

# Rural Revitalization Strategy and Rural Governance

## 乡村振兴战略与乡村治理

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# I. The background of Rural Revitalization Strategy

## 乡村振兴战略提出的时代背景

# 1 The increase of overall strength of the country and the lag of rural development 国家整体实力提升与乡村发展滞后

- Since China has become the world's second largest economy in 2010, its economic growth rate has maintained at a medium-to-high speed of 6.6% to 6.9%, although it is not as fast as before. In 2018, the aggregate output was about 13.6 trillion US dollars and the gap with the first place has narrowed while the gap with the third place is constantly expanding. However, this does not mean that the domestic income gap has narrowed significantly, especially the urban-rural income gap has shrunk very slowly.

从2010年中国进入全球第二大经济体以来，尽管增长速度没有以前那么快，但是依然保持6.6%到6.9%的中高速，2018年经济总量折合为13.6万亿美元与第一名的差距在缩小，与第三名的差距在不断扩大。但是这并不意味着国内收入差距缩小明显，特别是城乡收入差距缩小很慢。

- From the perspective of consumption structure or real income, urban residents' real income are much higher than that of rural residents, and the gap within rural areas is also very large, especially the gap between rural poverty-stricken areas and rural developed areas, which may be larger than the urban-rural gap. Therefore, the 19th National Congress clearly pointed out that the main contradiction in our current society is the contradiction between people's pursuit of a better life and unbalanced and inadequate development.

从消费结构来看还是真实收入来看，城镇居民远高于农村居民，而且农村内部差距非常大，尤其是农村贫困地区与农村发达地区之间的差距可能比城乡差距还大。所以十九大明确指出，我们当前的社会主要矛盾是人们对美好生活的追求与不平衡、不充分的发展之间的矛盾。

## 2 Slow economic development and non-dynamic driving force 经济发展趋缓与动能不足

- Although the speed of 6.7% or 6.6% is not very low for China, this is the minimum requirement. Without such speed, employment should become a big problem. It is not easy to maintain this speed. There are structural problems and insufficient driving engine in the Chinese economy. Finding new engine has become an urgent requirement for maintaining the medium and high speed.

虽然6.7%或6.6%的速度并不很低，但是对中国来说，这是最低要求，没有这样的速度，就业要成为大问题。而保持这个速度并不是很容易，中国经济存在着结构性问题和动能不足问题，寻找新的动能成为持续保持中高速的急切要求。

- Supply-sided reform, the Belt and Road Initiative, precision poverty alleviation and rural revitalization etc. are all the resources that are mobilized to ensure that the economy maintains at a certain speed.

供给侧改革、一带一路、精准扶贫、乡村振兴等，都是为确保经济保持一定速度而寻找的动能。

- The supply-sided reform has certain effects, but the recent Sino-US trade wars and vaccine incidents indicate that this reform is very difficult;

供给侧改革有一定效果，但是最近的中美贸易战、疫苗事件等说明这项改革难度很大

- With the Belt and Road Initiative, a large amount of capital has invested in countries along the route. But the risk is very large and, the effect is not as good as expected.

一带一路，大量资金投入沿线国家，风险很大，效果并不如预期好

- Accurate poverty alleviation only targeted the absolute poverty. What will happen after 2020? The construction of a new countryside has a certain effect, but the village still cannot retain young people or even middle-aged people.

精准扶贫到2020年结束，只是解决绝对贫困问题，农村后续怎么发展？新农村建设有一定效果，但是，乡村依然留不住年轻人甚至中年人

### 3 New strategy and new goals in the new era 新时代新战略新目标

Several key strategies in the new era 新时代以几个重大战略目标为标志：

1) Constructing a comprehensive well-off society in 2020 is the first 100-year goal. The so-called "comprehensive" can't exclude the rural areas, The country's comprehensive well-off society is an empty talk if the rural areas can't reach a well-off society.

2020年全面小康，这是首个百年目标。所谓“全面”自然不能将农村排除在外，农村达不到全面小康，全国全面小康就是空话。

2) From the first hundred years to the second hundred years, two modernization goals must be achieved: basic modernization (2020 to 2035) and powerful modern nation (by 2050). So what is modernization? There are no specific instructions in the report of the 19th National Congress.

