

Feasibility Analysis of Social Work Participating in Rural Revitalization in the Post Poverty Alleviation Era

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Abstract: Currently, China has fully built a moderately prosperous society, and poverty alleviation work has entered the "post poverty alleviation era", marking the beginning of a new stage of "consolidating and expanding the achievements of poverty alleviation and effectively connecting with rural revitalization". The involvement of social work in rural revitalization can meet the diverse and multi-level needs of rural services, help consolidate the achievements of poverty alleviation and effectively connect with rural revitalization, and promote common prosperity. Based on the SWOT model, this article analyzes the feasibility of social work participating in rural revitalization in the post poverty alleviation era: the advantages (S) are the professionalism of value theory, the systematic approach to intervention, and the theoretical perspective conforms to the concept of rural revitalization; The disadvantage (W) is that the degree of localization is low, the service means are single, and the talent team construction is in trouble; Opportunity (O) is policy support and rural revitalization requires social work participation; Risk (T) refers to excessive government control and limited resource support. The participation of social work in rural revitalization should give full play to its professionalism, improve the level of localized services, cultivate a talent team of rural social workers, revitalize rural resources, promote the joint participation of multiple entities, and improve the mechanism of government supervision and purchase of services.

Keywords: Post poverty alleviation era, Rural revitalization, Social work.

1. Background

In 2020, the last batch of poverty-stricken counties in Guizhou Province announced their withdrawal from the ranks of poverty-stricken counties, marking the completion of the poverty alleviation task for the rural poor population under current standards. China has achieved the grand goal of building a moderately prosperous society in all respects, and China's poverty alleviation work has entered the "post poverty alleviation era". The "post poverty alleviation era" means that the issue of rural poverty will enter a new era in which the transitional secondary poverty stage and the relative poverty stage coexist. The focus of rural poverty governance will shift to overcoming deep poverty, reducing relative poverty, avoiding the risk of returning to poverty, improving sustainable livelihoods, and promoting the effective connection between poverty alleviation and rural revitalization.

At the 19th National Congress of the Communist Party of China, it was proposed to implement the rural revitalization strategy, adhere to the priority development of agriculture and rural areas, and accelerate the modernization of agriculture and rural areas. The rural revitalization strategy is the key to promoting rural social development, meets the current national and social development requirements, and is an important step towards achieving the second centenary goal. The "post poverty alleviation era" marks that China has entered a new stage of "consolidating and expanding the achievements of poverty alleviation and effectively connecting with rural revitalization". It can be said that the focus of rural development is shifting from poverty alleviation to comprehensive rural revitalization. The focus of rural development is showing a multidimensional development and multiple governance trend from point to surface. It is necessary to not only focus on the development of agricultural modernization, but also promote rural

construction, improve the level of rural public service specialization and urban-rural integration development.

Social work is an important component of the rural revitalization strategy. In 2018, the Central Committee of the Communist Party of China and the State Council issued the "Rural Revitalization Strategic Plan (2018-2022)", which explicitly listed social workers as the "three districts" talent support plan; The Law of the People's Republic of China on the Promotion of Rural Revitalization clearly stipulates that people's governments at all levels should take measures to cultivate social work talents, strengthen the construction of rural cultural talent teams, and establish voluntary service platforms for social work and rural revitalization. In the post poverty alleviation era, the involvement of social work in rural revitalization can meet the diverse and multi-level service needs of rural areas, promote the transformation of rural governance from external technical services to internal value based services, and help consolidate the effective connection between poverty alleviation achievements and rural revitalization, solidly promoting common prosperity. This article uses SWOT analysis method to comprehensively consider the internal conditions and external environment of social work participation in rural revitalization in the post poverty alleviation era, and proposes feasible implementation suggestions.

2. SWOT Analysis of Social Work Participation in Rural Revitalization in the Post Poverty Alleviation Era

In the post poverty alleviation era, when social work is involved in rural revitalization, it is not only impacted by internal strengths and weaknesses, but also affected by opportunities and threats in the external environment. The following uses SWOT analysis method to analyze the feasibility of social work in rural revitalization.

2.1. Analysis of internal factor advantages (S)

2.1.1. Value ethics professionalism

Firstly, the values of rural social work emphasize environmental justice, high participation, and inclusive development, emphasize the relationship of friendliness, mutual support, mutual assistance, and cooperation, and emphasize the common growth of equal rights and justice (social justice based on freedom) between identity groups and individuals, as well as communication and dialogue. These values combine modern reasonable values with native values, reflecting the value of a harmonious and beautiful new rural home community that is organic inside and outside, ecological openness and progress, and development and growth. Secondly, ethical professionalism. Guiding and referential ethical principles have initially been formed, including giving priority to the weak, focusing on the periphery, paying attention to both the analysis and response of current needs, and emphasizing the evaluation and application of advantages and potentials, and adhering to the path of linking assistance and care to the comprehensive social development of rural communities. The above ethical values are self demands of the practical process of rural revitalization social work services.

