

PAPER • OPEN ACCESS

Promoting the Leadership of Grass-roots Party Organizations in the Strategy of Rural Revitalization in the Big Data Era

To cite this article: Xiaodong Liao *et al* 2019 *IOP Conf. Ser.: Mater. Sci. Eng.* **563** 042031

View the [article online](#) for updates and enhancements.

You may also like

- [An Empirical Study on Party Basic-Organizational Construction and Organizational Outcomes in State Owned Enterprise—Take Psychological Empowerment as Moderators](#)
Hui-jun Ni, Mingju Kang and Xi Wang
- [Research on the Innovation of the Educational Mechanism of College Student Party Members under the New Situation](#)
Chun Jin
- [Do private firms invest more in environmental protection under political control? Evidence from China](#)
Chu-Yu Guo, Jiandong Wen and Hui Hu



ECS
The
Electrochemical
Society
Advancing solid state &
electrochemical science & technology

DISCOVER
how sustainability
intersects with
electrochemistry & solid
state science research

Promoting the Leadership of Grass-roots Party Organizations in the Strategy of Rural Revitalization in the Big Data Era

Xiaodong LIAO¹, Xiaoping LIU¹, Feng FENG^{2*}

¹College of Public Administration, Guizhou University of Finance and Economics, 550025, China

² College of Economics, Guizhou University of Finance and Economics, 550025, China

Email: 595880010@qq.com; 1558894468@qq.com; 505184355@qq.com

*Corresponding author: Feng Feng; email: 505184355@qq.com; phone: +8615285958602

Abstract: The report of the Nineteenth National Congress of the Communist Party of China emphasizes the role of grass-roots Party organizations as fortresses. In the era of big data, when implementing the strategy of rural revitalization, new requirements are put forward for grass-roots Party organizations in underdeveloped areas. Grass-roots Party organizations are also facing the dilemma of weak political leadership, inadequate capacity of Party members and cadres and dilute Party-masses Relations. In order to solve these difficulties, we need to strengthen the political function of grass-roots party organizations, strengthen the construction of Party members' talent team, and increase the mass line education practice activities to enhance the leadership of grass-roots party organizations. .

1. Introduction

Opinions of the State Council of the Central Committee of the CPC on the Implementation of the Strategy of Rural Revitalization pointed out: "We will unswervingly adhere to and strengthen the Party's leadership over rural work, improve the Party's leadership systems and regulations in rural work, ensure that the Party always covers the whole situation and coordinates all parties in rural work, and provide a strong political guarantee for rural revitalization. In the era of big data, grass-roots Party organizations in underdeveloped areas are the core of leadership in all aspects of economic, social and cultural construction. It is also the ultimate executor of core policies of the Party Central Committee in underdeveloped areas. In underdeveloped areas, the ultimate organizer and executor of the strategy of Rural Revitalization is grass-roots Party organizations. Therefore, new requirements are put forward for the leadership of grass-roots Party organizations in underdeveloped areas.

2. In the Era of Big Data, New Requirements Are Put Forward for the Leading Power of Grass-roots Party Organizations in Underdeveloped Areas in Rural Revitalization

The report of the Nineteenth National Congress of the Communist Party of China pointed out that rural revitalization should be carried out from the aspects of industrial prosperity, ecological livability, rural civilization, effective governance and prosperity of life. The main body of the final implementation is the grass-roots Party organizations. Because of the special reasons such as geographical location and economic



conditions, the leadership of grass-roots Party organizations is required in the implementation of the strategy of Rural Revitalization in the era of big data in underdeveloped areas.

2.1 Highlighting the Leading Role of Grass-roots Party Organizations in Rural Revitalization in Underdeveloped Areas

The difficulties faced by grass-roots Party organizations in underdeveloped areas are different from those in other areas in the implementation of the strategy of Rural Revitalization due to some factors such as geographical location and economic basis. Therefore, grass-roots Party organizations in underdeveloped areas not only lead other organizations and all kinds of beneficial forces of society participating in rural revitalization, but also mobilize the enthusiasm and initiative of the people. In the era of big data, grass-roots Party organizations in underdeveloped areas need to further strengthen their own construction, improve their ability to lead and control the overall situation. In the process of leading the rural revitalization, it plays an important role in political, economic, social, cultural and ecological aspects. Grass-roots Party organizations can grasp relevant information in time by using big data in rural development, agricultural economic development and peasant development in underdeveloped areas. It is also necessary to grasp the initiative in these areas, and then give full play to the political leadership authority of grass-roots Party organizations. And in this way, in the process of rural revitalization, grass-roots Party organizations can really play a leading role in coordinating the overall situation and play a role of political fortress, thus promoting the stable and prosperous development of rural areas in underdeveloped areas.

