

Rural Environmental Governance Mechanism under the Rural Revitalization Strategy

*DeXiang Deng*¹, *Yang Song*², and *Xi Zhou*^{3,*}

¹ Xi'an Jiaotong University Ph.D. Student, Chongqing University of Posts and Telecommunications professor.

² Chongqing University of Posts and Telecommunications master Student.

³ Xi'an Jiaotong University Ph.D. Student, Chongqing University of Posts and Telecommunications associate professor.

Abstract. Rural revitalization is a major strategy in the new era of socialism, and rural environmental governance has become the top priority for rural revitalization. This paper proposes the rural environmental governance mechanism of the rule of virtue and the rule of the people, and implements the rural environmental governance model with the villagers as the main body.

China's rural areas are vast, the government's management resources are limited, the rural environmental governance is not strong, and the rural environmental problems are increasingly prominent. How to give play to the main status and leading forces of villagers in rural environmental governance?

* Corresponding author, Xi Zhou, 342862686@qq.com, Nan'an District, Chongqing, China Design, Media Arts College of Art, Chongqing University of Posts and Telecommunications, 400065, 13500309008

This paper proposes to implement the rule of virtue and the rule of the people based on the legal system, combined rural environmental governance mechanisms.

1 The rule of virtue as the foundation—Reshaping moral power to participate in rural environmental governance

Morality plays an important role in the social governance of China's dynasties. Due to the influence of Western values and economic activities, the rule of virtue was unconsciously faded. "The new era of rural governance is facing severe challenges, and moral issues are particularly prominent. The rural traditional cultural system is gradually disintegrating, the ideology is decentralized, and the rural morality is uneven." (Li 2018) Promote the rule of virtue, return to the value of morality in the comprehensive management of society, reshape the power of morality, and help the rural environmental governance.

1.1 Establish and improve the socialist the rule of virtue system.

Like the rule of law, the rule of virtue is a system of governance project and long-term governance. China's traditional moral system has almost disappeared, and the building of a socialist moral system is still in its infancy. Building a moral system that is compatible with social and political ideological construction, cultural economic development, and ecological civilization construction in the new era of socialism has a long way to go. The construction of the moral system should be guided by the core values of socialism, from the national level, macro-level guidance to all levels of government organizations to build a socialist moral rule of governance system: "stratification, consideration of time and place, consideration of ethnic customs", rationally construct a sub-system of ecological environment rule of virtue, the sub-system should focus on the content, tasks, values, and effects of rule of virtue in the rural environment.

1.2 Implementing the responsible body for the construction and implementation of the rule of virtue and promoting the advancing of the rural environment.

It is recommended that the propaganda departments of party committees at all levels be the leaders of the construction of the rule of virtue, and the office of spiritual civilization at all levels of government should be the main body for the construction and implementation. The government culture, tourism, environment and other departments are the auxiliary organizations of the rule of virtue, implement their respective main responsibilities, and jointly promote the construction and implementation of the rule of virtue in an organized and planned manner. At the same time, focus on the urgent task of revitalizing the ecological environment and the rule of virtue. It is suggested that the government's basic organization - township and village committees - will be the main implementers of the rule of virtue environment.

1.3 The path of rural environment and rule of virtue is designed by the top layer, governments at all levels work together to promote implementation.

As the top-level designer of the path of rule of virtue (especially the rule of the rural environment), the state has guided the governments at all levels to formulate a multi-form, concrete, and synergistic approach to the rule of virtue. In the process rule of virtue governance, television, film, radio, internet, print media, education, outdoor media, etc. should be organized. At the same time, focus on establishing and implementing the rule of the township in the new era of socialism to participate in the rule of virtue in the rural environment. Encourage social organizations to organize the establishment of moral governance volunteer organizations and participate in the governance of rural environmental governance. Construct a large-scale pattern of governance in which the whole people and the whole society participate.

1.4 Construct a rural environment rule of virtue of thumb evaluation system.

Formulate a scientific, rational and diversified evaluation system for rule of virtue environmental governance. The evaluation system will be revised with the times to ensure that the evaluation system is scientific, objective, reasonable and tailored to local conditions.

