Academic Journal of Management and Social Sciences
ISSN: 2958-4396 | Vol. 10, No. 3, 2025

Research on the Pathways of Communist Youth League Organizations in Universities to Assist Rural Revitalization under the Perspective of Chinese-Style Modernization

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Abstract: Building a modern socialist country in all respects presents the most arduous and complex tasks in rural areas. As a bridge and link between the Party and the youth, the Communist Youth League (CYL) organizations in universities bear significant responsibilities in advancing rural revitalization. This study constructs a theoretical foundation for university CYL organizations to support rural revitalization through theoretical, historical, and practical dimensions. It proposes that such organizations should focus on five strategic dimensions—industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization, and organizational revitalization—to guide practical actions.

Keywords: Modernization; Communist Youth League in Universities; Rural Revitalization.

1. Introduction

The report of the 20th National Congress of the Communist Party of China (CPC) states: "On the basis of long-term exploration and practice since the founding of the People's Republic, particularly since the reform and opening up, and through theoretical and practical innovations since the 18th CPC National Congress, our Party has successfully advanced and expanded Chinese-style modernization." General Secretary Xi Jinping stressed that rural areas remain the most challenging frontier in building a modern socialist country during his inspections in Yanan, Shanxi Province and Anyang, Henan Province. He emphasized that in order to fully implement the spirit of the 20th CPC National Congress, prioritize agricultural and rural development, promote the Yanan Spirit and the Red Flag Canal Spirit, consolidate achievements in poverty alleviation, and advance comprehensive rural revitalization, we must persist in continuous efforts to advance the modernization of agriculture in rural areas. Rural revitalization encompasses the holistic development of the economy, politics and culture, requiring collaboration among diverse stakeholders.

The success of Chinese modernization reflects both the universal features of modernization shared by all nations and the distinctive Chinese characteristics. And the commitment to upholding and developing socialism with Chinese characteristics is the most salient feature. From targeted poverty alleviation to rural revitalization, concerted efforts have been made to narrow the income disparities of residents among regions, especially urban and rural areas. Targeted poverty alleviation has basically solved the problem of absolute poverty, while rural revitalization is gradually alleviating relative poverty. In this sense, rural revitalization represents a bold initiative, which is to achieve common prosperity in a super-large society. As a bridge and link between the Party and youth, the CYL organizations in universities bear significant responsibilities in advancing rural revitalization. Through engaging young college students themselves in social volunteer services, Communist Youth League organizations in universities serve as a vital force to win the hearts of youth for the Party, uniting and guiding them to make concrete contributions to the implementation of the Rural Revitalization Strategy.

2. The Significance of University CYL Organizations in Rural Revitalization

The 20th CPC National Congress report underscores: "The youth of China must resolutely follow the Party's leadership, hold fast to their ideals while staying grounded in reality, dare to think and act with both courage and competence. They should aspire to be new-era young people with lofty ideals, a strong sense of responsibility, the ability to endure hardships, and the willingness to strive relentlessly, allowing their youth to bloom brilliantly in the fiery practice of building a modern socialist country in all respects." General Secretary Xi Jinping noted, "Looking ahead, China's younger generation will undoubtedly have vast opportunities to make their mark and are destined to achieve great accomplishments."

As China is at the key point of transitions from consolidating poverty alleviation achievements to rural revitalization, we youth must seize opportunities to be engaged in the construction of rural revitalization. Grassroots Communist Youth League organizations in local universities play a pivotal role in leveraging local talent. By guiding young college students and cadres to cultivate a steadfast belief in serving the people, they encourage active participation in grassroots development. Through engagement in rural revitalization, these youth continuously enhance their knowledge, apply their expertise in practice, and refine their capabilities while tempering their resilience within the rural developmental context, ultimately growing into competent pillars of our nation.

2.1. Promote the Construction of the Theoretical System of Rural Revitalization

Rural revitalization is an important task in our country at present, and how to realize rural revitalization has become an urgent problem to be solved. *"Opinions of the Central Committee of the Communist Party of China and the State Council on Implementing the Rural Revitalization Strategy"* put forward that "the whole society should be gathered to provide talent support for the implementation of the Rural Revitalization Strategy." Therefore, from the perspective of higher education, we can discuss the existing problems of colleges and universities serving rural revitalization, and propose targeted countermeasures and conduct analytical research which will help improve the theoretical system of rural revitalization.

