

# Research on the Innovation of Township Governance Model in Hebei Province under the Background of Rural Revitalization

Weida Zhang, Ruirui Gao\*, Long Feng

School of Law, Politics and Public Administration, Hebei Normal University, Shijiazhuang 050024, Hebei

**Abstract:** The modernization of Chinese-style township governance is an important component of the modernization of national governance system and governance capacity, which is of great significance to enhance grassroots governance capacity and help common prosperity. In the process of comprehensively promoting rural revitalization and the modernization of rural governance system and governance capacity, it presents the characteristics of closure, lag and fragmentation. From the perspective of multi-center governance theory, this paper divides township governance into three modes: government decision-making guidance, market-oriented guidance, and social organization resource integration, and promotes the modernization of Chinese-style township governance through empirical analysis of specific practices.

**Keywords:** rural revitalization; “cultural, industrial, urban and educational” integration; governance mode

Rural revitalization is a multi-dimensional development strategy involving industry, talents, culture, ecology and organization, and it is also a multi-subject collaborative rural revitalization system involving many government departments, enterprises, social forces and community residents, which requires the joint efforts of all parties. Therefore, this paper attempts to build a township governance system with the goal of integrating “culture, industry, city and education” under the guidance of polycentric theory to promote the modernization of Chinese township governance.

## 1. The goal of township governance in Hebei Province based on the integrated development of ‘cultural industry, city and education’.

The goal of township governance in Hebei Province is to achieve the effectiveness of socialist material civilization construction with the goal of integrating “industry, city and education”, socialist spiritual civilization construction with the goal of integrating “culture, industry, city and education”, and “government, culture, industry and education”. The goal of the governance is to achieve the effectiveness of socialist material civilization construction with the integration of “industry, city and education”, socialist spiritual civilization construction with the integration of “culture, industry, city and education”, and socialist political civilization construction with the integration of “government, culture, industry and education”.

## 2. The practical logic and experience of township governance in Hebei Province under the goal orientation.

Based on the examination of the practice level, the township governance can be summarized into three modes of operation: government decision-led, market-led, and social organization resource integration.

### 2.1 Government Decision-Making-Guided Governance Model—Dongchengyu Village in Qianxi County

#### 1. The government is responsible for the overall planning.

On the one hand, the “two committees” of the village took the initiative, aimed at the goal of enriching the people through industry, determined the idea of integrating the development of one, two and three industries, implemented the “Flower Township and Fruit Lane Field Complex Project”, and introduced the Wuhai Kiwifruit Manor Project, leading the village to grow its collective economy. On the other hand, from the actual situation of the village, the village rules and regulations formulated “20 articles of village rules and regulations”, the content involves public morality and folk customs, neighborhood relations, ecological home, democratic management, land management, household management and other aspects, which has a positive impact on the village’s rural style and civilization memory rural governance.

#### 2. Enterprise introduction of industrialized operation.

Ltd. take the initiative to establish the village enterprise, cooperation and win-win benefit connection mechanism, inject capital and industrialized management for the local area to build it into a modern fruit tree industry + storage and processing + leisure tourism as the main rural leisure tourism industrial park, to achieve enterprise, collective, and The surname “three-way win-win”.

#### 3. Social organizations to build a sharing platform.

The village committee takes 20% of the shares and cooperates with the Youth Travel Group to establish the Ocean Travel Agency, relying on the village’s rural tourism resources and the surrounding tourist attractions to build a quadrangle with tourist reception functions, to carry out tourism service business and increase collective income.

### 2.2 Market-led governance model—Qiannanyu Village, Xindu District

#### 1. Enterprise-led marketization and brand value-added.

Qiannanyu Village is operated by Xingtai Qiannanling Agricultural Development Co., Ltd., which is mainly responsible for ecotourism project development, fruit planting, food processing, leisure agriculture picking and other projects. There are 1 hotel, 1 food processing plant, 2 large-scale farmhouses, and more than 20 self-built farmhouses by villagers. At the same time, it operates characteristic farm dishes,

various handicrafts, agricultural products, and is engaged in reception, accommodation and conference services. It has greatly improved the degree of local organizational operation and provided economic basis for township governance through income generation and income increase.

