

Research on the Cultivation and Development of Party Members in Poverty-Alleviated Villages —A Study on Ensuring Succession in Rural Revitalization in Guangzhong Ethnic Areas

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Abstract : The cultivation of Party members is critical to grassroots political ecology, rural revitalization talent development, and village governance. Poverty-alleviated villages face challenges from social competition, weakened organizational mobilization, and cultural degradation, hindering Party member development. This research analyzes these issues and proposes solutions to promote Party-building in Guizhong's ethnic villages and address rural succession planning.

Keywords: rural Communist Party members; rural revitalization; ethnic minority regions; village governance; good governance

Despite significant progress in poverty alleviation, some villages remain vulnerable to relapse. Guizhong's ethnic minority villages, as vital hubs for rural revitalization and Chinese national community building, face chronic talent shortages that hinder sustainable development. Party member cultivation emerges as a strategic solution - these grassroots cadres serve as key practitioners and successors in rural governance. Liu Ning, Guangxi Party Secretary, emphasized during the 2022 Two Sessions that 'talent cultivation must prioritize organizational strengthening' to drive high-quality development in border regions. The research proposes institutional innovations to integrate ethnic cultural resources with party-building, establishing talent development mechanisms that align rural revitalization with national unity goals.

1 Potential Risks of "Deficit" in Party Member Development Work in Poverty-Alleviated Villages

Party member development is vital to talent management in poverty-alleviated villages. Deficiencies risk systemic collapse during rural revitalization. Proactive risk mitigation becomes imperative to ensure sustainable development.

1.1 Impeding the "Self-Sustaining Talent Pool" Formation of Party Organizations in Ethnic Minority Poverty-Alleviated Villages

Party talent recruitment determines organizational effectiveness and sustainability. Guizhong's rural branches, especially in poverty-alleviated villages, face severe talent shortages due to 'structural vacancies' - most active members are elderly/disabled villagers lacking organizational capacity. This

demographic bottleneck prevents self-renewal, while insufficient township-level institutional support exacerbates vitality erosion, threatening grassroots governance.

1.2 Eroding the Foundational Basis for "Succession Planning" in Rural Revitalization Initiatives

Human capital is central to rural revitalization. Gong Yixi and Wang Xiaolin (2021) found significant deficiencies in professional competence and leadership, notably 'dual leadership competencies', among ethnic minority poverty-alleviated villages, undermining their capacity to act as 'lead ducks'. This is worsened by prolonged youth out-migration (2-3 years) of educated young Party members, causing severe HR shortages that threaten sustainability. Prioritizing talent revitalization is crucial to reigniting development momentum.

1.3 Compromising Effective Governance of Rural Spatial Systems

Rural spatial governance involves multidimensional systems requiring specialized talent. New rural Party members mainly come from village elites and social entrepreneurs—farmers, artisans, educated locals, clan leaders, and wealthy households. These individuals use social capital and moral authority to shape governance outcomes. Studies show better Party member development improves talent retention and villager engagement. More importantly, it effectively attracts talent and delivers services. Thus, poverty-alleviated villages must prioritize Party member development for effective governance.

2 Practical Challenges in Party Member Development among Poverty-Alleviated Villages in Guizhong Ethnic Areas

Strengthening Party members' role in rural revitalization requires optimizing 'talent acquisition' mechanisms to revitalize village party branches and ensure sustainable member development. Despite progress, Guizhong Ethnic Areas still face significant challenges in this regard.

2.1 Inadequate Talent Acquisition Outcomes

Guizhong's rural revitalization faces inherent constraints: geographical isolation, poor infrastructure, low education levels, and talent scarcity. The most urgent issue is an acute talent deficit for Party recruitment. At the organizational level, villages struggle to meet recruitment quotas, resorting to tokenism—selecting the 'relatively better' from a limited pool. Individually, three dilemmas persist: outstanding villagers refuse to join, entrepreneurs face exclusion due to political screening or popularity gaps, and motivated candidates retreat under livelihood pressures. Locals summarize this paradox: 'Desired to recruit, yet unable; Willing to join, yet excluded.'

2.2 Weak Party-Led Governance Atmosphere

Despite grassroots party-building improvements, some ethnic minority villages still lack organizational culture. A Heshan poverty-alleviated village resident noted: 'Our community thrives with traditional culture and festivals, but Party visibility remains weak. While villagers autonomously manage donations and logistics, the absence of cadre guidance erodes trust.' This reflects 'functional atrophy of Party organizations' and risks 'cadre alienation.' Worse, institutional implementation is

superficial—hamlet-level branches hold 'photo-oriented meetings' with prearranged attendance, scripted discussions, and hollow records, undermining institutional seriousness.^[1]

2.3 Inefficient Organizational Capacity Utilization

Post-poverty alleviation, while most villages have strengthened organizational construction, residual issues persist in certain areas:

Firstly, Priority bias toward business over Party-building: Cadres prioritize industrial development, neglecting organizational construction.

Secondly, Fragmented theoretical learning: Inconsistent study commitment among members, lack of systematic education content, and weak supervision mechanisms.