2.2. Improve the Functional Theory of Colleges and Universities Serving Society

Colleges and universities have three functions - talent cultivation, scientific research and social service, through which the social economy can be developed. However, in our country, due to various reasons, the state and universities attach more importance to the two functions of talent cultivation and scientific research, which weakens the social service function of universities to a certain extent, and this tendency still exists to varying degrees. Therefore, the study of the Communist Youth League in universities serving rural revitalization not only helps universities play an important role in boosting the implementation of rural revitalization strategy, but also guides universities to consciously combine China's national conditions and the practice of the policy, and theoretically further improve the function of universities serving society.

2.3. Promote the Smooth Implementation of the Rural Revitalization Strategy

Rural revitalization is an important task in our country at present, and how to realize rural revitalization has become an urgent problem to be solved. *"Opinions of the Central Committee of the Communist Party of China and the State Council on Implementing the Rural Revitalization Strategy"* put forward that "the whole society should be gathered to provide talent support for the implementation of the Rural Revitalization Strategy. "This requires the active participation and support of education, especially higher education. Colleges and universities mainly serve for the development of regional economy, and strive to train high-quality talents. Rural revitalization is an inseparable part of local economic and social development, so the study of local universities serving rural revitalization has important practical significance and practical value for the implementation of rural revitalization strategy.

3. Theoretical Foundations for University CYL Organizations serving Rural Revitalization

In serving the rural revitalization strategy, Communist Youth League organizations in university must bring their initiative into full play and demonstrate their commitment consciously. These efforts should be grounded in the theoretical framework of Marxist principles on shared development and the historical legacy of the Communist Party of China's discourse on the "Three Rural" Issues (agriculture, rural areas, and farmers), thereby persistently advancing rural revitalization practices with sustained intensity.

3.1. Theoretical Dimension: Follow the profound Marxist sharing theory

Sharing is based on the Marxist concept of shared development in which all members of society participate in and build together, and jointly occupy the means of production, material wealth and development achievements of society. The purpose of promoting rural revitalization is to achieve comprehensive rural revitalization and build a better life for farmers. Based on human in reality, the writers of Marxist classics expound the essence, connotation and purpose of sharing from the essence of human beings and human subjectivity. In seminal works such as *The Communist Manifesto,* Marx and Engels articulated that the subject of sharing is all members of society, and the essential connotation of sharing is to ultimately strive to realize the free and comprehensive development of all members of society. As they point out: "A common association of all members of society to make common and planned use of the productivity..... To enable the full development of the talents of all members of society." The purpose of shared values is to realize the all-round development of human beings and realize the free emancipation of human beings, and to shift from the kingdom of necessity to the kingdom of freedom. In the new era, the General Secretary Xi JinPing pointed out that "sharing is an essential requirement of socialism with Chinese characteristics. We must adhere to the principle that development is for the people, by the people, and that the fruits of development are shared by the people. "To solve the problem of unbalanced and insufficient rural development, it is necessary to implement the "people-centered" rural revitalization strategy, so that the people can share the fruits of development and achieve a better life for farmers. The Marxist sharing theory provides a theoretical basis and an important guarantee for the practice of universities serving rural revitalization. Universities should adhere to the concept of shared development, keep up with the pace of the times, and explore the implementation of shared industries, the construction of shared culture and the countermeasures of shared ecological development around the value of "realizing the all-round development of farmers and a better life for farmers".

3.2. Historical Dimension: Inherit the “Three Rural” Issues of Successive Leaders of the CPC

During the period of the new democratic revolution, Mao Zedong systematically explained the important position of the peasants in the revolution, In On New Democracy, he asserted: "The Chinese revolution is essentially the revolution of peasants", and “the peasant question has become the basic issue of the Chinese revolution, and the power of the peasants is the main force of the Chinese revolution.” Mao Zedong sought to address the issue of landownership among peasants through initiatives such as land reform and the reduction of rents and interest rates, thereby enhancing their motivation and advancing the revolutionary cause. After the founding of the People's Republic of China, Mao Zedong advanced the realization of socialist agricultural transformation through agricultural collectivization, catalyzing comprehensive