Guided by the core values of socialism, carrying forward the outstanding traditional ethics of the Chinese nation, returning to the power of morality to govern the rural environment, the flower of the rule of virtue will be spread throughout the land of China in the new era of socialism.

2 "Village Autonomy" as the Path - Giving Play to the Master Role of Villagers in Rural Environmental Governance

The villagers' autonomy is the villagers independently participate in the rural environmental governance.

The villagers are the main body of the rural environmental activities. The decline of the rural environment is due to the villagers, and the environmental upgrading will also be due to the villagers. Because the villagers live on this land for a long time, they are most familiar with and understand the characteristics and conditions of the environment. They also know the relationship between environmental problems and their own production and lifestyle. They are more targeted when participating in environmental governance, and their own governance is more thorough, the effect of governance is better; if the long-acting mechanism of the villagers' governance is formed, the villagers will subtly control and protect the environment in production and life. This is the road to sustainable development of the rural ecological environment. So, the governance and protection of the rural environment cannot be separated from the villagers. The villagers are the main force for the governance and development of the rural environment. The Village Autonomy is the most fundamental path for rural environmental governance.

Village self-government in rural environments can be carried out from the following paths:

2.1 The sense of master of villagers in the governance and protection of rural environment is the key to the success. Governments at all levels vigorously carry out the legal system and the rule of virtue, and through the legal system and the rule of virtue, restrict, punish and restrain the illegal activities of villagers, change the backward environmental concept, and raise the awareness of environmental protection of villagers.

2.2 The villagers' committee takes the lead in carrying out various rural environmental autonomy activities with villagers as the main body. The village

committee must lead the whole village and coordinate the promotion of village self-government, guidance is flexible, open, and mandatory and mission-oriented, the form of guiding villagers' self-government should be diverse, rich, and interesting. It guarantees the freedom of form of villagers' autonomy and achieves a state of dispersal and divergence. All forms are centered on the "spirit" of environmental governance goals. The village committee can pilot the villagers' autonomy, continuously expand the village self-government team, and finally form the pattern of village residents' autonomy; the village committees must unconsciously guide the villagers' self-government environment and fully mobilize the villagers' enthusiasm and willingness.

2.3 Opening villagers' environmental lecture halls in villages. Regular classes will be held to explain the contents of environmental legal system, rule of virtue, policy, knowledge, governance, protection, etc. Teachers are composed of volunteers in the fields of law, environment, culture, economy, agriculture and forestry, and the content should be easy to understand, enjoy, and teach. The form should be entertaining and interactive, and the goal of teaching is to understand the law, recognize the environmental value, establish the awareness of environmental sustainable development and rural development, familiar with the basic methods of environmental governance, understand the environmental protection path, Encourage the villagers' sense of ownership of environmental governance. Promote the positive situation of rural residents' self-governing environment with the rural environment lectures.

2.4 Establish a village environment self-governing committee (civil society organization), and select a group of highly respected townships, elders, ethnic leaders or high-educated personnel from the villagers of each village group to become the backbone of the committee. Promote the environmental legal system and the content of the rule of virtue among the villagers with the opinions of the leaders and publicize the environmental governance and protection policies; jointly formulate the rural rules and regulations for rural environmental governance and protection and explain and communicate in the villagers' rules and regulations and spread the new era Environmental values.

The rural sages, wise men, and ethnic leaders have their own specialties, and each actively organizes the establishment of a rural environmental governance team, and mobilizes the villagers to independently set up a rural environmental governance team to carry out rural environmental governance; rural villagers'

self-governing teams can be individual villagers, families, The rural environmental self-governing echelon with multi-level linkages such as courtyards, ethnic groups and village groups; the individual autonomy of villagers is the basis of villagers' self-government, and the promotion of individual environmental awareness and autonomous behavior will promote the ecological environment to no longer deteriorate and stabilize. The development of the family's environmental awareness and governance will promote environmental governance and improvement within the family and around the family; ethnic environmental governance organizations can use the power of ethnic leaders and the power of family consciousness to carry out the internal and external public environment of the community. Governance village environmental autonomous organization, coordinating various village self-governing organizations within the village group to carry out environmental governance, can control the public environment or special environment, or cooperate with other village group environmental self-governing organizations to carry out environmental governance and protection.