2.1.2. Theoretical perspective coupled with the concept of rural revitalization

Rural social work integrates the social perspective, ecosystem perspective, advantage perspective, and related spiritual perspectives into rural revitalization work. Rural society is regarded as a complex and organic ecosystem, which is a dynamic whole composed of human, natural, economic and political factors interwoven and interacted with each other. In the process of modernization, market economy and industrial development have damaged rural society and its ecosystem to a certain extent, and local residents are also committed to seeking various ways to actively or passively respond to the surrounding environment in order to establish appropriate relationships and form a complete social life.

2.1.3. Methodology Skills Systematicity

Rural revitalization of social work adopts integrated service methods for comprehensive intervention, using social work techniques ranging from micro to medium to macro, and based on case work, group work, and community work methods and techniques, integrating empowerment and advantage perspectives into services such as self-organized cultivation, volunteer management, and community building, and combining the prevention, healing, and development functions of social work, To meet comprehensive needs from micro to macro levels through point, line, and plane services, and to integrate self-help and community development, in order to achieve the core goal of rebuilding the rural home community.

2.2. Analysis of internal factors and disadvantages (W)

2.2.1. Low degree of localization of social work services

Although there is much room for the localization of rural social work, the current level of localization is not high, cultural sensitivity is not strong, and the local situation is not sufficiently responsive. Due to the immature development of social work in China and the frequent absence of education and training, trained social workers lack the ability to respond to rural situations and problems. They are more likely to simply copy and paste Western service methods for urban

issues, fail to follow the local cultural context, fail to focus on issues in farmers' daily lives, and have problems such as "cultural illiteracy" and "participation representation".

2.2.2. Difficulties in talent team construction

Firstly, the total number of talents is small and the mobility is strong. Due to the harsh working environment in rural areas, the imperfect promotion system, and the low salary and treatment, the rural social work talent team is fragmented, slow, and lacking in professionalism, making it difficult to cover the needs of the mass. Secondly, the functional positioning of rural social work is unclear, and the service presents a phenomenon of specialization. Due to the imperfection of the current system and the non professionalization of traditional assistance work, issues such as unclear functional positioning of rural social work, generalized roles, and overlapping with administrative work have arisen. Finally, the development of rural social organizations is relatively slow and highly dependent on the individual capabilities of social workers, often accompanied by the flow and withdrawal of social workers and the phenomenon of disintegration, leading to the lack of a platform for the growth of social work professionals in rural areas.

2.3. Opportunity Analysis of External Factors(O)

2.3.1. Rural revitalization requires the joint participation of multiple subjects

Rural revitalization strategy is a national development task, and the government is the main body of rural revitalization, occupying a leading position. However, rural revitalization covers a wide range of fields, and it is difficult to achieve good results solely relying on the government. The government focuses on the macro community governance level, while the micro implementation level requires the cooperation of various grassroots entities to complete. Rural revitalization is not a single battle, but a process of coordinated efforts by multiple entities under the leadership of the government. It requires the formation of a diverse governance system led by the party organization, led by the township government, led by the village committees, and coordinated by social organizations, clarifying the rights and obligations of each entity, enhancing the capabilities of each entity, strengthening mutual cooperation, and stimulating the vitality and potential of each entity to jointly promote rural revitalization.

2.3.2. Government support

In February 2021, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "Opinions on Accelerating the Revitalization of Rural Talents", which stated: "Strengthen the construction of rural social work talent teams, accelerate the construction of township social work service stations." Social work talents are listed as a professional force in the "Accelerating the Training of Rural Governance Talents" section, and policy arrangements are implemented for the construction tasks of social work stations, Increase government procurement of social work professional services, and actively promote social work participation in rural revitalization. In 2018, the Strategic Plan for Rural Revitalization (2018-2022) explicitly identified social workers as a category of talents in the "three districts" talent support plan. The Law of the People's Republic of China on

the Promotion of Rural Revitalization stipulates that people's governments at all levels should take measures to cultivate social work talents, strengthen the construction of rural cultural talent teams, and establish voluntary service platforms for social work and rural revitalization and construction. The Medium and Long Term Plan for Social Work Professional Talent Team Construction (2012-2020) summarizes the experience of social work participation in targeted poverty alleviation. According to the 2018 China Social Work Development Report, in 2018, social work investment across China reached 6.112 billion yuan, an increase of 19.6% compared to 2017. As of June 30, 2022, a total of over 21000 township social work stations and over 53000 social work stations have been established nationwide. Seven provinces have achieved full coverage of township and street social work stations, and 17 provinces have achieved a coverage rate of over 50%, with a national coverage rate of 56%. The introduction of a series of policies has brought practical structural opportunities for social work to participate in the revitalization of rural areas.