从第一个百年到第二个百年中，要完成两个现代化目标：实现基本现代化（2020年到2035年）和现代化强国（到2050年）。那么什么是现代化？十九大报告中有具体的说明。

A comprehensive well-off society: "A well-off society with more developed economy, more complete democracy, more advanced science and education, more prosperous culture, more harmonious society, and a better life for the people "

全面小康社会：“经济更加发展、民主更加健全、科教更加进步、文化更加繁荣、社会更加和谐、人民生活更加殷实的小康社会”

Basic modernization: "The economic strength and scientific and technological strength will increase sharply and China will become one of the leading innovative countries. The people's equal participation and equal development rights are fully guaranteed. The rules of law followed by the state, the government and the society will be basically completed, and all systems are getting better. The national governance system and the modernization of governance capacity has been basically realized; the degree of social civilization has reached a new height; the national cultural soft power has been significantly enhanced; the influence of Chinese culture has become more extensive and deepened; the people's lives have become more affluent, and the proportion of middle-income groups has increased markedly; the urban-rural and regional development gap will be significantly narrowed. The equalization of basic public service will be basically realized, and all the people have made solid progress. The modern social governance pattern has basically taken shape and the society is full of vitality and harmony. The ecological environment has basically improved, and the goal of having a beautiful China will be basically realized."

基本现代化：“经济实力、科技实力将大幅跃升，跻身创新型国家前列；人民平等参与、平等发展权利得到充分保障，法治国家、法治政府、法治社会基本建成，各方面制度更加完善，国家治理体系和治理能力现代化基本实现；社会文明程度达到新的高度，国家文化软实力显著增强，中华文化影响更加广泛深入；人民生活更为宽裕，中等收入群体比例明显提高，城乡区域发展差距和居民生活水平差距显著缩小，基本公共服务均等化基本实现，全体人民共同富裕迈出坚实步伐；现代社会治理格局基本形成，社会充满活力又和谐有序；生态环境根本好转，美丽中国目标基本实现。”

Modernized and powerful country: "Material civilization, political civilization, spiritual civilization, social civilization, and ecological civilization will be comprehensively upgraded. Modernizing the national governance system and governance capacity, becoming a country with comprehensive national strength and international influence, and the common prosperity of all people will be basically realized. The people will enjoy a more happy and healthy life, and the Chinese nation will stand in the world's national forest with a more high-spirited attitude."

现代化强国：“物质文明、政治文明、精神文明、社会文明、生态文明将全面提升，实现国家治理体系和治理能力现代化，成为综合国力和国际影响力领先的国家，全体人民共同富裕基本实现，我国人民将享有更加幸福安康的生活，中华民族将以更加昂扬的姿态屹立于世界民族之林。”

## **II. The main contents of the rural revitalization strategy**

### **乡村振兴战略的具体内容**

Implementing rural revitalization strategy. The problem of agriculture and rural peasants is a fundamental issue concerning the national economy and the people's livelihood. Solving the "three rural issues" must always be the top priority of the party's work. We must adhere to the priority development of agriculture and rural areas, and establish and improve policy system for the integration of urban and rural development in accordance with the general requirements of industrial prosperity, ecological livability, rural civilization, effective governance, and affluent life to accelerate the modernization process of agriculture and rural areas. The basic rural management system also need to be consolidated and improved. The reform of the rural land system must be deepened. The "three rights" division system of contracted land should be improved. We should keep the land contracting relationship stable and long-lasting. The second round of land contracting will be extended for another 30 years. Deepening the reform of the rural collective property rights system to protect the farmers' property rights and strengthen the collective economy.