2.2 Leading Other Social Forces in Underdeveloped Areas

In the era of big data, grass-roots Party organizations in underdeveloped areas are the leaders of implementing the strategy of rural revitalization, while other participants are also the main body of realizing the strategy of Rural Revitalization in underdeveloped areas. Finally, the leadership of the Party will be formed, and other subjects which mainly include the people and social organizations will participate in cooperation to play their respective roles in rural revitalization. Historically, the Party has always regarded the people as an important force to rely on. And in the process of rural rejuvenation, the people should also be regarded as an important force to rely on. In the new era, in order to build a well-off society in an all-round way and implement the strategy of Rural Revitalization in underdeveloped areas, it is necessary for grass-roots Party organizations to give full play to their leadership and organize the people and social organizations to jointly build and develop the countryside. Social organizations will bring corresponding funds and talents to underdeveloped areas, and provide a certain material guarantee for the implementation of Rural Revitalization in underdeveloped areas. It is necessary for grass-roots Party organizations to lead them, and then achieve "good steel is used on the blade" to achieve the best results. To implement Rural Revitalization in underdeveloped areas, it is necessary for grass-roots Party organizations to make use of other forces in underdeveloped areas to play a role in rural revitalization.

2.3 Strengthening the Coverage of Grass-roots Party Organizations in Underdeveloped Areas

In the era of big data, to implement the strategy of Rural Revitalization in underdeveloped areas, it is necessary to expand the coverage of grass-roots Party organizations in underdeveloped areas, and ultimately achieve full coverage. This is also to consolidate the leadership of the Party in the underdeveloped rural areas and to ensure the implementation of the strategy of rural revitalization. Some rural areas in underdeveloped areas are sparsely populated, but as long as they conform to the size of the Party branch, it is necessary to set up corresponding Party organizations. If the number of people is too small to form a Party organization, it is necessary to incorporate the corresponding personnel into the nearest Party organization and ensure that every Party member is in the corresponding organization. Only in this way can the Party's fine tradition be guaranteed: where there are masses, there are Party members. Party members must come from the masses and return to them. In less developed areas, the Party organizations should be fully covered. Only in this way, grassroots Party organizations and Party members play a leading role in the process of Rural Revitalization and provide organizational guarantee for the whole process.

3. Difficulties Faced by Grassroots Party Organizations in Underdeveloped Areas in Promoting Their Leadership in Rural Revitalization in the Era of Big Data

In the era of big data, grass-roots Party organizations in underdeveloped areas are faced with weak leadership, inadequate capacity of Party members and cadres and diluted Party-mass relations in the process of implementing the strategy of rural revitalization.

3.1 *Weak Leadership*

Many young and middle-aged people in underdeveloped areas choose to go out to work, which makes the party members who remain in the village basically old party members, which also makes it difficult to find grass-roots Party branch secretaries with strong leadership in the village. Village cadres do not belong to civil servants, do not have corresponding wages, only have a small amount of subsidies (missed work fees), and these subsidies will never meet the daily expenses of a family. The branch secretaries of grass-roots Party organizations in underdeveloped areas are almost all "part-time" personnel, whose main work is other industries. It makes it difficult for the masses to find grass-roots organizations to work, especially in villages where farmers are relatively scattered. On the other hand, members of grass-roots Party organizations in underdeveloped areas do not have regular jobs, they are mobile and in a free state. Sometimes, because of the lack of attendance, branches have to postpone the process, which seriously affects the cohesion of grass-roots Party organizations. For these reasons, the grass-roots Party organizations in underdeveloped areas are in a loose state, with weak leadership, weak cohesion and low appeal.

3.2 *Inadequate Capacity of Party Members and Cadres*

In the era of big data, when underdeveloped areas implement the strategy of rural revitalization, it requires grass-roots Party organizations and Party members and cadres to have strong comprehensive abilities. However, due to the geographical, economic and other reasons in underdeveloped areas, Party members and cadres in grass-roots Party organizations have inadequate capacity. First of all, the problem is that the ranks of Party members are aging. Because of the underdeveloped economy, a large number of young people with ability go out to work in underdeveloped areas, so that the remaining people in the village are basically left-behind women, left-behind children and left-behind elderly people. It directly led to the village grass-roots party organizations consisting of some elderly party members, and it also led to the underdeveloped areas of grass-roots party members appeared a fault phenomenon. Compared with the young party members, the learning ability and organizational mobilization ability of these old party members do have many shortcomings. Secondly, Party members' service consciousness is weak. In less developed areas, some Party members do not have a strong ability to serve the people. There are two main categories, one is weak service awareness, the other is weak service capacity. The general knowledge of the people is not high, and some Party members think that what they do for them is trivial. There is a serious lack of attitude to serve the people. Finally, the ability of Party branch secretaries at the grass-roots level in underdeveloped areas is weak. Party branch secretaries were originally "leaders", but because of their weak ability, they failed to play a leading role, so it is difficult for grass-roots Party organizations to play their due role in implementing the strategy of rural revitalization.

