Theory and Practice of Sustainable Development: Path to Managing Rural Grass-roots Party Organization from the Perspective of Impetus

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Abstract. Impetus is the most fundamental guarantee for the survival and progress of organization. The rural grass-roots party organization should serve as a battle fortress of party helping realize the purpose of party in the village. Therefore, to strengthen the management of rural party branches, it is imperative to optimize their impetus, stepping on the basic paths: developing and utilizing material force, and digging and stimulating spiritual force for rural grass-roots party organization construction; adhering to the dialectical view on impetus to highlight both material and spiritual motivations.

1. Introduction

Seen from the history and current status of research on rural grass-roots party organization management, many theorists and practical party workers have attached considerable importance to its theoretical research and achieved phenomenal feats. Included on this research workers are Xu Yong, Wu Yi, Wu Licai, et al. at the Center for Chinese Rural Studies of Central China Normal University; He Xuefeng, Wu Yi, et al. at the Center for Chinese Rural Governance Studies of Huazhong University of Science and Technology; Qiu Zeqi and Liu Shiding, at the Center for Social and Development Research of Peking University, who have paid attention and discussed the relation between “two rural committees”, the function and role of rural party organization and villager autonomy in their monographs and documents. Meanwhile, with respect to the grass-roots party building, leading experts, such as Cai Changshui, Yu Yunyao, Gao Xinmin, Wang Changjiang, Zhou Xinmin, Zhang Xixian, Ding Junping, also make their explanations about the rural grass-roots party organization management in monographs and documents. In general, the existing researches largely center on the present situation, problem discussion, impact analysis, feature and cause analysis, as well as solutions in this regard.

However, it is found after retrieval that there is no book specializing on impetus of rural party organization, and only scattered descriptions are listed in the books and documents. For instance, Zhang Shulin who has discussed the inner-party incentive system structure deems that the incentive system covers the inner-party spiritual, political, material, typical and responsible incentives. As raised in the article The Transition of Rural Social Structure and the Response of Rural Party Organization by Zhao Dapeng [1], authoritative resources that rural party organization possesses are losing, discourse power begins weakened and the inner cohesive force goes down, with the deepened rural social structure transition after reform and opening-up. Besides, He Xuefeng points out that actually it doesn’t mean there is no more to be done in the village; instead, the village cadres are unwilling to
spare efforts on these things and no national institution ever provides them with resources for doing good deeds. All these are said to have involved in the research of impetus, but fail to explore the rural grass-roots party organization management overall and systematically from the perspective of impetus.

With the marked enhancement of China’s comprehensive national power, a growing number of foreign scholars have made researches on the Communist Party of China. The Chinese expert Pei Minxin reveals three problems existed in the CPC: (1) the organization and penetrating power is dropping; (2) the prestige and attractiveness in the masses is corroded; (3) inner-party discipline is destroyed. Then Indonesia scholar Ignatius Vibovo believes that CPC faces the problem of building party member team, which is reflected on that the public loses interest in joining it despite of its opening to all, resulting in a crisis to the team. Having analyzed the history and current status of inner-party democracy of CPC, Jiangtian Xianzhi, the Japanese scholar, considers the exploration and practice of “public nomination and direct election”, “permanent system of CPC’s congress” and “voting system” as the true progresses of democracy in China, but there is still a problem whether they can be implemented. Still, it should be seen some of these analysis and researches are referential but others are of strong ideology and more subjective assume.

In summary, the research on the impetus of rural grass-roots party organization construction is deemed inadequate, but is a prerequisite for innovating and enriching its theory.

2. The Improved Method

Impetus is the essential condition and critical support for the survival and development of an organization, as well as a guarantee for rural grass-roots party organization to exert its functions and roles and enhance its own construction. To be a battle fortress of party in the village, rural grass-roots party organization must constantly strengthen motivations. As shown in psychological studies, people’s demand is the source of impetus; irrespective of diversified demands, they can be divided into material and spiritual demands overall. In the meantime, the impetus generated on this basis is classified into physical and spiritual ones.