实施乡村振兴战略。农业农村农民问题是关系国计民生的根本性问题，必须始终把解决好‘三农’问题作为全党工作重中之重。要坚持农业农村优先发展，按照产业兴旺、生态宜居、乡风文明、治理有效、生活富裕的总要求，建立健全城乡融合发展体制机制和政策体系，加快推进农业农村现代化。巩固和完善农村基本经营制度，深化农村土地制度改革，完善承包地“三权”分置制度。保持土地承包关系稳定并长久不变，第二轮土地承包到期后再延长三十年。深化农村集体产权制度改革，保障农民财产权益，壮大集体经济。

Ensuring national food security and keeping the Chinese people's jobs in their hands; Constructing a modern agricultural industrial system, production system, and management system; improving the agricultural support and protection system and developing various forms of moderate scale farms and businesses to cultivate new agricultural management entities. improve the agricultural social service system, and realize the organic connection between small farmers and modern agricultural development. Promoting the integration and development of first, second and third industries to support and encourage farmers to work and start businesses, and broaden income channels. Strengthening rural grassroots work and improving the rural governance system that combines autonomy, the rule of law, and the rule of virtue; Cultivating a team of “agriculture, rural areas and farmers” who understand agriculture, love the countryside, and love farmers.

确保国家粮食安全，把中国人的饭碗牢牢端在自己手中。构建现代农业产业体系、生产体系、经营体系，完善农业支持保护制度，发展多种形式适度规模经营，培育新型农业经营主体，健全农业社会化服务体系，实现小农户和现代农业发展有机衔接。促进农村一二三产业融合发展，支持和鼓励农民就业创业，拓宽增收渠道。加强农村基层基础工作，健全自治、法治、德治相结合的乡村治理体系。培养造就一支懂农业、爱农村、爱农民的“三农”工作队伍。

There are several points in the report of the 19th National Congress on rural revitalization strategies that have not been seen before. They are:十九大报告有关乡村振兴战略的表述，有几点是以前没有过的，它们分别是：

- 1、Rural agricultural modernization has been mentioned together. In the past, it only mentioned agricultural modernization and equated agriculture with rural areas.农村农业现代化一起提，以前只是提农业现代化，把农业等同于农村。
- 2、The mechanism and policy system for the rural-urban harmonious development. Previously it only mentioned urban-rural integration, but there is no expression of harmonious integration.城乡融合发展体制机制和政策体系，以前只提城乡统筹或城乡一体化，而没有融合这一表述。
- 3、Deepen the reform of the collective property rights system and protect the property rights of farmers.深化集体产权制度改革，保障农民财产权益。
- 4、The four systems of modern agriculture for protection system support.现代农业的四个体系支持保护体系。
- 5、Small farmers are connected with modern agricultural development小农户与现代农业发展有机衔接。
- 6、three key points of rural governance system 三“治”的乡村治理体系。
- 7、three "love" talent team building 三“爱”的人才队伍建设

Of course, there are some ideas mentioned in the past, but some changes have been made. The most important of these is that requirements of rural revitalization are somewhat different from those of new rural construction:

当然，有一些提法过去提过，但是做了一些变动。其中最重要的是乡村振兴要求与新农村建设要求有一些不同：

- New rural construction requirements: production development, clean villages, civilized townships, democratic management, and ample life.

新农村建设要求：生产发展，村容整洁、乡风文明、管理民主、生活宽裕。

- Rural revitalization requirements: industrial prosperity, ecological livability, civilized civilization, effective governance, and prosperous life.

乡村振兴要求：产业兴旺、生态宜居、乡风文明、治理有效、生活富裕。

### **III. Preconditions to implement the rural revitalization strategy**

**实施乡村振兴战略需要具备的条件**

The strategy has been designed. The key is whether the compatible policy is in place and whether it can be implemented? In 2018, the Central Document No. 1 was specifically issued for the rural revitalization strategy, and some policies have been introduced one after another. However, how to implement it? Who will implement it? What effect does it produce? These problems are plaguing rural revitalization. These are all rural governance issues.

战略已经确定，关键在于政策是否配套以及能否落实？2018年中央1号文件专门针对乡村振兴战略出台的，已经陆续出台一些政策，但是，怎么落实？由谁来落实？产生什么样的效果？这些问题则困扰着乡村振兴。这些都是乡村治理问题。

There are all kinds of discussions about rural revitalization:有关乡村振兴，怎么做？有各种各样的讨论

❑ Rural revitalization must first ensure the peasants' subjectivity, and prevent the government from becoming a subject. (Wang Chunguang, 2018)

