

# Research on the Path of Social Work Participating in Rural Governance

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**Abstract:** Taking the "Double Hundred Plan" promoted and implemented by the Department of Civil Affairs of Guangdong Province as an example, this paper systematically expounds how the "Double Hundred Plan" took root, and further analyzes the multiple roles of double hundred social workers in rural social governance, specifically including six roles: policy transporter, case manager, social integrator, position activator, service integrator and participant guide. Summarized the contradiction between the village committee and the township government under the improvement of "township government and village governance"; Innovate the grass-roots governance mechanism and cultivate rural elites and rural social organizations; Excavate human potential and promote "farmers' freedom"; Four ways to reasonably position the role of social work and social workers.

**Keywords:** Social work; rural governance

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## 1. INTRODUCTION

It is the requirement of socialism with Chinese characteristics in the new era to carry out effective social governance and improve the level of people's livelihood. "The report of the 19th National Congress of the Communist Party of China put forward that 'improving the level of specialization of social governance' and 'rural revitalization strategy'" governance is the sum of many ways in which various public or private individuals and institutions manage their common affairs. It is a continuous process of reconciling conflicting or different interests and taking joint action.

"Rural governance" is proposed by Chinese scholars using "governance" as an analytical framework for studying rural society and villagers' autonomy. "Rural" life is the long-term life state of most Chinese people. After entering the new China, rural governance has become a very important issue in the process of China's modernization, which is related to the life and destiny of the majority of farmers. We will improve the cooperation mechanism between the government and social work and promote pluralistic and coordinated governance. In the case management process, the staff of different institutions communicate and coordinate with each other, and provide the required services to the case owners in a team cooperation manner, with the main purpose of expanding the service effectiveness. When the services required by the case owner must be provided by many different professionals, welfare institutions, health care units or human resources, case management can play its coordination and supervision function.

At present, China's social work is still in its infancy, and the mechanism construction of social work serving rural social governance is still under exploration. Social work has the advantages of specialization and service. The government should provide a corresponding platform for social work and encourage it to provide high-quality services for rural social governance. First, the government should formulate a macro-plan for social governance based on China's specific national conditions, and provide guidance and standard system for social work to promote rural social governance. Grass-root party building is not accomplished overnight. To achieve the

goal of sustainable development, we must make unremitting efforts.

## 2. THE PROPOSED METHODOLOGY

### 2.1 The Relationship Between Social Work and Social Governance

Brand building is the main core content of the grass-roots party building work at this stage. Gradually implementing the brand awareness and increasing market publicity to effectively play the brand effect is an important means to promote the stable development of the grass-roots party building work. The goal of rural governance is to establish six aspects of the ecological civilization system: happiness and human settlement; Happiness and livelihood; Music and ethics; Joy and governance; Joy and health preservation; Lehe Environmental Protection. The model of rural governance embodies five innovations: the rural community mechanism based on collective self-improvement and cooperative economy; Individual autonomy - rules of individual responsibility and rights based on the rights of shareholders and citizens. Strengthen the construction of social work institutions and improve the quality of social work. Social work institutions are the main positions of social work, and the improvement of their professional quality plays an important role in attracting professional social work talents and improving service quality.

First of all, we should improve the relevant rules and regulations of social work institutions, establish the Council, the Board of Supervisors, the Finance Department, etc., and the functional departments of the institutions should perform their respective functions. Secondly, we should cultivate and attract social work professionals. A large number of academic research and media reports are all portraying the decline of rural communities. Young people go out to work, and those who stay in the countryside are all difficult groups, commonly known as "386199 troops". There are fewer and fewer exchanges between village residents, and the cohesion of the community is declining. Under the general trend of urbanization and industrialization, the decline of the original

community community in rural communities seems to be the general trend, but this situation is not irreversible.

## 2.2 The practical path of social work intervention in rural governance

To establish a long-term mechanism for grass-roots party building and expand market competitiveness is an important goal of the implementation of grass-roots party building. As a party organization construction worker, in the process of building a brand, we should have a long-term vision, actively use all resources around us to build a party building brand, so as to implement a feasible and guaranteed brand building system. Rural governance is the joint participation of the country (government), rural elites and farmers. Without the initiative of any party, the development and stability of rural society cannot be discussed:

(1) To sum up the experience of Nanzhongdu village governance, social work should be involved in rural governance in many ways and effectively. Grass-root party building is not accomplished overnight. To achieve the goal of sustainable development, we must make unremitting efforts. Brand building is the main core content of the grass-roots party building work at this stage.

(2) Gradually implementing the brand awareness and increasing market publicity to effectively play the brand effect is an important means to promote the stable development of the grass-roots party building work. Under the policy background of new rural construction, targeted poverty alleviation, rural revitalization strategy, and beautiful countryside, the hardware construction and service position building of some rural communities have greatly improved, but the utilization rate of these service positions and service facilities is extremely low, resulting in a waste of resources.

## 3. CONCLUSION

Rural governance is a major issue in the process of China's modernization. The Lehe Home of Nanzhongdu Village provides many experiences for social work to participate in rural governance. The involvement of social work in rural governance needs to give full play to demand-oriented, human-based, technology-supported, and social organization-based efforts to continuously explore local potential resources and make good use of external resources. At the same time, we should integrate social work into the system construction of the whole rural governance, combine the top-level system design with the grass-roots rural governance experience, give full play to the professional characteristics of social work, and continue to promote the benign rural governance.

## 4. ACKNOWLEDGEMENT

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