

Research on Sustainable Development of Rural Volunteer Service Under the Rural Revitalization in China

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Abstract:

The 19th National Congress of China proposes the implementation of the rural revitalization strategy and highlights the “three rural issues” as a key focus, which is of great significance for China’s economic and social development. Against the backdrop of the continuous deepening of the rural revitalization strategy, there is an urgent need to involve volunteer services in the process. The path to rural revitalization is an essential route to drive national development, and volunteer services play a crucial role in boosting rural revitalization. The realization of rural revitalization requires the active and sustained participation of volunteers. Based on reflections on the new situation of volunteer services and rural revitalization, it is essential to explore strategies for enhancing volunteer service participation in rural revitalization from a practical perspective, promoting the normalization and sustained development of volunteer activities for rural revitalization. This is an important topic for the current and future stages. This paper conducts research on the sustainable development of rural volunteer services under the background of rural revitalization, analyzes the challenges faced by rural volunteer services in participating in rural revitalization, and proposes optimization strategies to provide insights for the grassroots development of volunteer services for rural revitalization.

Keywords:

Rural Revitalization, Three Rural Issues, Volunteer Services, Sustainable Development

1. Introduction

Rural revitalization is a major strategic plan for national development and an important realistic background for the development of rural voluntary service. In 2018, the “Central No. 1” document included volunteer service in the rural revitalization strategy, making it an important way and means to help win the battle against poverty and promote rural development. In 2021, the central “No. 1 document” put forward the new slogan of “comprehensively promoting rural revitalization”, and every year thereafter, the No. 1 document continued to focus on the issue of rural revitalization.

The work of agriculture, rural areas, and farmers is an important part of China's economic development. Agriculture, rural areas and farmers are important pillars of China's national economy and have a direct bearing on the livelihoods of hundreds of millions of farmers and national food security. Strengthening the work of agriculture, rural areas and farmers, promoting agricultural modernization, rural economic development and increasing farmers' income play an irreplaceable role in promoting the sustained and steady growth of China's economy. Rural revitalization aims to achieve the integration of urban and rural development, promote rural industry prosperity, ecologically livable, civilized village style, effective governance, and prosperity. This will not only effectively solve problems such as rural population outflow and resource desertification, but also help narrow the gap between urban and rural areas and build a harmonious society.

The work of agriculture, rural areas and farmers and rural revitalization are crucial to achieving the goal of a moderately prosperous society in all respects. Building beautiful and livable rural areas is an important part of the building of a moderately prosperous society in all respects and determines the overall situation of China's modernization drive. Only by enabling farmers to live a rich and happy life can we truly achieve the goal of common prosperity for all people. On the road of future development, we must give full attention to the work of agriculture, rural areas and farmers, constantly promote rural revitalization, achieve common development of urban and rural areas, and promote the overall economic and social progress of the country. This is not only an important strategic move, but also the only way to realize the Chinese Dream.

At present, in promoting the strategy of rural revitalization, the shortage of rural talents is a serious problem, and the problems of aging, weak ability and a single level of the "agriculture, rural areas and farmers" workforce are very prominent, which has become a bottleneck factor restricting rural development to a large extent. Volunteer service is a great cause that the Chinese government has always attached great importance to. In 1993, China's youth volunteer service activities were initiated, and a series of volunteer service activities such as Project Hope, respecting the old and helping the weak, promoting agriculture through science and technology, and supporting education in rural areas began to be implemented. In December 1994, China established the China Youth Volunteer Association. Voluntary activities of various types and fields have been widely carried out. Since 2016, China's volunteer service has been included in the national development strategy of the new era. The introduction of voluntary service is conducive to improving the quality and ability of the "agriculture, rural areas" work team, helping to train and build a group of high-quality, multi-level "agriculture, rural areas and farmers" work team, helping to solve the practical problems of rural talent outflow, insufficient development, and weak ability, and laying talent support for the rural revitalization strategy. Based on this, this paper studies the sustainable development of rural volunteer service in the context of rural revitalization, analyzes the dilemma of rural volunteer service participation in rural revitalization from three perspectives: service ability, service quality and service form, and puts forward optimization strategies to provide a certain reference for the development of grass-roots volunteer service in rural revitalization.