2.1. Focus on developing and utilizing material force in the rural grass-roots party organization construction

According to the Marxism, material interests are the most fundamental motivation for people’s social life. Whether it is to reform the nature or the society, it aims to satisfy various material-based demands directly or indirectly. Since the ordinary people, and the communists as well all have material interests’ needs, the proper interests’ demand of communists should be considered and cared, encouraging them to realize their legitimate interests and take the lead in acquiring wealth on the premise of obeying the law and discipline. Further, the communists are advocated to lead and drive other communists and people to be rich. For the families in hardship, organizations should take the initiative to show care and help them out of poverty through proper approaches. Additionally, the material treatment of rural party organization secretary and other party personnel should be well implemented, so as to truly ensure the services in medical care, pension, wage (subsidy), etc. Table 1 gives the investigation results of specific project satisfaction of village cadres in Yangjiang city. Table 2 shows the investigation on main issues of regional party management. Eq. (1) can be used to describe the degree of the social development based on the indexes in tables 1 and 2:

\[ P_I = \frac{1}{1 + a_J e^{-\gamma j x_j}} \]  

(1)

where \( x_j \) is the value of index J, \( a_j \), \( J_j \) and \( j \) are the parameters relevant to characterizes of the indexes. Using Genetic Algorithm to calculate the formula, it can be described as:

\[ P_I = \frac{1}{1 + a e^{-\beta x_j}} \]  

(2)

Using the data in table 1 and 2, the above Eqs. can be used to reveal the sustainable development degree for the indexes in this study:

\[ P_{I_1}(x_1) = 1/(1 + 98.35)e^{-0.2444x_1} \]  

(3)

\[ P_{I_2}(x_2) = 1/(1 + 174.80)e^{-0.3467x_2} \]  

(4)
\[ P_l(x_3) = 1/(1 + 36.98)e^{-0.0489x_3} \]  \hspace{1cm} (5)

Based on the model, it can be noticed that at present, the focus should be placed on solving the problem of low standard. As well as underlining material benefit of individual and group, it should also increase the material input into the office, service places, facilities, and work expenses for rural party organizations, thereby laying a necessary material environment basis for their works.

Table 1. Investigation results of specific project satisfaction of village cadres in Yangjiang city

| No. | Specific project          | Great Satisfaction | Quite satisfactory | General satisfaction | Not very satisfied | Unsatisfactory | Mean value |
|-----|---------------------------|--------------------|--------------------|----------------------|--------------------|----------------|------------|
| 1   | Payment                   | 5.00               | 13.33              | 23.33                | 41.67              | 16.67         | 3.52       |
| 2   | Social Stigma             | 22.50              | 36.67              | 37.50                | 3.33               | 0.00          | 2.22       |
| 3   | Development opportunity   | 10.00              | 30.00              | 51.67                | 7.50               | 0.83          | 2.59       |
| 4   | Working environment       | 18.33              | 50.83              | 23.33                | 5.83               | 1.67          | 2.22       |
| 5   | Training                  | 25.83              | 40.83              | 31.67                | 1.67               | 0.00          | 2.09       |
| 6   | Medicare                  | 20.83              | 21.67              | 27.50                | 21.67              | 8.33          | 2.75       |
| 7   | mass-cadre relationship   | 13.33              | 68.33              | 15.00                | 3.33               | 0.00          | 2.08       |
| 8   | Working Pressure          | 27.50              | 43.33              | 24.17                | 3.33               | 1.67          | 2.08       |
| 9   | Job satisfaction          | 37.50              | 40.83              | 21.67                | 0.00               | 0.00          | 1.84       |

Table 2. Investigation on main issues of regional party management (MCQ)

| Issues                                      | Population | Proportion (%) |
|---------------------------------------------|------------|----------------|
| Weak consciousness of participation         | 275        | 55             |
| Under emphasis                              | 225        | 45             |
| Without joint efforts                       | 215        | 43             |
| Unobvious role of party members             | 75         | 15             |
| Difficulty in management of party members   | 325        | 65             |
| Contradictions among community party organizations | 290        | 58             |
| Wrong direction of community development    | 390        | 78             |
| Lack of timely implementation of the party system | 60         | 12             |
| Lack of physical safeguards                | 350        | 70             |
| Monotonous form of community activity       | 365        | 73             |
| Lack of scientific assessment mechanism     | 105        | 21             |
| Lack of good external environment           | 40         | 8              |
| Too many community transactional tasks      | 305        | 61             |

