

The Current Situation, Problems and Countermeasures of the Development of Rural Social Organizations in Poverty-Stricken Mountainous Areas

Hu Yue¹ & Lei Qingtian¹

¹ School of Management, Northwest University of Political Science and Law, Xi'an, Shaanxi, China

Correspondence: Hu Yue, School of Management, Northwest University of Political Science and Law, Xi'an, Shaanxi, China. E-mail: huyueeeee/at/sina.com

Received: November 13, 2024; Accepted: December 2, 2024; Published: December 4, 2024

Abstract

With the continuous deepening and development of the market economy and social structure, a large number of social organizations have emerged in rural my country to represent, serve and safeguard the interests of farmers. Rural social organizations play an important role in participating in social governance, assisting rural construction, and promoting economic development due to their public welfare and social nature. However, due to problems such as lack of endogenous motivation, loose organizational management, and structural imbalances in rural social organizations in poverty-stricken mountainous areas, there are certain constraints in rural integration and self-development. Combined with the current situation, problems and role of rural social organizations in poverty-stricken mountainous areas, we will explore effective countermeasures to strengthen rural social organizations in the process of rural construction and development, and promote the role of rural social organizations through measures such as strengthening party and government empowerment, innovating organizational systems, and strengthening organizational connections. It can be used effectively to improve its promotion and connection functions in stabilizing poverty alleviation results, promoting rural revitalization and achieving common prosperity.

Keywords: rural social organizations, poverty alleviation in mountainous areas, mechanism of action

1. Introduction

Social organizations are non-profit-seeking third parties between the government and the market, and are spontaneously formed by citizens. They play an important role in accelerating the transformation of government functions, stabilizing social harmony, and participating in social governance. With the continuous advancement of the rural revitalization strategy, rural social organizations have also developed rapidly, gradually becoming an important carrier of the new rural governance pattern, reflecting the advantages of multiple governance subjects. The report of the 20th CPC National Congress emphasized that the most difficult and arduous task of building a modern socialist country in an all-round way is still in the countryside. Chinese-style modernization is modernization for the common prosperity of all people. Common prosperity is the essential requirement of socialism with Chinese characteristics and a long historical process[1]. The "Special Action Plan for Social Organizations to Help Rural Revitalization" issued by the Ministry of Civil Affairs mentioned that we should give full play to the positive role of social organizations, increase support, keep the bottom line of no large-scale return to poverty, and accelerate the promotion of social organizations to participate in the comprehensive revitalization of rural areas[2]. "Three rural issues" are the main components of realizing the modernization of agriculture and rural areas in my country. As one of the multiple subjects of the rural governance pattern, the development level of rural social organizations is also an important indicator for measuring rural construction.

As an important carrier for participating in rural governance and promoting rural development, research on rural social organizations has also aroused extensive discussion in the academic community. Chinese scholars' research on rural social organizations mainly focuses on the following topics. The first is organizational construction in the context of social structure. The adjustment of the relationship between the state, market and society constitutes the external environment for the growth and development of current rural social organizations. Based on the "government-market-society" analytical framework, social organizations are the bridge connecting the state and the market[3]. Rural social organizations are rooted in the countryside and have a concrete and far-reaching impact on farmers. The second is the connection between rural revitalization strategy and organizational role. As an important subject of rural governance, rural social organizations are an important carrier for connecting resources.

Their non-profit and voluntary nature mobilize social forces and promote regional integration and development^[4]. Rural social organizations have played a concrete and effective role in consolidating the results of poverty alleviation[5] and promoting rural revitalization[6], making up for the dual structure of urban and rural social services and The problem of uneven distribution of public resources[7]. The third is the development dilemma and path of rural social organizations. Organizational development requires the coordinated efforts of internal and external environments. However, rural social organizational structures are loose[8], member entities are weakened[9], and development is "involved"[10], uneven regional development[11] and other issues have hindered its large-scale development. In addition, the relationship between rural social organizations, the government, and the market, as well as the connection issues in rural construction, are also the focus of current discussions among scholars.