2. The Dilemma of Rural Volunteer Service Participating in Rural Revitalization

2.1. Insufficient service capacity

At present, the number of volunteers is quite considerable, but in the actual implementation of rural revitalization volunteer service activities, it also shows the problem of insufficient volunteer service capacity. Volunteers participate in the volunteer service of rural revitalization with high enthusiasm and with knowledge, ideas, ability and quality. However, with the deepening of rural revitalization, there is an increasing demand for technical and professional volunteer service, and the demand for volunteer service ability is also increasing. There is a certain contradiction between the demand for volunteer service and volunteer ability.

At present, the lack of volunteers' ability to participate in the volunteer service of rural revitalization is mainly manifested as follows: first, the status quo of rural areas and the lack of clear cognition of rural revitalization strategy. Although they basically agree that the implementation of the rural revitalization strategy is of great significance and have a positive attitude toward rural revitalization, some still lack a rational understanding of rural revitalization, and have only a half-understanding of the national rural revitalization policy and the demand for rural talents. Second, the understanding of volunteer service is not in place, the attitude is not correct. The survey found that some volunteers have a weak sense of social responsibility and do not actively respond to the national call to go deep into the grass-roots front line and the urgent desire to contribute themselves to the countryside. They participate in the volunteer service of rural revitalization only to complete the task, or even passive participation, crowd participation, and participation in order to kill time. These are more or less limited to the thinking and action of participating in the voluntary service of rural revitalization. Third, the understanding of the purpose of voluntary service activities for rural revitalization is not accurate. Some lack the quality of seeking truth from facts, bearing hardships and standing hard work, have strong utilitarian motives, and have not combined their own ability to improve and contribute to rural revitalization, which is difficult to truly contribute to rural development, and is not conducive to their own growth and development.

2.2. Low service quality

On the one hand, the participants of volunteer services in rural areas are mainly government, enterprise and social organization staff or volunteers, they have not been systematically professional learning, their training has not been fully implemented, the professional sustainability of services is insufficient, resulting in low service quality. Most of the volunteers said that they had received volunteer service training, but this training is only formal, the effect is not good, and these are not for the rural revitalization volunteer service to carry out training, so that people have little professional harvest, practical is not strong. Before carrying out volunteer service in rural areas, the lack of adequate understanding and preparation for volunteer service will inevitably have a certain impact on the quality of service. On the other hand, the volunteer service content that volunteers participate in is not closely combined with their professional expertise. The survey shows that there are various forms of volunteer service needed for rural revitalization, including but not limited to poverty alleviation, grass-roots governance, epidemic prevention and control, environmental maintenance, management and operation of rural volunteer service organizations, etc.

However, most volunteers choose to participate in activities of lower level, shorter duration, technical difficulty and low professional correlation. This makes it difficult to meet the increasingly diverse and personalized volunteer needs of agriculture, rural areas and farmers.

2.3. Single service form

The traditional form of rural volunteer service is mainly offline training and publicity. Although it can help farmers face to face to a certain extent, it also has problems such as low service efficiency and limited audience scope. Therefore, the problem of content homogenization exists in rural voluntary service at present, which is mainly manifested in single service content, lack of innovation and pertinence. Most volunteer service projects focus on providing farmers with agricultural production support and agricultural product sales, while neglecting rural education, culture and agricultural knowledge dissemination. This phenomenon limits the comprehensiveness and diversity of volunteerism and lacks support for integrated rural development. In order to address the homogenization of rural volunteering and the limitations of traditional forms, more innovative elements need to be introduced. The application of modern scientific and technological means, such as the Internet and big data, has injected new vitality into rural voluntary services. Combined with modern technology, activities such as virtual reality training and webcast lectures can be carried out to improve the service experience and effect. Through online education and smart phone applications, remote guidance and customized services can be realized, service efficiency can be improved, service scope can be expanded, and farmers' needs can be better met. In addition, we can strengthen cooperation with schools, communities and other institutions to carry out diverse volunteer service projects, such as rural library construction, cultural festivals, etc., to promote the all-round development of rural communities. Through continuous innovation and exploration, rural voluntary service can better adapt to the trend of The Times and bring more practical benefits and development opportunities to rural areas.

