

INNOVATING MANAGEMENT MODE TO EXPLORE THE ROAD OF CHINESE VILLAGE GOVERNANCE: A TOWN IN BAZHONG CITY AS AN EXAMPLE

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ABSTRACT

China is a great agricultural country where the farmer is the biggest social group and the rural area is the most basic community. It is always an important work to keep rural stability and development which is a kind of work to affect everything, sometimes. Innovating management mode to explore the village governance provides a good perspective to us. Shui-ning Si Town, Bazhong City, Sichuan Province is a good example, which is key town of Bazhong City, demonstration town in the third batch of "Hundred Towns' Action" and demonstration area of the "National Agricultural Reform". It undertook a number of reform tasks, especially in land transfer, community management, mass education, grassroots management and other aspects of a useful exploration, where achieved good results.

Keywords: Management mode; village governance; rural stability; Shui-ning Si Town

INTRODUCTION

In recent years, the Shui-ning Si Town has made many remarkable achievements: "One of Eight Key Towns in Bazhong City", "Eco-towns in Sichuan" in 2012, Demonstration town in the third batch of "Hundred Towns' Action" and demonstration area of the "National Agricultural Reform", which do some innovating on village governance.

Geographical Location and Natural Conditions

Located in the eastern Bazhou District, Bazhong City, 32 km from the city center, Shui-ning Si Town is the junction of Tongjiang County, Pingchang County and Bazhou District. It is also a key town in Bazhong City. Provincial highway S202, S302 line goes across this town, the outlet of Expressway to the direction of Tongjiang County is located in the town; Mo Yan statue grotto in the town is known as "the first national color carving of Tang Dynasty", which is a national key cultural relic, has declared the world's cultural heritage. Mobile population, staff mix, traffic density constitute the geographical features of the town.

Economic Development Conditions

This town is mainly agricultural one, which is a key town of agricultural industrial park construction in Bazhou District. So far there have been three industrial parks, 1500 mu loquat industrial park, 5000 mu honeysuckle industrial park and 3000 mukiwifruit industrial park included. The GDP is 380 million yuan in this town. Agriculture is 170 million; Industry is 70 million, and service industry is 140 million. The per capita net income is 4528 yuan.

Administrative Division and Population Composition

Shui-ning Si Town is a common town in China. There are 25823 people, 25555 people are permanent residents and the quantity of empty nesters is huge. (More information see Table 1)

The more young, the more migrant workers, and less labors are at home; Empty nesters, the disabled and children left behind.(More information please see Table 2)

Table1. Basic Survey Statistics

Name	Shui-ning Si Town		
Address	No.139 Shui-ning Street, Shui-ning Si Town, Bazhong City, Sichuan		
Total People	25823	Area (Km ²)	54
Permanent Residents	25555	Floating Population	268
Empty Nesters	2243	The Lost Only Family (Hu)	16
Disabled	851	Minimal assurance family (Hu)	868
Over 65 years	2900	Orphan	7

(Sources: Sorting out according to the survey data in 2016)

Table2. Statistics of Ages

Ages	0-14	15-28	29-35	36-64	Over 65	Total	Empty Nesters
Male	2315	3104	1855	5816	1873	14963	1328
Female	1235	1937	1175	5218	1027	10592	915
Total	3550	5041	3030	11034	2900	25555	2243
Proportion	13.9%	19.7%	11.9%	43.2%	11.3%	___	8.8%

(Sources: Sorting out according to the survey data in 2016)

THE INNOVATING PRACTICE OF THE MANAGEMENT MODE

Land Trust Transfer and Make Good Use of Land Resources

“Shrines Farm” took Land Trust Transfer Mode, Form in the way of land stock cooperatives and in the circulation path of peasant-cooperative-the service center of rural land circulation-investors. The lowest price of agricultural land transfer is 2000 yuan per mu. The lowest price of collective management of construction landtransfer is 150,000 yuan per mu.After the completion of the industrialpark,the value of the land enhancing,the transfer price of commercial landUp to 500,000 yuan per mu. Building a platform by government, shrines farm has been introduced into Hong Kong Sunrise, Paris Wedding, Bashi Food and other leading enterprises, which basically formed an integrated eco-park, agricultural tourism, health care, wedding photography, exposition of medicine included. Shrines farm made 170 hu farmers living in the town by the program of plus and minus hook between urban and rural construction land, fully respect the wishes of farmers, in the way of farmer participation, unified planning and construction, market operation. Farmers enteredinto the town, retained the right to use the land and contracted land, which brought into the urban social security system and locally to promote farmers turning into urban residents.