2.4. Risk analysis of external factors (T)

2.4.1. Excessive government control

The path for social work to participate in rural revitalization can be roughly divided into three types: entrustment agency, assistance mutual assistance, and outreach intervention. In China, social work is more carried out through government procurement services and in the form of entrustment agency. The government manages the operation of social work institutions and supervises the use of funds and the delivery of services. Although government departments and social work institutions are basically consistent in their mission objectives, conflicts between their rights and responsibilities often occur, which will magnify the limited rights and responsibilities of social work institutions themselves and prevent them from completing tasks with quality and quantity guaranteed. As the poverty alleviation task enters the deep water zone, local governments have onerous poverty alleviation indicators and arduous tasks. They have delegated some civil affairs work to social work institutions, which further limits the possibility of social work institutions to expand resources and assume additional responsibilities and obligations.

2.4.2. Limited resource support

In terms of funds, it is difficult to obtain the project funds needed for social work. Although the central financial allocation is issued on time, local governments need to consider many factors such as infrastructure and livelihood security, making it difficult to ensure that funds are allocated to social organizations on time, making social work services scarce. Secondly, the progress of social work participation in rural governance and the service effectiveness of social work largely depend on the local grassroots government's concept of social work participation in rural community governance, the degree of attention the government attaches to social work services, as well as the support and attitude of the government. Only by providing sufficient development space and corresponding resources can social work exert its professional advantages.

3. Countermeasures for Social Work Participating in Rural Revitalization in the Post Poverty Alleviation Era

3.1. Rely on advantages and give full play to the professionalism of social work

In addition to having a certain practical and operational theoretical foundation, rural social work also needs to clarify its own role positioning and maximize its professionalism. Professional services require a combination of micro intervention and macro promotion. In terms of micro intervention, professional services can be provided at three levels, namely, point, line, and surface, to respond to the needs and challenges of individuals, pay attention to the problems of vulnerable groups, improve the relationship between families, neighbors, and relatives, link rural resources and basic organizations, effectively integrate all entities, and form a joint force. At the macro intervention level, it is necessary to actively promote the construction of urban and rural integration organizations and policy advocacy, participate in promoting the transformation of social service delivery system, promote the development of service urban and rural integration, promote the improvement of rural revitalization system, and respond to the problems and needs faced by rural areas.

Secondly, we must adhere to the combination of long-term roots and short-term services. Adopt a long-term and rooted strategy for large-scale rural areas, familiarize with local residents, adapt to local culture, pull in psychological distance with service objects, gain trust from all parties, understand local issues, and propose intervention plans that best meet local actual needs and the effective needs of local residents. For smaller regions, short-term intervention services are adopted, focusing on a project or issue in the service area, linking local market entities, communities, social organizations, and other resources, and striving to achieve the goal in a relatively short time.

3.2. Multiple efforts to promote the joint participation of multiple subjects

Strengthen the construction of Party organizations. Grassroots party organizations are trusted by local residents and have a strong credibility. They are the mainstay of the rural revitalization strategy, and a key force for organizational leadership, overall coordination, and consolidation of poverty alleviation achievements. Strengthen the construction of rural grassroots party organizations, improve the training, storage, appointment, and management mechanism of rural grassroots cadres, select excellent cadres from governments at all levels to settle in rural grassroots party organizations, and select college students with professional backgrounds in social work to settle in the countryside, thereby strengthening the construction of grassroots party organizations

Promote the development of local social organizations. The realization of rural revitalization requires a strong endogenous drive in rural areas. By cultivating local social organizations and improving the localization and development of social work professional theories, it is conducive to stimulating regional potential advantages and promoting sustainable rural development. Actively encourage the construction of various spontaneously formed organizations, such as cultural and sports organizations, elderly associations, left-behind children's care associations,

and other rural social organizations. Social work provides assistance in personnel training, organizational structure, institutional learning, policy information, and other aspects, actively establishing mature social organization operating mechanisms and coordination mechanisms, and promoting the participation of various localized service-oriented rural social organizations in rural construction and governance.

3.3. Relying on policies to cultivate rural talent team

The main body of the rural social governance system is talent, and the public finance system should be moderately tilted towards rural social work to nurture and guide the construction of rural social work talent teams through finance. Secondly, it is necessary to establish a good team access mechanism, actively construct a talent cultivation model of "professional talents+local talents", and combine specialization and localization to make up for the shortage of rural social work talents. In terms of professional talent cultivation, we can cultivate professional students through social professional education, improve social work courses, change the single structure of teaching only by social work professional teachers, and explore the introduction of senior civil affairs workers and senior frontline social workers; In terms of local talent cultivation, short-term and phased social work professional training can be used to cultivate local social workers, emphasizing the cultivation of professional and localized integration capabilities, and the cultivation of the ability to balance professionalism and administration.