Reviewing the existing literature, we found that the construction of rural social organizations covers material, spiritual, cultural and other aspects of the rural development process. It not only helps consolidate the results of poverty alleviation, but is also an important guarantee for promoting rural revitalization and achieving common prosperity. There are two aspects that drive rural social organizations to play an important role in realizing rural modernization. First, rural social organizations originate from the needs of farmers to participate in rural governance during the process of rural development. Most of the members of the organization are farmers. The purpose is to reflect farmers' production, development and governance needs, and can best reflect farmers' needs and development in different periods. stage. Second, as an important subject of rural governance, rural social organizations have provided specific promotion effects in terms of industry, culture, and social services in poverty-stricken mountainous areas. Based on this, This article sorts out rural social organizations in poverty-stricken mountainous areas from a macro perspective, explains the role of organizations from multiple dimensions such as society, industry, and economy, and combines existing problems of rural social organizations in poverty-stricken mountainous areas with rural revitalization We will address the shortcomings in strategic cohesion and propose corresponding development and optimization strategies to promote the better play of the role of rural social organizations.

2. The Role of Rural Social Organizations

With the transformation of government functions and the improvement of the market economic system, social organizations between government departments and business units have gradually become one of the important entities that provide social services and participate in social governance. Rural social organizations are an important carrier for realizing rural modernization and promoting the integrated development of urban and rural areas. Because of their public welfare, service and local characteristics, they can express farmers' interest demands, provide social services, advocate public spirit, and promote industrial revitalization. All have irreplaceable functions.

2.1 Participate in Social Governance

In terms of taking over government functions, rural social organizations, as third-party governance entities, have taken over some government functions. As the dual pattern of urban and rural areas continues to widen, the gap between urban and rural areas is gradually deepening. Affected by resources, capabilities and social environment, grassroots governments inevitably have uneven supply in terms of social resource allocation and public service provision. At the same time, due to objective problems such as remote geographical location, inconvenient transportation, and information blockage, poverty-stricken mountainous areas lag behind more developed areas in terms of resource and information reception and distribution, and there is a lag in their own development process. Rural social organizations grew up in and took root in rural areas, taking over some of the functions of grassroots governments in poverty-stricken mountainous areas. By pooling social resources, they assist village committees in developing rural infrastructure and public welfare undertakings, filling the gap of grassroots governments in providing public goods in rural areas. and public service gaps.

In terms of providing social services, rural social organizations provide diversified social services for rural construction. Rural modernization has created diversified needs for farmers. The government has invested a lot of resources in rural construction, but the implementation of medical resources, pension security, culture and education requires the coordination and help of rural social organizations. At the same time, due to unreasonable livelihood strategies, the loss of human resources in poverty-stricken mountainous areas is serious, with a high proportion of the elderly, women and left-behind children. The lack of productivity in poverty-stricken mountainous areas is not conducive to rural construction and development. Excessive aging and the imbalance between men and women have intensified social conflicts and social service pressures in poverty-stricken mountainous areas. Some rural service social organizations, such as senior citizens' associations, women's

associations and youth aid societies, provide basic security for villagers, fill the gap in services for left-behind groups in rural areas, and alleviate social conflicts to a certain extent.

2.2 Assist Rural Construction

The public goods provided by the government can only meet the general needs of most farmers. However, farmers' demands for public goods are diverse and rich, and some special needs cannot be met. Rural social organizations are organizations with farmers as the main body. They can reflect the special interests and needs of different farmer groups and play an irreplaceable role. The heads of rural social organizations are not limited to those established by the government, but elected from the grassroots level. Rural social organizations provide public goods and assume some public affairs management responsibilities. On the one hand, they ease the government's burden on the economy, services, and public goods, and promote stable social development. On the other hand, it helps to form a broad and diversified social governance pattern and continuously deepens the active role of social organizations in the process of rural construction.

With the further development of rural construction, farmers' spiritual and cultural needs are also showing diversified and personalized characteristics. Cultural revitalization is an important spiritual core in the rural revitalization strategy, and the construction of a harmonious and civilized society is also the only way to achieve common prosperity. Generally speaking, rural social and cultural services present a phenomenon of single supply and uneven supply and demand. Cultural rural social organizations have enriched the previous single cultural service model of the government, broadened the platform for cultural construction and development, and provided cultural services to farmers in a richer and more diversified way. This type of rural social organization provides more targeted and reasonable services based on the development status and characteristics of local rural culture and the needs of farmers. Rural social organizations are not only providers of cultural services, but also promoters of spiritual civilization construction. In terms of cultural construction, rural social organizations are composed of farmers, originate from the countryside and act on the countryside. In a way that originates from farmers and serves farmers, rural social organizations allow farmers to become participants, organizers and promoters of cultural activities, enhance farmers' enthusiasm and enthusiasm for building culture, and help reshape rural customs and revitalize culture. The concept is deeply rooted in people's hearts. Rural social organizations play the role of cohesion, regulation and communication between the government, market and rural areas, improve the rural governance system and cultural services, improve the efficiency of governance with farmers as the main body, and promote the harmonious development of rural areas.