3.3 *Diluted Party-mass Relations*

In the era of big data, the relationship between grass-roots party organizations and the people is equivalent to the relationship between flesh and blood. Before the agricultural tax was abolished, the grass-roots Party organizations in underdeveloped areas had a close relationship with the people. It was also closely linked with rural governance, and its organizational ability was strong. With the abolition of agricultural tax, grass-roots Party organizations have no duty to collect taxes, and gradually alienate themselves from the people. Grass-roots Party organizations have gradually shown a weakening trend, which has also directly led to its weakening leadership and gradually weakening the relationship with the masses. Another reason for the weakening of the relationship between the Party and the masses is that with the development of market economy, people are pursuing their own interests, and their income is also diversified, and they no longer rely on grass-roots Party organizations as before. And another reason is that the needs of the masses are diverse. Grass-roots Party organizations are unable to meet their needs. In order to pursue their needs, young people choose to go out to work, which also causes them to have little contact with grass-roots party organizations. These various reasons have resulted in the weakening of the relationship between the Party and the masses.

4. **The Way to Promote the Leadership of Grass-roots Party Organizations in the Less Developed Areas in the Age of Big Data**

In the era of big data, the leading power of grass-roots Party organizations in underdeveloped areas in Rural Revitalization is mainly promoted from the following aspects: firstly, to strengthen its political function. secondly, to strengthen the construction of Party members' talent team. And finally, to increase the mass line education practice activities.

4.1 To Strengthen Its Political Function

One of the great advantages of political parties is that they can provide powerful political functions. Political function is also the main content of improving the leadership of grass-roots Party organizations in underdeveloped areas. When grass-roots Party organizations in underdeveloped areas carry out the strategy of rural revitalization, they should firstly highlight the Party's political construction. The grass-roots Party organizations in underdeveloped areas must adhere to the guiding principles of *Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, The Important Thought of "Three Representatives", The Scientific Outlook on Development* and *Xi Jinping's Socialism with Chinese Characteristics in the New Era* for Rural Revitalization in underdeveloped areas. Secondly, it needs to highlight the Party's ideology. When Implementing Rural Revitalization in underdeveloped areas, grass-roots Party organizations need to make clear what to develop, what to adhere to, what to protect and what to oppose. They must keep a high degree of consistency with the Party Central Committee on these issues. With the guidance of Marxism and the convenience brought by the era of big data, they can well propagandize the relevant policies of the Party Central Committee on Rural Revitalization in underdeveloped areas. Finally, Party organizations in underdeveloped areas should adhere to the Party's political standards. That is to say, they need to complete the Rural Revitalization in underdeveloped areas in accordance with the specific deployment of the Party Central Committee.

4.2 To Strengthen the Construction of Party Members' Talent Team

In the era of big data, grass-roots Party organizations in underdeveloped areas should strengthen the construction of Party members' talent team and improve the comprehensive ability of Party members. Firstly, the old Party members are trained to keep their advanced ideas in politics and enhance their relevant abilities. Training veteran Party members can not only enhance political awareness, but also improve other abilities. Secondly, to develop Party members, it must be adhered to the relevant provisions and standards of the Party Constitution, so that Party members can form a good political consciousness at the source. Thirdly, they should make well use of the resources of the First Secretary. In every village in underdeveloped areas, there are basically first secretaries sent by higher units or other departments. They should make full use of the resources of the First Secretary. The first secretary who can rely on the original unit to obtain funds for the village or other resources related to rural revitalization has more resources than other party members in the village. Finally, they need to make well use of university student village officials who can solve the problem of insufficient reserve talents in grass-roots Party organizations. College students through the university stage of learning, their learning ability has been exercised, can quickly accept when they learn new things. From these four aspects, the Party member talent team in underdeveloped areas can be optimized.

4.3 To Increase the Mass Line Education Practice Activities

In the era of big data, increasing the mass line education practice activities of grass-roots Party organizations in underdeveloped areas can change the dilution of the relationship between the Party and the masses. To carry out mass line education and practice activities can not only keep Party members advanced and pure, but also promote the relationship between Party members and the masses, thus consolidating the Party's grassroots ruling position. It really enables Party members to come from the masses and then from the masses. And it really forms a flesh-and-blood relationship with the masses and improves the relationship between the Party and the masses. Increasing the practical activities of mass line education can cultivate the awareness of grass-roots Party organizations and Party members serving the people in underdeveloped areas. Because grass-roots Party organizations are the ultimate executors of the relevant policies of the Party Central Committee. Therefore, when they implement the strategy of rural rejuvenation, they need to understand the relevant needs of the masses, and understand the difficulties of the masses in depth. They solve the corresponding difficulties for the people to improve the relationship between the party and the masses, and to promote the people's sense of identity with the party organization.

Acknowledgment

Foundation Project: Student Research Subsidy Project of Guizhou University of Finance and Economics in 2018 (2018ZXSJ38).

References:

- [1] Opinions of the State Council of the Central Committee of the Communist Party of China on the implementation of the strategy of Rural Revitalization [N]. People's Daily, 2018-02-05.
- [2] Xi Jinping. Definitely build a well-off society in an all-round way and win the great victory of socialism with

Chinese characteristics in the new era --- Report at the 19th National Congress of the Communist Party of China [N]. People's Daily, 2017-10-28.

- [3] Sun Liming. Practical Dilemma and Solution Strategies of Organizational Ability of Rural Grass-roots Party Organizations [J]. Leadership Science, 2019 (05): 83-87.