

Research on the Functional Mechanism of College Student Party Members in the National Targeted Poverty Alleviation Strategy

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Keywords: College Student Party Members; Targeted Poverty Alleviation; Functional Mechanism

Abstract: Targeted poverty alleviation is the leading idea of China's rural poverty alleviation and development in the new era. This paper starts from three aspects, including the work of national targeted poverty alleviation, the significance of college student Party members' participation in this work, and the construction of the functional mechanism of students in this strategy. Based on these, the author studies the long-term mechanism of college student Party members' active participation in targeted poverty alleviation strategy.

1. Introduction

Chairman Mao once said, "The world is yours and ours, but ultimately it is yours. You young people are full of vigor, like the sun at eight or nine, with hopes lying among you." College students are the most dynamic young people. Because of their special identity and accessibility, college student Party members play an active role in the promotion of targeted poverty alleviation strategy. As the forefront of "targeted poverty alleviation", colleges and universities play an important role in providing aid to poor areas, supporting poor students and studying poverty issues.

2. National Targeted Poverty Alleviation Strategy

Based on the concept of comprehensive development, General Secretary Xi Jinping proposed a new policy of "targeted poverty alleviation" in 2013 for the first time. It is a poverty governance method that uses scientific and effective procedures to implement targeted identification, assistance, and management for different poor areas and different poor farmers [1]. Different from the previous rough poverty alleviation, targeted poverty alleviation has been changed from "flood irrigation" to "targeted drip irrigation" with higher poverty alleviation efficiency. Its focus is to support the development of extremely poor areas, and struggle for the people of the whole country to enter the "well-off" era and reach the basic living standard of a well-off life.

General Secretary Xi Jinping pointed out that we must deeply implement targeted poverty awareness, poverty alleviation, and poverty shaking, and insist on the working mechanism of "Party committee' leadership, government' guidance, farmers' subjects, and social participation". Targeted poverty alleviation is not only the government's business, but also the social responsibility of every member of society, especially college student Party members. As a vigorous generation, college student Party members are more capable and energetic to contribute to this strategy, conduct in-depth local surveys and statistics, and provide reliable data and scientific measures for the government's poverty alleviation work.

The Positive Influence of College Student Party Members in the National Targeted Poverty Alleviation Strategy

College student Party members are the most influential and ideologically conscious group of college students. On the premise of not affecting their professional knowledge study, they should play an active role in social public welfare activities, set up a good example for college students to build a harmonious society, and contribute their own efforts to the country. Multiculturalism is one of the features of the new situation in China, which affects the requirements, ways and environment

of the Party construction work of college students. Thus, colleges and universities should educate college student Party members at different periods, especially to allow them to participate in national construction, update their concepts, keep pace with the times, improve their Party cultivation, and contribute to national development. Only in this way can they truly become qualified Communist Party members.

College student Party members generally have a strong sense of communism. Namely, their ideological and political quality has reached a relatively mature stage, with a positive value orientation and a willingness to work at grass-roots units. Compared with ordinary village cadres and ordinary people, they have stronger political sensitivity and can better understand the relevant policies and measures of the Party and the state [2]. Thus, college student Party members should fully play their advantages, use their knowledge and insight to actively promote national policies, explore effective ways to improve the Party's prestige and executive power. College student Party members play an exemplary role in college students. They should start from themselves, actively respond to the national call, implement national policies, and constantly develop themselves in social practice which is an important carrier to play their roles [3].

The positive role of college student Party members in the national targeted poverty alleviation helps to improve the efficiency. This enables to assist the government to implement policies for the people's livelihood, so that they can feel the warmth and care of the Communist Party, and increase their trust and support. Meanwhile, it also helps to drive college students to actively participate in social activities and improve their social practice ability and communication ability.

3. The Functional Mechanism of College Student Party Members in the National Targeted Poverty Alleviation Strategy

The long-term function of college student Party members in the national targeted poverty alleviation strategy needs to establish a certain mechanism to maintain and guarantee. Its mechanism mainly includes policy support mechanism and incentive mechanism, so as to fully play their long-term function in this strategy [4]. The construction of mechanism needs to be based on reality and people-oriented. This "reality" in the mechanism construction of college student Party members refers to the targeted poverty alleviation objects -- the economic situation, industrial development, natural resources, population distribution, infrastructure and other basic conditions of a specific region. Being "people oriented" refers to the individual situation of regions, resources, personal ability, social practice ability based on the school where the college student Party members are from. Only the mechanism based on reality and being people-oriented can fully play the positive role of college student Party members so as to promote the work.