2.3 Promote Economic Development

At present, our country has completed the arduous task of alleviating poverty and has made brilliant achievements in poverty alleviation. However, due to the lack of development motivation of farmers who have been lifted out of poverty, as well as the influence of external objective factors, there is still a risk of returning to poverty in mountainous areas that have been lifted out of poverty. The stable poverty alleviation of rural social organizations helps to create a social atmosphere of mutual assistance, fraternity, and enthusiasm for public welfare, and promotes the formation and development of a "small government, big society" pattern[14]. Due to their public welfare, non-profit and mutual-help nature, public welfare rural social organizations have provided continuous public welfare salvation and basic living security for farmers who have been lifted out of poverty in mountainous areas. Economic and political rural social organizations participate in rural economic development and social governance. While promoting rural agricultural development, they also stimulate the endogenous motivation of vulnerable households that have been lifted out of poverty, and to a certain extent ensure the stable poverty alleviation results of vulnerable households that have been lifted out of poverty. Rural social organizations in poverty-stricken mountainous areas have played a role in basic guarantee, endogenous promotion, continuous monitoring, and implementation supervision of poverty alleviation results.

As my country's urbanization process continues to accelerate, a scientific and reasonable urbanization pattern has gradually formed between urban and rural areas. However, in this process, the dual pattern of urban and rural areas has also continued to widen, and the gap between urban and rural areas in poverty-stricken mountainous areas has become increasingly significant. Co-construction, sharing and co-governance are the development goals of common prosperity, and urban-rural integration is one of the important paths to achieve common prosperity. Narrowing the gap between urban and rural areas, improving the dual structure, and promoting coordinated development are the only ways to achieve common prosperity. As the glue between rural and urban areas, rural social organizations play a role in promoting and connecting urban and rural integration. Different types of rural social organizations provide indispensable strength in many aspects such as material construction, spiritual construction, cultural construction, and industrial construction. In addition, it is worth mentioning that in the

process of urban-rural integration, ensuring the development of special groups is the bottom line[16]. The current special groups in poverty-stricken mountainous areas mainly include rural elderly, left-behind children, women, etc. Groups at risk of returning to poverty[17], corresponding rural social organizations include senior citizens' associations, women's associations, education associations and other organizations to provide precise and corresponding help and promotion to special rural groups, playing a fundamental role in promoting urban-rural integration and realizing common prosperity.

3. Existing Problems of Rural Social Organizations in Poverty-Stricken Mountainous Areas

Rural social organizations have demonstrated their advantages as third-party governance entities in many aspects such as social services, rural governance, and economic construction. However, in the context of urban and rural construction, rural social organizations in poverty-stricken mountainous areas have non-universal problems such as systems, structures, and management in their own development and organizational construction due to their vulnerability and backwardness.

3.1 Lack of Endogenous Motivation for Development

Rural organizations in poverty-stricken mountainous areas are different from universal organizations. Their remote geographical location, special personnel and fragile ecological environment lead to insufficient endogenous motivation and low development initiative. Rural social organizations arise from the adjustment of national government functions, the development of market economy and the growth of social environment^[18]. Factors such as rural areas, market and government constitute the external environment for the development of rural social organizations. However, due to problems such as lack of resource endowments, harsh natural conditions, and lack of natural resources in mountainous areas where society has been lifted out of poverty, rural social organizations lack an external environment for development, and thus lack external factors to promote endogenous motivation. In terms of membership composition, the managers and organizational members of rural social organizations basically come from local farmers. My country has achieved outstanding results in poverty alleviation, and solved the problem of fundamental poverty by the end of 2020. In the process of consolidating the results of poverty alleviation, it was discovered that some marginalized groups and households vulnerable to poverty alleviation still have the risk of returning to poverty[19]. There are many marginalized groups among the members of rural social organizations in poverty-stricken mountainous areas. The lack of development motivation and ability of organizational members will directly affect the development of the organization. Under the long-term influence of short-sightedness and poverty culture, members of rural social organizations inevitably develop a series of unreasonable and irrational psychological and behavioral characteristics[20]. Livelihood strategies are coping strategies chosen by farmers to achieve livelihoods^[21]. Families in poverty-stricken mountainous areas are more likely to choose measures such as working outside the home and dropping their children out of school[22]. Migrant work has resulted in the loss of labor force in poverty-stricken mountainous areas, reduced human resources for the development of rural social organizations, and is not conducive to the sustainable development of organizations.