2.5 The village committee actively organizes the backbone members of the rural environmental villager self-governing committee and the heads of the autonomous organizations and visits the demonstration villages to learn about the scientific utilization of environmental resources, environmental governance and protection, environmental sustainable development and rural revitalization. Then bring the experience back to communicate with the villagers in the village group to stimulate the confidence and enthusiasm of the villagers for environmental governance and protection. They can also lead the villages to the rural areas with deteriorating rural conditions and rural decay, learn lessons, and then bring back the negative lessons, then bring the negative lessons back to the village group and the villagers to exchange, change the production and life concepts and methods that lag behind the environmental protection and development, adjusting the wrong consciousness of the villagers' excessive demand for the environment, only the short-term benefits.

2.6 Rural residents are the main body of rural environmental governance, but today's rural areas are mostly left-behind elderly people and children, and the labor force is seriously lacking. The problem of "hollow villages" will be a difficult problem to be solved in rural environmental autonomy. Governments at all levels should formulate policies to encourage migrant villagers to participate

in the development of rural development with funds, technology and knowledge. Grassroots government organizations mobilize rural villagers, wise men, and ethnic leaders to mobilize villagers to return to build their homes in rural economic construction, governing the rural environment and making suggestions for rural environmental governance and protection.

2.7 Some special projects for environmental governance and protection can be transformed into village self-government projects. The special funds can be partially used as incentive funds for self-governing participants, and others can be used as rural environmental governance funds; It can be used as a governance income for villagers to share and share dividends.

Conclusion

Rural environmental governance and sustainable development are inseparable from the participation of villagers, and they are also inseparable from the rule of virtue and the rule of the people. With a strong people's power to govern and protect the rural environment, China's ecological civilization construction will move to a higher level, and rural revitalization is just around the corner.

References

1. J.X. Bai. *Climbing*, **35**, 97-101 (2016).
2. Y.Y. Hu, X.L. Han. *China Environmental Management*, **7**, 55-60 (2015).
3. Q.Q. Jin, J.T. Gu. *Liaoning Agricultural Sciences*, 43-46 (2015) .
4. Y.X. Li, K.M. Li. *Journal of Xinjiang Normal University*, 1-8 (2019) .
5. M. Liao. *Journal of Luoyang Teachers College*, **36**,73-76 (2017) .
6. C.L. Liu. *Hunan Normal University*. (2015).
7. W. Liu. *Xue Hai*, 114-120 (2018).
8. F. Peng. *Chongqing University*. (2016).
9. F.W. Shen, Z.Y. Liu. *China Population, Resources and Environment*, **26**,32-38. (2016).
10. X.J. Song, Z.Y. Yao. *Anhui Agricultural Sciences*, **44**,293-296. (2016).
11. Z.T. Shang, J. Liu. *Anhui Agricultural Science Bulletin*, **22**,13-17. (2016).
12. J.B. Tang, J.L. Yao. *Journal of Daqing Normal University*, **35**,28-33. (2015).

13. J.B Tang, X.L. Wu. Journal of West Anhui University, **30**,116-120. (2014).
14. J.B. Tang. Jing Chu Xue, **15**,43-47. (2014).
15. X.Y. Wang. National Governance, 12-17. (2018).
16. Y.Q. Wang. Guangxi Teachers College. (2017).
17. Z.Y. Yao, C. Zhang. Theoretical Discussion,155-159. (2016).
18. H.B. Yang, B.H. Huang, M.H. Yao. Agricultural Modernization Research. **36**,28-33(2015).
19. F.J. Yu. National Governance. 32-35 (2016).
20. H.J. Yu, J. Tang. Journal of China Agricultural University, Social Science Edition, **29** 124-133 (2012).

Quote

1. Y.X. Li, K.M. Li. Journal of Xinjiang Normal University (Philosophy and Social Sciences Edition). 1-8 (2018).
2. J.P. Xi. People's Publishing House. Page 32(2017).