development across rural economic, political, and cultural spheres, thereby charting China's countryside onto the trajectory of socialist modernization. Deng Xiaoping took mobilizing the enthusiasm of peasants as the basic requirement for formulating rural policies, respected the pioneering spirit of peasants, implement the household contract responsibility system and develop township enterprises, ensure the maintenance of farmers' material interests and democratic rights, and effectively solve the "three rural" problems. Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping has repeatedly emphasized the need to adhere to the Party's leadership over rural work, prioritize the development of agriculture and rural areas, and promote the modernization of agriculture and rural areas. He has repeatedly stressed that the key of rural revitalization lies in industry and the cornerstone lies in talents. To this end, the Communist Youth League organizations in universities should attach great importance to promoting rural revitalization, and in the process of educating students through practice, they should be guided by the "three rural" thoughts of the successive leaders of the Communist Party of China, combine with the characteristics of the school's professional disciplines, to create a strong team of young talents, promote the project of science and technology to the countryside, cultivate new professional farmers, and effectively promote the revitalization and development of the countryside.

3.3. Realistic Dimension: The Practice of Promoting Rural Revitalization

Marxists hold that attention should be paid to practical ways in reality. Practice refers to the unique object activity of human beings actively transforming the objective material world. The state attaches great importance to promoting the practice of rural revitalization, and has issued a series of relevant policies to promote rural revitalization. In 2018, the No.1 Central Document pointed out that the implementation of the rural revitalization strategy is the general starting point of the "three rural" work in the new era, It is necessary to conduct practical explorations in aspects such as implementing the strategy of promoting agriculture with high quality, strengthening the talent support for rural revitalization, promoting the ecological development of rural areas, advancing the construction of rural civilization, fighting the battle of targeted poverty alleviation, and shaping the new style of beautiful countryside.

The report of the 18th National Congress of the Communist Youth League pointed out that the Communist Youth League should encourage young people to actively participate in the rural revitalization actions, vigorously cultivate rural youth to become leaders in getting rich, and actively support the flow of industrial resources to agriculture and rural areas. The Communist Youth League organizations in universities play an irreplaceable and crucial role in the process of promoting rural revitalization. In recent years, more and more Communist Youth League organizations in universities have closely combined with the actual situation to explore and organize young teachers and students to promote the practice of rural revitalization around the series of requirements issued by our party and country on serving rural revitalization. For example, Tsinghua University has created a rural revitalization workstation model for the first time in the country, organizing young students to carry out the practice of "rural revitalization" in rural areas, and helping the effective connection between local "poverty alleviation" and "rural revitalization". Southwest University has implemented the "Rural Revitalization Boost Project", and provided targeted assistance to the rural areas of Changning County, Yunnan Province through means such as "focusing on characteristic industries, educational assistance, and exploring and transforming ethnic cultures". Sichuan Agricultural University has focused on the social practice of college students "returning to their hometowns" with the theme of "Innovation in Science and Technology for Rural Areas, Young People's Practical Action", In 2024, nearly ten thousand students, led by the new productive forces in agriculture, gave full play to their professional advantages, rooted themselves in the development of the "three rural", and be ready to assist the local rural industry development planning, promoto characteristic industries and solve urgent problems. The Communist Youth League organizations in universities should attach great importance to the practice of rural revitalization, give full play to their organizational cohesion, encourage the conscious initiative of young teachers and students to participate, and actively be engaged in the practice of rural revitalization through means such as volunteer services, social practices, and starting businesses in their hometowns.

4. Five Dimensions for University CYL Organizations in Rural Revitalization Strategy

Marxism believes that the realization of the people's good life is to be achieved through the cohesion of sharing consciousness, the promotion of the sharing of fruits by all people and the construction of a comprehensive sharing pattern. In the practical process of comprehensively promoting the rural revitalization strategy and realizing the better life for farmers, the Communist Youth League organizations in universities should implement the concept of sharing and actively strengthen the construction of rural sharing. The Action Plan for Science and Technology Innovation for Rural Revitalization in Colleges and Universities (2018-2022) issued by the Ministry of Education mentions that it is necessary to adhere to the five development concepts of "innovation, synergy, greenness, openness, and sharing", to build a scientific and technological innovation system in universities to support rural revitalization, and to provide comprehensive services for the revitalization of rural industries, talents, culture, ecology and organizations. In this regard, the Communist Youth League of universities should focus on the five dimensions of "serving rural industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization and organizational revitalization", and help promote the all-round construction of rural revitalization.