Talent selection and cultivation need to be inclusive. Not only do we need to actively attract college graduates of social work and relevant village cadres who are interested in serving rural areas to become certified social workers, but we also need to maintain an inclusive attitude and welcome staff from other relevant systems to participate in social work training and examinations, and participate in rural construction. The path of "institutional absorption, expanding the cultivation of social organizations" can be adopted to promote more grassroots social organizations and personnel to participate in rural revitalization through the logical sequence of first absorption, then cultivation and service. For social workers themselves, professional services and administrative work should not be idealized as opposed to each other. They should have an inclusive attitude and innovate professional social services while undertaking their due administrative work.

3.4. Seize the opportunity to improve the localized service level

The localization of social work practice is an inevitable process in which social work theory and practice interact and promote development in the local application process, and is an inevitable requirement for improving the professional level of rural services. The localization of social work services has strong local characteristics, requiring social work to comply with the cultural requirements of the location, not contradict the values of local residents, fully respect local customs and sophistication, and be able to consciously integrate into the local culture and discourse system.

To improve the localized service level of rural social work, on the macro level, the government should improve the recognition standards for the practical qualifications of social work practitioners, ensure their professional level, strengthen the construction of social work education and practical teaching, cultivate high-quality social workers, and improve

the training system for on-the-job social workers to provide them with a learning and practical platform. At the micro level, social workers should organically combine professional methods with local experience. For example, when faced with the problems of livelihood development in poorer and backward mountainous and rural areas, they cannot copy the existing theoretical experience. Instead, they need to combine local practices to help residents master ecological technology use skills, fertilizer use skills, introduce high-level agricultural products, and other measures to cultivate high efficiency and good sales of agricultural products, So as to stimulate the enthusiasm of local residents to participate in the development of ecological agriculture and stimulate endogenous motivation.

3.5. Reasonable control and improvement of government procurement service mechanism

Although the "principal agent" purchase mechanism has achieved significant results, as poverty alleviation work enters the deep water zone, the administrative intervention force of this model becomes increasingly serious, leading to a lack of autonomy in social work services, and the service process also relies more on government support, ignoring market forces and the participation of multiple entities.

Improving the government purchase service mechanism focuses on clarifying the relationship between the government and rural social work. On the macro level, it is necessary to actively establish a policy community, including a policy community formed jointly by various departments within the civil affairs system, as well as a policy community formed by the civil affairs department and other relevant departments, emphasizing the main responsibility of the main business, so that social work bears more social functions; Give social work a certain space and encourage professionals to do more comprehensive and in-depth service projects; Grassroots governments need to delegate power, strengthen the transformation of functions, deepen the reform of decentralization, management, and service, and promote the diversification of governance entities. At the micro level, promote the understanding and identification of grassroots leaders with social workers, strengthen the support of grassroots leaders, correctly position the role of social work, prevent the administrative transformation of social work and the internalization of grassroots governance, and break through and innovate the pattern and mechanism of social governance. Secondly, in the face of the current situation of lack of market power and participation by multiple entities, it is necessary to promote the marketization process of service purchase, encourage the participation of social capital, improve the supervision and management system, do a good job in supervising market access qualifications and improving management rules, and create a fair and orderly good market order.

3.6. Multi support to revitalize rural resources

The strategy of rural revitalization needs to be jointly promoted by both internal and external forces. Different regions have their own regular and characteristic resources. Rural social work needs to integrate internal and external resources in the local environment, give full play to the maximum potential of rural areas, and promote sustainable development. First, give full play to policy advantages, such as promoting and popularizing science on preferential

agricultural policies, encouraging farmers to return home and start businesses, supporting local residents to actively apply for preferential agricultural projects, stimulating farmers' endogenous motivation, and enriching rural development forms. Secondly, attach importance to the strategic position of industrial revitalization in rural development, actively explore local characteristic culture, climate resources, natural resources, and other local characteristic industries through social work, and actively assist farmers in building agricultural direct seeding rooms in combination with current popular e-commerce channels, creating a production atmosphere of "one village, one product," and assisting in industrial revitalization. Finally, it emphasizes the important role of cultural self-confidence in rural development. By exploring the historical background of local traditional culture, compiling rural history and annals, inheriting local culture, creating a "home" atmosphere, creating a natural atmosphere of one village, one story, enhancing the local sense of belonging and cultural self-confidence of local residents, and improving the cultural acceptance and recognition of the rural collective by the public.

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