Thirdly, Disconnection between Party-building and industry: Some villages achieve economic success through cooperatives/projects yet maintain 'disorganized party structures'—incomplete records, missing institutional displays, and failure to implement core procedures like 'three meetings and one class system.' This creates a paradox of 'industrial prosperity with party weakness,' eroding grassroots credibility.^[2]

3 Analysis of Systemic Causes Behind Membership Development Challenges in Poverty-Alleviated Villages of Guizhong Ethnic Areas

The existence of development challenges presents both obstacles and opportunities. To effectively address these issues in Guizhong Ethnic Areas, a systematic causal analysis is essential. Based on field observations and empirical research, the following factors constitute the primary causes:

3.1 Impact of Involutionary Social Environment

Rural communities, as China's foundational governance units, serve as the 'hidden cornerstone' of urban society. Post-poverty alleviation, they have evolved into policy and social focal points while facing mounting pressure from decentralized governance, resource inflows, and societal transformations. COVID-19 exacerbated this through lockdowns, drastically restricting villagers' mobility and social interactions, which triggered social involution—rising interpersonal conflicts and latent community fragmentation risks. This sociocultural environment poses significant challenges for talent cultivation in poverty-alleviated villages.

3.2 Weakening Organizational Authority of Village Party Branches

Compared to the agricultural tax era, rural Party organizations now show weakened mobilization capacity, evident in villagers' 'wait-for-relief' mentality. Organizational authority has shifted from 'objective-subjective dual credibility' to mere 'subjective recognition,' reflecting grassroots democratic progress but raising critical questions: how to build influential Party organizations that attract talent in village governance. Upper-level guidance remains insufficient in some regions—superior Party members lack intensive supervision over rural party-building, characterized by infrequent field visits and ineffective oversight, undermining organizational cohesion and capacity to nurture members.^[3]

3.3 Cultural Disintegration of Traditional Villages

Under pluralism and TikTok's rise, Guizhong Ethnic Areas face gradual cultural

erosion. Villagers' cultural identity shifts from active commitment to passive recognition. Rituals and festivals, once spiritual pillars, now prioritize entertainment over cultural transmission. Younger generations' attention fragmentation—driven by short-video platforms—erodes traditional virtues like responsibility and dedication. This systemic cultural decay undermines collective cohesion, creating a vicious cycle that hinders organizational development. Ultimately, cultural atrophy exacerbates talent cultivation challenges in rural governance.

3.4 Conflict Between Practical Livelihoods and Ideological Aspirations

Poverty-alleviated villages' candidate members form the local intellectual elite. Despite lower education levels than urban peers, they face fundamental contradictions: heavy family responsibilities (child-rearing, eldercare) and survival pressures force capable youth to migrate for jobs, creating a recruitment gap for grassroots Party organizations. Joining the Party demands strategic choices between livelihoods and ideology—requiring prolonged sacrifices. Under intensifying ethnic minority villagers' survival challenges, many prioritize material needs over political aspirations, opting out of Party membership development.^[4]

4 Pathways for Membership Development in Poverty-Alleviated Villages of Guizhong Ethnic Areas

With systemic causes identified, actionable solutions are imperative. Building on Guizhong's strengths, we propose four strategies to strengthen Party-building in rural poverty-alleviated villages.

4.1 Strengthening Organizational Fortification: Building Resilient Party "Bastions"

Recent years have seen multidimensional changes in rural social structures, yet many variables in 'involutionary' villages remain unpredictable. However, the 'wait-for-relief' mentality cannot break the rural revitalization cycle. To sustainably develop poverty-alleviated villages, we must: Integrate internal/external factors ; Leverage village strengths ; Address weaknesses flexibly 。 Identify focal points to reduce fragmentation pressure

For example, villages with strong Party-building foundations should:

Maintain priority on Party construction ; Use value-added manufacturing and industrial chain expansion as growth engines ; Redirect villagers' focus to development initiatives This approach alleviates internal pressures and breaks the involution cycle.

4.2 Breaking Involution Through Strategic Focal Points

Despite the unpredictability of 'involutionary' villages, the 'wait-for-relief' mentality will never break the rural revitalization cycle. To sustainably develop poverty-alleviated villages, we must: Identify focal points to alleviate involutionary pressures.^[5] For villages with strong Party-building foundations during poverty alleviation:

- Leverage industrial chain extension for new growth drivers
- Redirect villagers' focus to developmental initiatives
- Alleviate internal pressures through value-added production

This approach breaks the involution cycle by aligning organizational goals with villagers' aspirations.

4.3 Cultivating Cultural Identity: Revitalizing Village "Spiritual Spaces"

Guizhong's poverty-alleviated villages, rich in cultural heritage, must excavate and inherit their 'cultural soul' to empower rural revitalization. This involves: Integrating local cultural elements into villagers' identity recognition—collecting collective memories, including painful histories—to strengthen communal bonds and cultural consciousness; Embedding organizational efficacy into cultural preservation efforts to forge strong Party-villager associations; Using the 'cultural efficacy' mechanism to attract talent returns, optimize talent deployment, and cultivate new development forces.

4.4 Benefit-Oriented Support: Creating Incentives for Talent Retention

To maintain the combat effectiveness of grassroots party organizations, sustained efforts must be made in talent input. Currently, rural talents face numerous practical difficulties in daily life. In this sense, they also require "assistance." We must practice a people-centered

development philosophy, optimize systemic design, and ensure comprehensive care, guidance, supervision, motivation, and balanced discipline for talents dedicated to rural revitalization. By fostering a positive atmosphere for entrepreneurship and innovation, we aim to provide substantial policy support to alleviate their concerns, enabling talents to return to villages without hesitation.

5 Conclusion

Guizhong's poverty-alleviated villages' Party member development directly impacts rural revitalization outcomes. To strengthen the Party's leadership over 'three rural issues' and promote 'new-era villagers rural revitalization,' we must: Guide diverse stakeholders to support villages through benefit-matching incentives; Attract talent return by aligning organizational needs with individual aspirations; Ensure Party organization teams' effective renewal through systematic talent cultivation. This approach guarantees sustainable Party member development and drives genuine progress in rural revitalization.

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