3.2 Organization and Management are Loose and the System is not Sound

Rural social organizations are different from government organizations or corporate organizations. Their composition structure and development scale are atomized, and there are problems such as dispersed scale, imperfect systems, unclear division of rights, and decentralized management. Rural social organizations in poverty-stricken mountainous areas need to be improved urgently in terms of capital construction, system regulations, and personnel management. First of all, a common problem that is more prominent in the development process of rural social organizations in poverty-stricken mountainous areas is the lack of normative registration of social organizations. my country's "Regulations on the Registration and Management of Social Groups" does not distinguish between urban and rural areas for the registration conditions of social organizations. This makes it difficult for social organizations at the rural level to meet the requirements when establishing and registering. As a result, some rural social organizations are not included in the current registration management system but outside the management system. People in poverty-stricken mountainous areas live in scattered places and have many types of social organizations. Social organizations spontaneously formed by farmers in poverty-stricken mountainous areas vary in scale. Some social organizations do not have fixed venues and stable sources of funding, and have not been legally registered. Secondly, the internal rules and regulations of the organization are not standardized. In particular, problems such as imperfect systems and irregular operations of economic cooperation social organizations are more obvious. Rural cooperative economic organizations mainly rely on the "capable person effect" to manage and build the authority of the main managers to maintain, but an institutional, normative and scientific management system has not yet been established within the organization. Some existing economic cooperation organizations exist in name only and do not provide any economic services. There is a lack of interest

connection within the organization. The relationship between members and organizations is relatively loose, and there is no real relationship between "members" and "organizations".

3.3 The Organizational Structure is Unbalanced and Urban-Rural Construction is not Closely Connected

Rural social organizations play a role in promoting and undertaking the process of stabilizing poverty alleviation results, promoting rural revitalization, and promoting common prosperity. However, in the process of advancement, rural social organizations have problems with the connection in form, organization, and content. It is necessary to strengthen the effective connection between social organizations and new rural construction, so that their development direction and the direction of common prosperity construction tend to be bridged. At the social level, villagers in poverty-stricken mountainous areas have low participation in rural social organizations. The reason is that there is no large-scale and systematic regional linkage between social organizations. The role played by organizations in social governance, rural construction, and cultural revitalization is low in visibility, and there is a lack of publicity and recruitment among rural areas. In terms of structure, the current existing social organizations in poverty-stricken mountainous areas are mainly economic and service social organizations, with fewer rural social organizations related to culture, education, and rural customs construction. Economic social organizations are the main economic cohesion to promote rural economic development and urban-rural integration, and driving force, but currently existing economic organizations are incompatible with rural revitalization construction indicators in terms of technology, professionalism, and industrial scale. Most economic and social organizations in poverty-stricken mountainous areas only stay on the "farmers + small and medium-sized enterprises" cooperation model, and their supporting technologies are only single and simple solid ideas. They do not carry out targeted industrial construction based on local characteristics and lack large-scale economies. industrial organization structure

4. Strategies for the Development of Rural Social Organizations in Poverty-Stricken Mountainous Areas

Rural social organizations are important promoters in the process of social development and should actively play the role of third-party social entities in the process of rural construction. At present, in the process of promoting rural revitalization and realizing common prosperity, rural social organizations have problems such as their own development motivation, organizational structure management and internal system imperfections, which hinder their effective connection in the process of new urbanization construction. Rural social organizations should be combined with The mechanism of action is to improve rural social organizations at the level of endogenous drive, organizational management and development, so as to promote the better play of the organizational role.

4.1 Empower the Party and Government System and Improve Autonomy-Driven

The empowerment of the party and government system enables rural social organizations to gain dual political and administrative legitimacy in the process of participating in rural revitalization and common prosperity. The party and government are the leaders, promoters and supervisors of rural construction, and are the fundamental basis for sustainable social progress and the construction of new urbanization relationships. The "party-government-society" governance model reflects the advantages between my country's basic institutions and the national governance system. In the context of diversified social governance, the communication and collaboration capabilities among governance subjects should be improved. As one of the important subjects of social governance, rural social organizations need to be more standardized in terms of organizational forms, participation models, management leadership and other aspects. In the process of development, rural social organizations in poverty-stricken mountainous areas should consciously accept the leadership of the party and the state, improve the organizational autonomy function, and focus on grasping the relationship between the organization and the "two committees". Give full play to the governance role of political social organizations, strengthen the construction of organizational systems, improve operational processes, standardize decision-making management, and improve the compliance and credibility of the organization itself.