乡村振兴首先要确保农民的主体性，而防止政府成为主体性，防止越俎代庖（王春光，2018）

❑ Rural revitalization is not limited to industrial revitalization, but also includes talent revitalization, cultural revitalization, ecological revitalization, and organizational revitalization. (Cao Jinqing, 2018)乡村振兴，不限于产业振兴，而且包括人才振兴、文化振兴、生态振兴、组织振兴（曹锦清，2018）

❑ The key to rural revitalization is to leave more of the benefits in the countryside (Li Xiaoyun, 2019)

乡村振兴的关键是把利益更多留在乡村（李小云，2019）

Obviously, rural revitalization is a complex, systematic and long-term construction process. It is not a day's work. It needs to have the conditions of policy, capital, talents, technology, organization, and appropriate industries, farmers' support and participation. Many conditions cannot be met at once, and rural areas in different regions have different conditions. Therefore, this determines that rural revitalization cannot be carried out nationwide, nor can it be achieved in a short period of time.

显然，乡村振兴是一个复杂的、系统的、长期的建设过程，非一日之功，需要具备政策、资金、人才、技术、组织、以及合适的产业、农民的支持和参与等条件。许多条件不可能都一下子具备，不同地区的农村有不同的条件，因此，这决定了乡村振兴不可能全国同步进行，也不可能短时间内就宣告实现。

Due to such restrictions, some places began to work on model projects. In some places, rural revitalization was simplified into introduction projects and capital. Some places did some lip service, like the ones that have appeared before: brushing the wall, wearing the hat and shouting slogans. "

由于受这样的条件限制，有的地方就开始搞样板工程，有的地方则把乡村振兴简化为引进项目和资本，有的地方做一些表面文章，像以前曾经出现过的“刷刷墙、戴戴帽、喊喊口号”。

## **IV. Current situation of China's rural governance and its impact on rural revitalization strategy**

### **乡村治理的现状及其对乡村振兴战略的影响**

# 1 Subject of rural revitalization 乡村振兴主体

- ✓ Central government: The proponent and advocator of the rural strategy  
中央：乡村战略的提出者和号召者
- ✓ Local government at provincial, county and township level  
各级政府：省市市政府、县级政府、乡镇政府
- ✓ Villages: two village committees, villager groups, cooperatives, family farms, households and peasants  
村庄主体：村两委、村民小组、农村合作经济组织（合作社）、家庭农场、家庭和农民
- ✓ Other organizations: social organization, enterprises, universities and research institutes  
其他组织：社会组织、企业、高校科研组织等

How do so many subjects coordinate? What role does each play? Of course, not all subjects are available in terms of specific villages or places. The key is who is the real subject?

这么多主体如何协调？各自发挥怎样的作用？当然，就具体的村或地方而言，并不是所有的主体都具备。关键是谁是真正的主体？

In theory, peasants, families, and villages are the most important subjects, but they are the subjects with the least power and resources. On the contrary, in practice, the most direct influence is the party and government at different levels: county, township and village. These three main bodies, because of the so-called villages, are the systems of social, economic, political, cultural, and ecological construction within the county. In this sense, rural revitalization is actually the revitalization of the county, involving the relationship between the county, small towns and villages (administrative villages and natural villages)

从理论上说，农民、家庭、村庄是最为重要的主体，但是他们是最没有权力、资源的主体，相反，在实践中，最有直接影响力的是县党政、乡镇党政和村两委这三个主体，因为所谓的乡村，就是县域范围内的社会、经济、政治、文化、生态构筑的体系。从这个意义上，乡村振兴实际上是县域振兴，从区域上涉及到县城、小城镇和村庄（行政村和自然村）之间的关系。

The key question now is how to effectively match the most important subject with the most influential subject to produce resonance and multiplier effect?

现在的关键问题是如何把最重要的主体与最有影响的主体进行有效匹配产生共振和倍增效用？

## 2 Definition of rural governance 乡村治理内涵

Governance is different from domination, regulation (or control), and management. First, the subject is pluralistic; second, the subject is equal; third, the subject is negotiated and interactive; fourth, it is aimed at public affairs; fifth, the goal is good governance (legality, rule of law, transparency, responsibility, fairness, and timely response, integrity, maximization of public welfare, etc.). Local government governance, social governance, market governance, etc.