#### 2. The government guarantees infrastructure and technical support.

Relevant government departments sought scientific guidance for post-disaster reconstruction after the great flood in 1963, and have established collaborative relationships with 24 colleges and universities such as China Agricultural University, Beijing Forestry University and Hebei Forestry Academy, hired a number of experts and professors to regularly visit the village to guide services and carry out technical training, and innovated and implemented the ecological economic ditch management model in the process of mountain governance and water management, forming a “Forest and fruit head, dried fruit waist, fruit feet” sustainable development of the mountain.

#### 3. Farmers’ cooperatives to accelerate the integration of village enterprises.

The Qiannanyu village Village always adhere to the development of rural economy, service farmers production and life for the purpose, closely around the “agricultural efficiency, farmers increase income” theme, to develop agricultural industrialization as the focus, the establishment of the Chi fruit products professional cooperative, mainly engaged in chestnut, apple deep processing and sales, the formation of the “company + Professional Cooperative + Farmers” industrialized business model.

### 2.3 Social organizations resource integration type governance model——Luancheng District Tianliang planting professional cooperative

#### 1. Cooperative-led resource integration.

Tianliang planting cooperative carries out the whole industrial chain of agricultural socialization services and has established a thousand-mu demonstration base of selenium-rich purple wheat in cooperation with the Institute of Modernization of the Chinese Academy of Sciences. Due to the high cost of land transfer and the scattered land in trust, Tianliang Cooperative started to implement the “780 full trust” service in 2015, which has better realized the benefits of farmers, agricultural benefits and multi-win for the cooperative.

#### 2. The government guarantees policy support and organizational mobilization.

The main leaders of Luancheng District have taken the lead many times to go deep into the grass-roots level to further improve the work ideas and policy measures. Organize the agricultural and rural departments to upgrade the corresponding departments and agricultural scientific research institutions to seek technical support, through planning first, government-led, market operation, and strive to do a good job in the four articles of “addition, subtraction, multiplication and division, “accelerate the transformation and upgrading of agriculture, and continue to enhance the comprehensive benefits and competitiveness of agriculture.

#### 3. Enterprise support for financial support and industrialized operations

On the one hand, in 2015, the wholly-owned enterprise of Luancheng District Supply and Marketing Cooperative——Luancheng District Means of Production Company formed a close property right connection with Tianliang Planting Professional Cooperative, leading to promote the rapid development of professional cooperatives. On the other hand, relying on Hebei Mu Xiang Agricultural Technology Co., Ltd. purple wheat stone mill automatic processing line and “Mu” “Tianliang” “Luanyun” product trademarks to carry out industrial operation, the product covers pre-packaged food, purple wheat food and other 3 categories of 8 kinds of products, to achieve the integration of one, two and three industries development.

## 3. The innovation path of township governance system in Hebei Province in the context of rural revitalization

Based on the analysis of the governance system of Hebei province townships and the combination of theory, we propose the innovation path of governance of Hebei province townships in terms of the division of the boundary of main responsibilities, the construction of consultation mechanism and the conversion of guiding roles.

### 3.1 Division of subject responsibilities

The government, enterprises and social organizations are the solid forces of township governance, so their respective responsibilities and boundaries must be clearly defined. The government is the executor of the national will and should coordinate enterprises, social organizations and farmers from the macro level through policy supply. Enterprises are the graspers of revitalizing the local economic cycle and can provide conditions for local industries to flourish by providing townships with industrial development funds and introducing market-oriented operations. Social organizations are an important organic force for township governance and rural revitalization. The construction of incubation bases should be accelerated to promote the development of social organizations and their participation in governance.

### 3.2 Guiding role change

The government, enterprises and social organizations have their own positioning and responsibilities, but through governance practice, we can find that the responsibilities of governance subjects will change with different time and spatial resources. Therefore, we should formulate diversified articulation strategies and governance modes according to the development of local economy, culture and society, so as to jointly ensure the orderly implementation of rural revitalization.

## 4. Conclusion

Modernization of township governance is a fundamental aspect of contemporary community governance development and an organic force for realizing the national rural revitalization strategy. To build a township governance system aiming at the integration of “culture,

industry, city and education”, it is necessary to focus on the effective combination of township governance and rural revitalization, and make joint efforts to realize Chinese township governance.

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**Author:** Zhang Weida, PhD,Master ‘s Tutor, School of Law, Politics and Public Administration, Hebei Normal University ; Gao Ruirui, School of Law and Public Administration, Hebei Normal University, master ‘s degree student ; Feng Long, School of Law and Public Administration, Hebei Normal University, master ‘s degree student.