4.2 Innovate the Organizational System and Promote Management Standards

The innovation power of rural social organizations is an important source of their development. Innovations in human resources, organizational systems, and management system innovations of rural social organizations in poverty-stricken mountainous areas should be strengthened. On the one hand, it strengthens the management capabilities and decision-making efficiency of organizational managers and provides them with professional organizational management training. On the other hand, for members of economic organizations, their professional knowledge level in agricultural technology, geographical location, environmental protection, etc. should be improved. Strengthen the social service and rational allocation capabilities of public resources of service social organizations, standardize the sources and distribution guidelines of charitable social funds, and provide economic, social, resource allocation and other guarantees for the realization of co-construction, co-governance, and sharing.

At the same time, simplify the approval process for rural social organization registration, improve corresponding registration regulations and establishment guidelines based on the characteristics and development status of poverty-stricken mountainous areas, strengthen internal and external monitoring of the organization, and improve the standardization and legality of rural social organizations.

4.3 Strengthen Organizational Connection and Improve Scientific Structure

In order to promote the effective connection between rural social organizations in poverty-stricken mountainous areas and the rural revitalization strategy, the publicity of rural social organizations should be strengthened and the scale of the organization should be expanded in an orderly manner. An organization is composed of members, and the quantity and quality of members determine the development scale and durability of the organization to a certain extent. Rural members in poverty-stricken mountainous areas have a low degree of participation in social organizations, indicating that there is still a large improvement in member participation. On the one hand, strengthen organizational propaganda, increase the multi-level and diversified governance subjects of organizational members, and provide innovative ideas for the management, organization, and decision-making of rural social organizations. On the other hand, farmers are the promoters of rural productivity development and important witnesses of rural revitalization, urban-rural integration and common prosperity. The multi-party participation of farmers can help promote a better connection between rural social organizations in poverty-stricken mountainous areas and rural revitalization strategies. At the same time, the scientific structure of rural social organizations in poverty-stricken mountainous areas should also be improved. Educational and cultural rural social organizations are an important source of farmers' spiritual construction and an important carrier for promoting cultural revitalization and talent revitalization. It is necessary to improve the knowledge level of the rural population in poverty-stricken mountainous areas and strengthen the spiritual construction of farmers in the process of rural revitalization and common prosperity through corresponding rural social education in agricultural knowledge, social development, and rural customs construction.

5. Conclusion

In the context of rural modernization, changes have taken place in the rural political system and rural industrial economic structure. Domestic academic circles and decision-makers have made in-depth exploration of the political, economic, and social value of rural social organizations. As important participants in modern rural governance, rural social organizations are also gradually developing and improving their active role in consolidating the results of poverty alleviation and the connection stage with the rural revitalization strategy. Rural revitalization is a multi-level revitalization that promotes the comprehensive development of rural social organizations and gives full play to the active role of rural social organizations in economic and industrial development, rural cultural construction, and public social services. In particular, rural social organizations in poverty-stricken mountainous areas should play their role in protecting the basic rights and interests of farmers, stabilizing rural social development, and consolidating the results of poverty alleviation. They are also instrumental in building a modern rural governance system, enhancing the endogenous momentum of rural development, and promoting rural revitalization. Strategic development and achieving common prosperity play an important practical role. At present, rural social organizations are facing some functional difficulties in promoting rural development and governance transformation. By strengthening the empowerment of the party and government system, improving the organizational structure, and strengthening system construction, the effective connection between rural social organizations and rural revitalization strategies should be promoted. From the perspective of collaborative governance between the government and society, my country's social organization forms continue to be deeply integrated and developed, and various rural social organizations have extensive space for participation in the process of consolidating the results of poverty alleviation, promoting rural revitalization, and achieving common prosperity. By sorting out the current situation and problems of rural social organizations, we provide development suggestions for the improvement and innovation of rural social organizations. In future research, in-depth discussions on the role of rural social organizations in providing social services and promoting resource allocation can be strengthened to facilitate coordinated development between urban and rural areas and regions.

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