Break the Old Pattern to Work in an Office in One-stop Service

Making good use of opportunity of enlarging powers to develop towns to break the old pattern called “seven or eight offices”. Government integrated the functions of departments

and human resources. In accordance with the principles of the nearest functional responsibilities, they built economic development office, social affairs offices, law enforcement team of comprehensive management and Information data center of rural governance etc. and work in an office in one stop service.

Develop New Civilian Education to Cultivate New Farmers

According to new features of the farmers in “stupid, weak, poor, private” in new era, livelihood sector was set up, the public security and judicial affairs, labor protection, safety and health departments included, in order to fully integrate literary to countryside, angel to countryside, and seven law activities by prospecting regional development, preaching laws and regulations, explaining the preferential policy, promoting filial and gratitude, realizing philosophy of life. So that people had new understanding of the new relationship between the masses and officials, which waked and inspired a number of new farmers.

Innovating a New Community Management in Countryside

Holding Thrifty and Civilized Dinners or Parties

Breaking the boundaries to established committee to detect and monitor the category, quality, and sanitation of the food in the dinner or party. Government develops the system of the dinners or parties. According to the rural folk custom, to retain the excellent traditions and get rid of bad habits and ideas. Developing pacts forms a binding.

Breaking the Boundaries to Established Committee

Shui-ning SiTown breaks the boundaries to established committee by the program of plus and minus hook between urban and rural construction land. Agglomerating land by new countryside construction, it takes the way of self-management. Actively explore the homestead exit mechanism, make an inventory of land management rights to develop modern agriculture. According to the principle “we should gather the suitable one, combine with the big one and the small one”. Establishing committee in the settlements implements self-management, self-service, self-restraint and self-regulation. The committee plays a significant role in the principle of villager autonomy. Integrating the superior to make up the funds, fully revitalize the social collective land resources, and vigorously develop the modern industry, in order to make the owners committee achieve a healthy development.

DIFFICULTIES AND DILEMMAS

The first one is top-level design and implementation of grassroots gap, especially, the grassroots rural governance innovation in the creation of the concept of innovation is not enough. The second is the positioning of relationship between the masses and officials, which is not accurate enough in rural governance. The concept of the masses can't catch up with the development of economic and social development. The last one is that the method of rural governance is relatively backward, with the changes of the rural population structure.

THE OUT-WAY OF RURAL GOVERNANCE DILEMMAS

The Officials Change Work Style and the Masses Change Attitudes

In the rural management process, relationship between the masses and officials is very significant, especially innovation of rural governance need the officials to change the work style, enhance the work level of rural officials, what is more, by carrying out mass work, guiding and educating the masses so that the ideas of the masses can keep up with the pace of social-economic development. Chairman Mao says: “the key to the farmers work lies in

education”. With new problems for countryside in the new era, the town will continue to vigorously develop activities of new civilian education. The essence of the concept of inheritance civilian education, through various forms, content-rich campaign, integration of departmental resources, so that the people get more education and be more wise and sensible.

Constructing a New Relationships among People

With the social changes in rural areas, the traditional relationships no longer adapt rural development, especially between officials and the masses, between the masses and the masses, or between officials and officials. According to the law, with local pacts reconstruct the new relationship among the people, which can create a relaxed environment, build a harmonious relationship, and make people more pure and more pragmatic.

Referencing City Management Experience, to Explore New Ways of Rural Governance

The development of urban civilization is advanced. Whether it is for life or living, or for the ability to get rich, or for urban community management, it has a certain reference value for the new rural construction. The town will continue to expand its powers strong town, break the boundaries to established committee, held honest and civilized dinners, continue to vigorously develop activities of new civilian education, which enhance the ability of farmers to get rich and improve levels of the new community management of rural areas. Eventually, the farmers live in comfortable house, live a better life, and form good habits.

CONCLUSION

Village governance is a very important part of grassroots governance, which is related to the stability and development of China. China is a great agricultural country where the farmer is the biggest social group and the rural area is the most basic community. With the advance of industrialization and urbanization, great changes occurred in China, especially in countryside. Therefore many villages take different steps to keep pace with the times. This town is just an example, while we can find something from this normal town. To some extent, it is an epitome of China's grass-roots reform.

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