治理不同于统治、管制（或控制）、管理。一是主体是多元的；二是主体是平等的；三是，主体是协商互动的；四是针对公共事务；五是目标是善治（合法性、法治、透明性、责任性、公平性、及时回应、廉洁、公益性最大化等）。分政府治理、社会治理、市场治理等等。

Different governance has different subjects, different systems and mechanisms, but compared with urban governance, rural governance seems to be simpler and there are more overlaps between government governance, social governance and market governance. Of course, in different rural areas, the relationship between different governance is different due to the degree of economic development and the degree of connection with urban society.

不同治理有着不同主体、不同体制和机制，但是相对于城市治理，乡村治理似乎简单一些，政府治理、社会治理和市场治理之间存在着更多的重叠性。当然，不同乡村地区，由于经济发达程度以及与城市社会的联系程度不同，不同治理之间的关系是有所不同。

Rural governance is not limited to village governance, but also covers township-wide governance, which is the governance practice that takes place in this context.

乡村治理不限于村庄治理，而且涵盖乡镇范围的治理，也就是在这个范围发生的治理实践。

### 3 Basic structure of rural governance 乡村治理基本架构

Rural governance is divided into township government governance and village governance and the governance relationship formed between the two. These include rural government governance, social governance, market governance and other governance.

乡村治理分乡治与村治以及两者之间形成的治理关系。其中包括乡村政府治理、社会治理、市场治理和其他方面的治理。

The government governance structure is: the county and township government applies the governance behavior to the village. Among them, the county government has the power to make decisions, and the township government has more executive powers. Of course, there are certain decision-making powers in execution.

政府治理架构是：县乡镇政府对乡村施于治理行为。其中县政府握有决策权，乡镇政府更多的是拥有执行权，当然执行中也有一定的决策权。

There is no government agency at the village level, but it does not mean that the government cannot exert influence (as in the ancient times, there is no government agency below the county level, but it does not mean that the imperial power does not go to the countryside). The two administrative committees are the institutions (or agencies) through which the government can influence the village.

村级没有政府机构，但是，不等于政府不能施加影响（正如古代表面上县以下不设衙门，但不意味着皇权不下乡）。行政村两委是政府得以对村庄产生影响的机构（或者说代理机构）

Rural governance is not simple government governance or government influence, and internal social governance is quite complicated. Its governance framework is: in addition to the two committees within the village, there are village groups, various social relations, etc.; . The same village has to deal with the relationship with the outside society.

乡村治理不是简单的政府治理或者政府施加影响，而且内部的社会治理相当复杂，其治理框架是：村庄内部除了两委，还有村民小组、各种社会关系等；行政村之间也存在复杂关系。同样乡村还要处理好与外部社会的关系。

## 4 The operating logic of the rural governance 乡村治理的运行逻辑

The governance logic is different for different entities and different governance structures. 不同主体以及不同治理架构，其治理逻辑是不一样的

□ Government governance follows administrative logic which means that the lower level will implement the instructions of the higher level. Otherwise, it will be punished, and even encounter legal sanctions. The bureaucracy, project system and political movement are the main methods of government governance in China.

政府治理遵循的是行政逻辑。所谓行政逻辑，就是下级按照上级的要求去执行和落实，否则会遭遇处分和惩罚，甚至要遭遇法律制裁。科层制、项目制乃至运动式等都是当前我国政府治理的主要方式。

□ Governance at the village level and within the village follows the logic of social relations. In this logic, traditional habits, customs, social status and prestige, interpersonal mobilization and ownership have become the main resources for governance. Negotiation and reasoning, authority and habits are the ways in which such governance works.

村庄层面以及内部之间的治理遵循的是社会关系逻辑。在这个逻辑中，传统习惯、习俗、社会地位和声望、人际关系动员和拥有等成为治理的主要资源。协商与说理、权威和习惯是这类治理的运行方式。

□ The external society basically participates in rural governance through the neutrality, professionalism and capital of the third party, and follows complex operational logic: market logic, charity logic and professional authority logic.