3. Optimization Strategy of Rural Volunteer Service Participation in Rural Revitalization

3.1. Team construction and system reform

Strengthening the construction of external supporting facilities for rural volunteer service, optimizing the policy environment, and actively exploring the public welfare agricultural assistance model and volunteer management system of rural volunteer service can effectively improve the quality and level of rural service, and promote the development and prosperity of rural economy. The dedication and efforts of volunteers will bring more opportunities and hope to the countryside, bring more welfare and harvest to farmers, and enable rural voluntary service organizations to achieve lasting and long-term development.

(1) Standardize the volunteer service team

Standardization construction of volunteer service team is a key step to improve service quality and efficiency. Establishing a sound recruitment, training and management system, clarifying the roles and responsibilities of volunteers, and standardizing service processes and standards will help ensure the professionalism and sustainability of volunteer services. At the same time, establish a file management

system for the volunteer service team, regularly evaluate the service performance of volunteers, and carry out rewards and punishments to stimulate the enthusiasm and responsibility of volunteers, and improve the service level and effect.

(2) Develop a model of public welfare assistance to agriculture

By integrating resources and optimizing service methods, and helping rural areas form a set of systematic and replicable public welfare agricultural assistance model, a larger scale of agricultural knowledge publicity and technology promotion can be achieved. Various forms of service models including training, consultation and field guidance have been established to spread agricultural scientific and technological knowledge to each farmer, promote farmers' comprehensive grasp of agricultural production technology, improve the overall production efficiency and quality, and help the sustainable development of rural economy.

(3) Promoting innovation in agricultural science and technology

The team strength of agricultural knowledge promotion can be continuously expanded by attracting more volunteers, professionals and enterprise organizations to participate in the publicity and promotion of agricultural science and technology. Volunteers can use modern communication technologies, social media platforms and other channels to promote the popularization and dissemination of agricultural knowledge, so that more farmers can learn about the latest agricultural scientific and technological achievements and management experience. At the same time, volunteers are encouraged to actively participate in agricultural scientific and technological innovation activities, promote the adjustment and upgrading of agricultural industrial structure in rural areas, promote the transformation and upgrading of rural economy, and realize the sustainable development of rural economy.

3.2. New media empowerment

In recent years, with the popularization and development of the Internet, the role of network media platforms in rural areas has become increasingly prominent. More and more volunteers are using online media platforms to provide help and support to farmers. They use the network platform to pass various resource information to farmers, helping them improve production technology, understand market information, and increase income.

(1) Publicize agricultural technology

The online media platform provides an important platform for volunteers to disseminate agricultural technical knowledge. Volunteers can write articles and post videos to teach farmers technical experience in planting and breeding. For example, they can use WeChat public accounts, Tiktok and other platforms to push agricultural experts' lecture videos, introduce advanced planting technology, disease and pest control measures and other knowledge, to help farmers improve production technology and increase crop yields.

(2) Promoting agricultural products

Through online media platforms, volunteers can also help farmers promote agricultural products, expand sales channels and increase income. Volunteers can help farmers set up social media stores to sell local specialty agricultural products online and attract more consumers' attention. At the same time, they can also use WeChat

groups, Weibo and other platforms to publicize the quality and characteristics of local agricultural products, improve the visibility and competitiveness of agricultural products, and help farmers increase sales.

