of people in rural areas, and the countryside must not become bleak countryside and old home in memory^[25]. The new countryside construction planning should reflect the objectives and requirements of rural development with characteristics. It is necessary to actively explore the development models in accordance with the local conditions, and propose different planning objectives from the actual situation of economy, society, culture and ecology in urban and rural areas. There is a need to prevent "vanity projects" in the implementation of new countryside construction plan, avoid unnecessary financial burden on farmers, solve the deep-seated problems restricting rural development, and strive to create many kinds of new countryside. It is necessary to promote the integrated development of urban and rural areas, and unify the social security system of health care, pension and education for urban and rural residents to build a beautiful countryside.

4.3 Showing loving care for the village cadres and mobilizing farmers' enthusiasm for building new countryside The rural Party cadres are at the rural grass-roots level, and it is necessary to really think highly of, understand and care for them, to enhance the creativity and cohesion of grass-roots organization, gradually form the harmonious leadership that farmers trust, and lay foundation for urban-rural integration. It is necessary to mobilize the enthusiasm of farmers from the local reality, respect the wishes of farmers, and take full account of the land carrying capacity, to develop food production, adjust rural industrial structure, foster key industries, effectively promote farmers' economic income, and enhance the ability to build new countryside.

4.4 Strengthening the new rural instructor selection, training and management (i) It is necessary to strengthen the selection and send the outstanding talents to rural areas to be trained, and select the Party members and activists of Party application with high political quality and outstanding cadres as the new countryside construction instructors. (ii) It is necessary to strengthen training to improve the overall quality and ability to work, select and send the well-educated instructors to rural areas after being trained, so as to improve the instructors' work in rural areas. (iii) It is necessary to strengthen incentives and publicity and create atmosphere; boldly use the qualified outstanding new countryside construction instructors or the instructors reappointed for more than three terms consecutively, whether they are national civil servants, or scientific and technical personnel; vigorously promote good practice of instructors in guiding new countryside construction and the advanced models; create a good working atmosphere for instructors.

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and so on. In the process of construction of agritourism enterprise, managers need to change and design unique product service according to the market demand; strengthen the teaching of basic knowledge of agriculture, to make tourists realize the difference between leisure agriculture and traditional farmhouse, and enable consumers to release work pressure and realize the pastoral dream; carry out training for employees, pay attention to the details of the scenic spot, emphasize security awareness, and improve the quality of service, to create a simple, leisurely consumer environment for consumers, improve customer satisfaction, promote the healthy and orderly development of the park; develop differentiated competitive strategy to meet the diverse needs of consumers.

6.3 Strengthening the construction of cultural connotation of agritourism enterprise Brand connotation reflects the core value of the brand, and essence of corporate culture. Brand strategy needs to consider the customs, and farmers in different regions form their different agricultural civilization in the long term agricultural production. The farming culture contains the Confucian culture, and farming has also become a whole with religious culture. Farming culture has formed its own unique cultural content and features, including language, drama, folk songs, customs and various types of ritual activities, which are most widely used cul-

tural types. In the implementation of the brand strategy, we must consider these factors in order to increase the cultural connotation of products and services, and inherit the ancient culture and civilization of China. Employees should also fully reflect the core value of agricultural enterprise concept in service and management, respect and protect agricultural culture, regulate and guide the behavior of tourists, in order to promote the harmony between man and nature. Green tourism and ecological experience is an important part of agritourism enterprise brand building.

6.4 Strengthening marketing efforts to promote the market influence Agritourism enterprise managers should handle the relationship with various aspects, and make full use of the current resources to carry out publicity. First of all, it is necessary to establish corporate advertising platform, use a variety of ways to combine a variety of levels of publicity and promotion, invite the media to enter the park for tourism experience, carry out promotional activities through the traditional festivals, and increase brand influence through cooperation with travel agencies, enterprises and institutions. Secondly, it is necessary to establish a professional network platform to promote the informatization and standardization of brand construction.

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