外部社会基本上通过第三方的中立性、专业性和资本参与乡村治理，遵循复杂的运行逻辑：市场逻辑、公益慈善逻辑和专业权威逻辑等。

Different combinations of these different logics have created a variety of rural governance models. 以上这些不同逻辑的不同组合，就构筑了类型多样的乡村治理模式。

## 5 Type or model of village governance 村庄治理类型或模式

- 1) Administrative type: This kind of governance basically runs through administrative logic, the village governance is seriously bureaucratic, and the social strength is weak 行政型：此类治理基本上通过行政逻辑运行，村庄治理行政化严重，社会力量薄弱
- 2) Self-governing society: relying on social logic to operate, but the administrative role is weak, mainly reflected in the weakness of the two committees 社会自治型：依赖社会逻辑运行，而行政作用不大，主要体现为两委班子弱势
- 3) Strongman type: capable elites run on the authority, a combination of administrative logic, social logic and market logic. The social participation space is small 强人型：能人凭借权威运行，集纳了行政逻辑、社会逻辑和市场逻辑于一身。社会参与空间小。
- 4) Social support type: External social organizations, enterprises or government departments enter the village in various ways to organize villagers. The logic of its operation is also more complicated: social organizations follow the logic of public welfare; enterprises follow the logic of the market; government departments follow the administrative logic 帮扶型：外部社会组织、企业或政府部门以各种方式进入村庄，组织村民。其运行逻辑也比较复杂：社会组织遵循的是公益性逻辑；企业则遵循市场逻辑；政府部门遵循的是行政逻辑。
- 5) Other types 其他类型

The effects of different types of governance are not the same. Even the same type can have different effects in different villages. 不同类型的效果是不尽相同，即使是同一类型在不同村庄也会产生不同效果。

## **V. Operating mechanism of rural revitalization governance**

### **乡村振兴的治理运行机制**

# 1 The needs and imaginations of rural revitalization by different classes and groups 不同阶层群体对乡村振兴的需求和想象

- ❑ Rural revitalization is obviously not something the villagers can come up with, but is it really what the villagers need? 乡村振兴显然不是村民能提得出来的，但是是否真如村民所需要的呢？
- ❑ In fact, the villagers are differentiated. Different villagers have different needs and ideas for rural revitalization. This is determined by their different conditions, their abilities and their imaginations for a better life. 实际上村民是分化的，不同村民对乡村振兴的需求、想法是不一样的，这是受他们的条件、能力以及对美好生活的想象不同所决定的。
- ❑ The social class structure of the village is still pyramidal, and the middle class is still a minority. Then, such a structure is bound to determine that they may have high expectations for a better life and a rural revitalization goal, but they lack the ability and conditions for action. 乡村的社会阶层结构还是金字塔型，中产群体还是占少数，那么，这样的结构势必决定了他们可能对美好生活、乡村振兴目标有很高的期待，但是他们缺少行动能力和条件。

## 2 Dynamic mechanism of rural revitalization 乡村振兴的动力机制

1) The government's motivation comes from the pursuit of political achievements. 政府的动力来自于政绩追求

2) The two village committees are seeking to obtain more resources from the government 村两委追求从政府那里获得更多的资源支持

3) Enterprises seek preferential policies for rural revitalization. 企业寻求乡村振兴的政策优惠

Dynamic  
mechanism  
动力  
机制

4) The villagers are pursuing prosperity, but they are worried that wealth will not come. So their mentality is contradictory. 村民追求富裕，但又担心富裕不起来，心态矛盾

### 3 Several practice of rural revitalization 乡村振兴的几种做法

- 1) Demonstration or model type: The government invests a lot of resources, or hires professionals, or mobilizes some entrepreneurs and selects several villages to build model villages according to the five requirements of rural revitalization 示范型或样板型：政府投入很多资源，或聘请专业人士，或者动员一些企业家，选择几个村庄，按照乡村振兴的五方面要求，打造样板村庄。
- 2) Strongman type: such as Daqiu Village, Huaxi Village, Nanjie Village, Dazhai, Tangyu Village, etc. Of course, the government will also give a lot of policy support 能人型：如大邱庄、华西村、南街村、大寨、塘约村等。当然政府也会给予很多政策支持。
- 3) Market type: The village's own resources have market demand, which attracts social capital to participate in the development and operation of resources. For example, Moganshan villagers in Deqing City, Zhejiang Province 市场型：村庄自身的资源正好有市场需求，从而吸引社会资本参与到资源的开发和经营。如浙江的德清市莫干山村民就是这样做的。
- 4) Charity type: Some charity organizations and individuals who are interested in revitalizing villages. They use their own resources to help some villages engage in development-oriented construction. The most obvious one is the participation of some non-profit organizations in village reconstruction after the Wenchuan earthquake. Prof. Li Xiaoyun at China Agricultural University, is also involved in the construction and development of villages in Hebian Village 公益型：一些有志于振兴村庄的公益性组织和人士，利用自己的资源去帮助一些村庄从事发展型建设，最明显的是汶川地震后一些公益组织参与村庄重建。中国农业大学教授李小云教授在河边村从事的村庄建设和开发，也属于此类型。