(3) Support rural employment

In addition to spreading agricultural technology and promoting agricultural products, volunteers can also use online media platforms to provide farmers with job opportunities and entrepreneurial support. They can organize online training courses to teach skills such as agricultural product processing and e-commerce operations to help farmers improve their employment competitiveness. At the same time, they can also publish recruitment information online, contact enterprises to cooperate, provide employment opportunities for farmers, promote the stability of rural employment and increase farmers' income.

3.3. Combine agricultural production services with cultural and educational services

(1) Agricultural education services

Agronomy Education Services is dedicated to improving farmers' agricultural knowledge and skills. Through agronomy education, farmers can learn advanced agricultural technology, agricultural management methods and agricultural management concepts, so as to improve their own agricultural production efficiency and agricultural product quality. Through agricultural education services, volunteers can teach farmers professional knowledge in planting and breeding and help them improve their production technology. Volunteers can organize agricultural technology training courses, invite professionals to explain, and set up practical links for farmers to hands-on practice. This can not only improve farmers' understanding of agricultural technology, but also increase their practical experience, so as to improve production and quality, and achieve the goal of increasing income and getting rich.

(2) Crop free clinic service

The Free crop Clinic service provides free diagnosis and solutions to problems farmers encounter in agricultural production. Through the free clinic service, farmers can find and solve problems in crop growth in a timely manner and prevent losses caused by diseases and pests. By providing free medical services for crops, volunteers help farmers find and solve problems such as pests and diseases in the process of crop growth. Through the online platform or offline activities, volunteers can invite agricultural experts to answer problems encountered by farmers in the planting process, and give diagnoses and suggestions. At the same time, volunteers can organize field visits to track crop growth and help farmers adjust management measures in a timely manner to ensure healthy crop growth and improve yield and quality.

(3) Cultural and educational services

In addition to agricultural production services, volunteers can also provide cultural and educational services for farmers and their children, make up for the lack of rural education resources and teaching standards, and promote all-round development. Volunteers can carry out rural cultural activities, such as calligraphy, painting, music and other courses, to enrich the cultural life of farmers and improve their cultural literacy. At the same time, volunteers can also organize voluntary tutoring classes to

help farmers' children improve their academic level and enhance their future competitiveness.

4. Conclusions

In the comprehensive promotion of rural revitalization today, it is more necessary to promote the long-term development of voluntary service in rural revitalization, and the social value of volunteer service participation in rural revitalization is manifested in effectively solving the dilemma of rural revitalization talents, promoting the high-quality development of agriculture, rural undertakings, and promoting the early realization of rural revitalization goals. At present, China's volunteer service rural revitalization activities have achieved certain positive results, but there are also problems such as insufficient service capacity, low service quality and single service form, which are not conducive to the effective development of rural revitalization work. In this regard, a more complete, specific and clear optimization strategy needs to be constructed. This paper analyzes from three aspects: team construction and institutional reform, new media empowerment, and the combination of agricultural production services and cultural and educational services, so as to provide references for the development of grass-roots volunteer services in rural revitalization, so as to promote the participation of volunteer services in the sustainable and healthy development of rural volunteer services.

Conflicts of Interest

Authors must declare all potential interests, whether or not they actually had an influence in a 'Conflicts of Interest' section, which should explain why the interest may be a conflict. If there are no Conflicts of Interest, the authors should state "The author(s) declare(s) that there is no conflict of interest regarding the publication of this article."

Author Contributions

Please clarify how each author has contributed to the paper. You need to create a list assigning a person's name against the following roles or tasks:

Conceptualization: A.B.; Methodology: A.B.; Software: A.B.; Validation: A.B.; Formal analysis: A.B.; Investigation: A.B.; Resources: A.B.; Data Curation: A.B.; Writing – original draft preparation: A.B.; Writing – review and editing: A.B.; Visualization: A.B.; Supervision: A.B.; Project administration: A.B.; Funding acquisition: A.B.

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