4.1. Rural Industry Revitalization: The Material Basis of University CYL Organizations Serving Rural Revitalization Strategy

General Secretary Xi Jinping pointed out: "The result of core technology research should not just be technical reports, scientific papers, and laboratory samples, but marketable products, technical strength, and industrial strength." Industrial revitalization ranks first in the overall requirements of the rural revitalization strategy, and is an important engine

and support for the implementation of the rural revitalization strategy. However, the current scientific and technological innovation capacity of universities in helping the rural revitalization strategy is not strong enough, and the system of rural industrial technology support has not been formed. The Communist Youth League of universities should call on more young teachers and students to devote in this action, organize young teachers and students to go deep into the countryside with focus on the hot issues of rural development. Combined with the idyllic scenery, ancient village architecture, intangible cultural heritage, red tourism and other characteristics of the resources, The Communist Youth League of universities should guide the teenagers to explore the rural industry innovation mode around the concept of sharing, and try to build a number of innovative enterprises that lead the revitalization of the countryside, promoting the construction of rural industries, and further solve the problems of single rural industries and difficult for farmers to get rid of poverty and become rich.

4.1.1. Build Platforms for Sharing Innovation and Entrepreneurship, Implement the Project of Sending Science and Technology to Rural Areas, And Increase the Motivation for Young People to Participate in Rural Revitalization.

The Communist Youth League of universities has built a sharing platform for innovation and entrepreneurship by establishing a mass maker space and collaborative innovation center, attracting the participation of young talents and teachers in universities, and sending young experts to rural areas to carry out various forms of service such as sending science and technology to the countryside, providing scientific and technological support for rural industries, thereby creating a good sharing atmosphere, and further stimulating the consciousness and autonomy of young people in innovation and entrepreneurship.

4.1.2. Strengthen Policy Support, Change the Concept of Innovation and Entrepreneurship, and Enhance the Ability of Young People to Participate in Rural Revitalization.

The Communist Youth League of universities should provide policy support for young people's innovation and entrepreneurship from the fields of finance, entrepreneurship mentors and position construction. Such as strengthening cooperation with local governments and financial institutions, providing policy assistance and financial security for young entrepreneurs, and solving the financing difficulties of young entrepreneurs. It should link up with experts and professional teachers on innovation and entrepreneurship to provide guidance on innovation and entrepreneurship as well as professional technology for young entrepreneurs.

4.1.3. Integrate Social Resources, Incubate Innovation and Entrepreneurship Training Programs, Encourage Young People to Participate in Rural Revitalization.

Being based on the New Rural Development Research Institute, The Communist Youth League of universities actively taps social resources, alliances with rural science and technology services of universities, establishes professor stations of characteristic industrial bases and homes for entrepreneurial youth, and guides young people to participate in innovation and entrepreneurship training programs. Focusing on the “Youth Challenge Cup” and other competitions, combining the concepts of industry, academia, research and application, and using the "Internet +" rural revitalization service means, it encourages young people to transform the achievements of innovation and entrepreneurship, cultivate new forms of sharing economy, promote the upgrading of rural industries, and promote the revitalization of rural industries.

4.2. Rural Talent Revitalization: The Key Force of University CYL Organizations Serving the Rural Revitalization Strategy

Marxism believes that the people are the main body and creator of history, the process of realizing sharing relies on the power of the people, and all people must participate and build together. And the key force of rural revitalization is talents, which must unite the strength of the whole society. At present, the main body supporting rural revitalization should not be limited to the one-dimensional government, but should promote the diversification of the main body, including farmers, teachers, young students and other subjects. Only by cultivating diversified participating subjects can the realistic foundation of rural revitalization be consolidated, and the sharing of a better life of farmers be realized. Therefore, the Communist Youth League of universities should make it clear that assisting in rural revitalization requires the joint participation of multiple subjects, consciously cultivate new professional farmers who have the ability to survive, the ability to develop and the sense of responsibility, and cultivate teachers and students who have the autonomy, initiative and creativity, so as to realize the joint participation of multiple subjects in rural revitalization.

4.2.1. Farmers are the Fundamental Force in Serving the Rural Revitalization Strategy

Farmers are the main driving force and beneficiaries of the rural revitalization strategy. The Communist Youth League of universities should organize interdisciplinary professional and cross-talent teams of compound poverty alleviation experts to go into the countryside, implement regular training for farmers, combine “poverty alleviation” with “intellectual development”, and further stimulate farmers' consciousness, autonomy and creativity. The Communist Youth League of universities links the strength of various functional departments, giving full play to the advantages of multidisciplinary specialties, constructing a diversified training system and a long-term mechanism for nurturing new types of vocational farmers who are scientifically literate and innovative in their thinking.