## 4 Difficulties of rural revitalization 乡村振兴面临的困境

Resources, talents, organizations, markets, and village participation are all indispensable for rural revitalization 资源、人才、组织、市场以及村民参与等，对于乡村振兴来说缺一不可

1) Resources include policy resources (including financial resources), market resources, village resources (social, cultural, land, ecological and other resources), social resources, etc. Each type of resources is limited. 资源包括政策资源（含财政资源）、市场资源、村庄自身资源（社会、文化、土地、生态等资源）、社会资源等，每一类资源都是有限的。

2) Resource development and utilization: Resources are not all ready-made, but need to be developed and utilized by others. Not all people have this ability. Some places say that rural gentry is very important. Some places say that professional talents are very important; some places say that village leaders are important; some places say that villagers who can develop and manage resources are more important. All in all, the lack of talent resource is what rural revitalization really needs. 资源开发和利用：资源并不都是现成的，而是需要有人去开发和利用的。并不是所有的人都有这样的能力。有的地方说乡贤很重要，有的地方说，专业人才很重要；有的地方说村领导很重要；有的地方说需要能开发和经营资源的村民更为重要。但是放眼望去，乡村振兴缺的还是人才资源。

3) Participation and benefit mode of rural revitalization: one way is government decision-making, investment, village cadre organization, villager participation (passive participation), collective economic growth and villager sharing; another is enterprise management and villagers are land transferors ( Land renters) and workers (some villagers are workers); There is also the participation of social capital and the formation of lease relationships with villagers. The third one is the cooperative approach. The last is that farmers are operators. Different ways of participation determine the level of income. The problem is that farmers are independent participants and operators. But this kind of situation is not very common. The fundamental reason is that the so-called “village revitalization” and family revitalization cannot be realized in a short period of time.

乡村振兴的参与和获益方式：一种方式是政府决策、投入、村干部组织、村民参与（被动参与）、集体经济壮大和村民分享；一种是企业经营、村民当土地出让者（土地租赁者）和工人（部分村民当工人）；还有一种是社会资本参与，与村民形成租赁关系；再一种是合作社方式；最后一种是农民就是经营者。不同参与方式，决定了其收益水平。难题是农民当独立的参与者和经营者，情况并不多，根本原因是无法在短期内实现所谓的“乡村振兴”和家庭振兴。

**VI. Several points for discussion**

**几点讨论**

- 1 The essence of rural revitalization is rural governance 乡村振兴的实质是乡村治理
- 2 The government cannot turn rural revitalization into a political movement; the role of the government is the leader, the promoter and the server, not the direct actor 政府不能把乡村振兴搞成政治运动；政府的角色是引领者、助推者和服务者，而不是直接的行动者
- 3 Effective and reasonable organization is the key to rural revitalization: outside the two village committees, social enterprises or social organizations are better models 有效、合理的组织，是乡村振兴的关键：在两委之外，社会企业或社会组织是比较好的模式
- 4 The excavation and rational allocation of land resources and market resources is the basis for rural revitalization 在地资源和市场资源的挖掘和合理配置，是乡村振兴的基础
- 5 Adapted to local conditions, embedded in local social structures and cultural traditions, diversity and difference are the manifestations of rural revitalization, and should not be in uniform 因地制宜，嵌入当地社会结构和文化传统，多样性和差异性 is 乡村振兴的表现形式，切忌千篇一律
- 6 Be slow and steady 切忌贪快贪好

Thank You !