3.1 The Talents Training Mechanism for Targeted Poverty Alleviation Strategy

Talents play a pivotal role in the development of local economy, and the full play of their subjective initiative has an important impact on the development of things. Thus, we should create more high-quality talents for targeted poverty alleviation. Now, China's targeted poverty alleviation work has basically been on the right track, and local governments and people are actively cooperating with its implementation. However, China has not clearly proposed the talents training mechanism for targeted poverty alleviation. As the main institutions for talents training, educational institutions of the government, colleges and universities, and society should undertake corresponding responsibilities, and "tailor" professional talents for targeted poverty alleviation based on their own advantages. As the main organizer and guide of this work, the government should set the talents training objectives and curriculum system that are suitable for the local development, and provide the direction for colleges and universities to train talents in this aspect. For the government's educational institutions, schools should guide college student Party members to master the professional knowledge and skills for targeted poverty alleviation. Specifically, it includes the methods and procedures of field research [5], how to conduct targeted poverty alleviation through government's poverty alleviation agencies, how to establish a long-term communication mechanism with targeted poverty alleviation objects, and encourage college

students to participate in this work through ideological education for Party members. Moreover, social education institutions refer to social cultural institutions and related social groups that educate social members apart from schools and families. With the social progress, the influence of social educational institutions on young people is becoming more and more important. For the targeted poverty alleviation work, the main goal of its professional talents training is to provide basic skills of project incubation and technology transformation for student Party members. The key projects include agricultural economic cooperation projects, integration of social resources, construction of project distribution channels, etc. Meanwhile, social educational institutions should also train excellent industrial technicians and agricultural technicians with rich knowledge and experience for targeted poverty alleviation areas, so as to serve the economic development of these areas.

3.2 The Policy Support for College Student Party Members

At present, the distribution of educational resources in China is uneven, most of which are distributed in coastal areas. Moreover, because of the broad development prospects and favorable conditions in coastal areas, many college students' employment intention focuses on developed regions like Beijing-Tianjin-Hebei Urban Agglomeration, Yangtze River Delta and Pearl River Delta. However, the main areas of targeted poverty alleviation are concentrated in northwest, southwest and central China. Because of the inconvenient transportation, limited infrastructure and restricted development space, these regions have become places of talents export, and their outflow is rather serious, which is bad to the local development. Currently, China has also taken a series of measures to guide outstanding talents to participate in the economic construction in the central and western rural regions, but the effect is not very ideal. Thus, the government should provide more policy support for college student Party members to participate in targeted poverty alleviation, expand their participation channels, release relevant information, and provide guidance and help for their effective participation [6].

For instance, developing an incentive mechanism can improve the enthusiasm of college student Party members to participate in the targeted poverty alleviation work to a certain degree to increase their initiative, which is one of the most effective ways to improve their work initiative. The government can formulate preferential incentive policies for college students to participate in national targeted poverty alleviation, give political and economic subsidies, and encourage them to actively participate in remote poor areas. Next, the government should connect the career goals of college student Party members with targeted poverty alleviation, provide them with corresponding vocational training and guidance so as to make the talent policy and targeted poverty alleviation goals scientifically coordinate. Finally, college students who are engaged in targeted poverty alleviation should be assessed and rewarded for their work. College student Party members should be rewarded who have fully solved local major problems, innovated effective methods, had high efficiency and made practical contributions to the local regions. As a result, better talents can be discovered and promoted in the targeted poverty alleviation work, and financial and policy incentive systems can be used to make them play a greater role in serving this cause.

3.3 The Construction of Social Practice Mechanism for College Targeted Poverty Alleviation

The lack of practice opportunities, professional technical guidance and communication platform are the main reasons that restrict the development of college students' comprehensive quality [7]. As main training bases for college student Party members, colleges and universities should actively seek social resources, expand practice platforms, and build a social practice mechanism for targeted poverty alleviation to provide them with more opportunities.