2.2. Underline digging and stimulating spiritual force for rural grass-roots party organization construction

Spiritual factors are the most lasting, stable and reliable motivations to influence people’s thoughts and behaviors. Therefore, we should focus more on developing and utilizing spiritual force in the rural grass-roots party organization construction. As the most universal and profound spiritual phenomena, belief and idea control all activities of mankind. “The belief in Marxism, socialism and communism is the political soul and spiritual backbone for the communists to withstand any test”, said President Xi Jinping [2]. The striving goal of “Two Centenaries” proposed in 18th National Congress of the CPC, and the call upon fulfilling the Chinese Dream are the directions of the whole party’s efforts at this stage. To better shoulder the historical responsibility, rural grass-roots party organization should combine the tasks the party assigned with the village reality together for formulating related work objectives and implementation plan, stirring up inner power of communists, and giving full play to their consciousness, initiative, enthusiasm and creativity in the pursuit of goal and the inner driving force. Fig. 1 illustrates the investigation on main issues of limiting the consciousness, initiative, enthusiasm and creativity of party members. The inner driving force can be inspired on the condition that the party’s dominant position is truly established and fully respected, inner-party democracy is given a full play and democratic centralism is taken as the basic norm and working means for rural
party organizations. In consideration of its small regional span, less party members it administers, direct and convenient contact with party members, rural grass-roots party organizations should make the party affairs authentic, timely, comprehensive and institutionalized. Anyway, they should take a series of measures to realize communists’ rights to know, to participate, to vote and to supervise, with a view to highlighting their dominant role. Beyond that, paving a way for the promotion of secretary and rural communists and arousing communist cadres’ enthusiasm for political progress is also a vital channel to boost their inner driving force.

2.3. Adhere to the dialectical view on impetus to highlight both material and spiritual motivations

Material and spiritual impetuses are not separated from and absolutely opposed to each other, but are interrelated, mutually promoted and united dynamically. The rural grass-roots party organizations must stick to the dialectical view on impetus and carry out the “two impetuses” together. They are neither allowed to emphasize the importance of material power unilaterally but ignore the role of spiritual power, thus leading to a “materialism” tendency, nor allowed to stress the function of spiritual impetus and ignore legitimate material interests of communists. Just as what Deng Xiaoping once said, “The revolutionary spirit is quite valuable; without it, there would be no revolutionary action. Yet, revolution is based upon material interests. Hence, it is idealism if there is only sacrifice spirit without material interests” [3-5].

Fig. 1. Investigation on main issues of limiting the consciousness, initiative, enthusiasm and creativity of party members

Directional integration: the purpose means the direction, and directional integration takes the goal of party as orientation. The rural grass-roots party organizations should strengthen the targeted task education for party members, keeping the impetus direction of the individual, group and party organization highly consistent with the management objective of party organization [6-10]. Ideological integration: ideology exerts a directing and guiding role in people’s cognition and behavior. Lenin once said that he refused those party members in name only, even for free. So we must reinforce the study and education pertaining to Marxism-Leninism, Mao Zedong Thought and socialism with Chinese characteristics, for a purpose of realizing the high unity of ideology and consciousness among rural party organizations. Standard integration: it should be made on rigid restrictions to communists following the rules and regulations (including inner-party policies and regulations, and relevant detailed rules and regulations formulated on this basis), with soft restrictions in accordance with organization morality and mode, thus maintaining a high correspondence between words and actions of rural communists.

3. Conclusion

The paper makes studies on how to intensify the impetus for rural party organizations, and explorations into its general rules related to impetus source and optimization, as well as the management practice applied in rural grass-roots party organizations. It is not only a project of both
theoretical value and pragmatic significance, but also a requirement to settle practical management problems in rural areas and to update theory in building party organizations. Considering the views in systematology, it is proposed in this paper to develop and utilize both material and spiritual force in the rural grass-roots party organization construction; and to stick to the dialectical view on impetus to highlight both material and spiritual motivations. In addition, direction, ideology and standard should be integrated together to make the whole greater than the sum of the parts, thereby enhancing the rural grass-roots party organization management systematically and roundly.

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