Schools can build corresponding practice bases according to objects of the national targeted poverty alleviation and relevant policies, organize college student Party members to conduct practice surveys in these bases, and timely feedback the results to the local poverty alleviation office. For college student Party members, colleges and universities will conduct ideological education for them regularly or irregularly. Schools should integrate the relevant content of targeted poverty alleviation into this ideological education, so as to form a subtle and positive influence, and

internalize this strategy into the sense of ownership of college students. Besides, schools can also conduct relevant courses of targeted poverty alleviation like agricultural economics, industrial development laws, and social research courses based on their teaching staff and actual conditions of students. These can help students understand the economic development laws and rural development models, thereby enhancing their sense of responsibility and mission to devote to targeted poverty alleviation and promote social progress and development. Finally, college student Party members should help poor farmers master science and technology according to their majors. For instance, college student Party members majoring in agricultural science and technology should organize practical technical training in local areas, and teach the scientific cultivation techniques of flowers and seedlings to farmers to further improve their production level.

3.4 The Construction of Scientific and Technological Project Bases for Targeted Poverty Alleviation

Scientific and technological innovation is the only factor that can become a long-term driving engine of economic development. It will enhance the links between local and external economies and is the most effective way to promote the concentration of business opportunities, resources and talents. While learning hard the professional knowledge, it is better to play a greater role in this cause to study science and technology and improve the applied ability. In the base construction of scientific and technological projects for targeted poverty alleviation, colleges and universities should first determine scientific and technological innovative research and development projects. These projects should meet the needs of targeted poverty alleviation and have a high possibility of changing into social productivity. Because their serving objects are rural areas, these projects should focus on agricultural economic development, like technological innovation of agricultural production, tool innovation of agricultural labor, the innovation of agricultural economic development model or the innovation of farmland, business management, etc. It is necessary to make the full use of students' vigor and novel ideas to guide them to make their own scientific achievements to serve the targeted poverty alleviation. Secondly, colleges and universities should guide to establish technological incubators for the targeted poverty alleviation of college student Party members, and set up incubation bases in remote areas. Schools and governments can lead students and staff to work together on incubation projects. The selection of these incubation projects should be typical, sustainable and universal, so as to promote the targeted poverty alleviation in science and technology.

3.5 The Model of College Student Party Members Participating in Targeted Poverty Alleviation

Considering the difficulty of targeted poverty alleviation in rural areas, colleges and universities should establish volunteer bases for college student Party members in poor areas, and lead them to regularly conduct targeted poverty alleviation publicity and research in these areas. Schools can introduce projects of scientific and technological innovations and poverty alleviation into rural production and life, and improve the social practice ability and participation of college student Party members. The next is to establish a docking mechanism between the general Party branch where the students are in and specific poor areas. Through on-site investigations and surveys, we can gain a deeper understanding of the reasons and degree of poverty, and propose effective measures and suggestions based on local conditions to promote local development through targeted poverty alleviation. We can group college student Party members to get to know about the local poor families. Besides, we can also use think tanks to analyze the specific reasons of poverty by comprehensively adopting information technology, data analysis, on-site interviews, and environmental assessments [8]. Moreover, using the knowledge and information obtained can find a way for them to become rich and share part of the responsibility for the country. For poor households with potential and ability, we can actively help them obtain poverty alleviation loans in the financial industries, and support their development of catering, farming, and entertainment, etc.; Last but not least, children are the vulnerable group and the hope of local development[9], so they should be the focus of attention. Students should make use of their own advantages to form a long-

term one-to-one support mechanism with local children, timely track their growth and education, help them solve various problems in life or study, help them set lofty dreams, cultivate firm willpower, and promote their comprehensive development. Education plays a role for a region that cannot be underestimated [10]. Thus, college student Party members should focus on the construction and development of local schools and establish a long-term mechanism to help local educational development. For instance, we can regularly send outstanding college student party members to support education in poor areas, and regularly organize activities like "sending warmth and care" to provide schools with books, teaching aids, basic equipment and other items needed by students to meet the development needs of local education.

4. Conclusion

To sum up, the construction of the functional mechanism of college student Party members in the national targeted poverty alleviation needs the cooperation of governments, colleges and universities, targeted areas and society. College student Party members themselves should also establish advanced ideas, fully play their subjective initiative, devote themselves to social development, enrich their knowledge and accumulate experience to serve the society in the future.

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