4.2.2. Teachers are the Guaranteed Force for Serving the Rural Revitalization Strategy

The Communist Youth League of universities, According to the talent requirements for the rural revitalization strategy, the Communist Youth League of universities recruits volunteer teachers for all kinds of majors in the university, sets up a team of teachers, and carried out classified and thematic training for farmers and young students involved in rural revitalization in a targeted manner, focusing on cultivating talents for assisting the rural revitalization strategy.

4.2.3. Young Students Are an Important Force in Serving the Rural Revitalization Strategy

The Communist Youth League of universities builds a position for coordinating the rural revitalization strategy inside and outside the university, gives full play to the advantages of the second classroom, carries out a series of practical activities to help rural revitalization, and encourages

young students to actively contribute to rural revitalization through voluntary services such as the “Bringing Culture, Science and Technology, and Healthcare to the Countryside”, the “Western China Volunteer Program”, and “Three Supports and One Assistance Program”, in combination with their professional advantages, providing a solid guarantee for promoting rural revitalization.

4.3. Rural Cultural Revitalization: An Important Cornerstone of University CYL Organizations in Serving the Rural Revitalization Strategy

General Secretary Xi Jinping pointed out that: "Culture is the soul of a country and a nation. When culture thrives, the nation's fortune thrives, and when culture is strong, the nation is strong." Rural culture is the sum of material and spiritual achievements created by farmers in production and life practice, with relative independence and counteraction, is one of the important thrusts to serve the rural revitalization strategy. The comprehensive revitalization of the countryside cannot be separated from the promotion of rural cultural revitalization, the continuation of the bloodline of rural culture, and the sharing of the fruits of cultural construction. To promote the sharing of rural culture, cultivate the civilized rural style, and reflect the value and purport of the rural revitalization strategy, The Communist Youth League of universities should focus on sharing the fruits of cultural development in the countryside, strengthening the construction of positions and platforms for cultural sharing in the countryside, carrying out colourful activities for cultural sharing in the countryside, guiding young people to practise socialist core values, and promoting the revitalization of rural culture.

4.3.1. Strengthen the Cultural Sharing Positions and Construction of Platforms

The Communist Youth League in universities should be based on actual practice, uphold the concept of sharing, establish cultural sharing positions and platform construction in rural areas, give full play to the main bodies of young teachers and students, make full use of returning entrepreneurial talents and other main forces, develop and produce rural cultural products, promote the industrialization of rural sharing culture, and enhance the dissemination and influence of rural culture.

4.3.2. Carry out Rural Culture Sharing Activities in Various Forms

The Communist Youth League of universities should focus on themes such as the protection of traditional villages, the creation of characteristic old towns and the inheritance of traditional handicrafts, and carry out cultural sharing activities in such areas as the inheritance and development of intangible cultural heritage, the construction of a civilized countryside, and rural ecological tourism, encouraging active participation by farmers, young teachers and students who are helping to revitalize the countryside, and other subjects, so as to improve the creativity of rural sharing culture and promote cultural enrichment.

4.3.3. Strengthen Education on Core Socialist Values

The Communist Youth League of universities, led by socialist core values, takes cultural sharing practices as an important way to disseminate and promote socialist core values, taps into and carries forward the excellent traditional culture of the countryside, strengthens the moral construction of young teachers and students and improves their scientific and cultural literacy, fosters a good spiritual outlook among young teachers and students, and consciously participates in the revitalization of the countryside.

4.4. Rural Ecological Revitalization: The Main base of University CYL Organizations Serving the Rural Revitalization Strategy

Marxism believes that human beings and nature are in harmony, and that human development and natural development are mutually reinforcing. General Secretary Xi Jinping has made a series of important statements, such as "human beings and nature are a community of life", "lucid waters and lush mountains are invaluable assets" and "the environment is a matter of people's livelihood". Good ecology plays an important role in rural development, agricultural production and farmers' lives. For the social level, a good ecological environment belongs to the common wealth of the human society, which is related to the production and life of the people, which requires that the ecological construction must adhere to the concept of sharing. The Communist Youth League of universities should uphold the concept of shared ecological development, focus on ecological revitalization, build beautiful villages, and commit to a better life for farmers.

4.4.1. Publicize Ecological Concepts Through Multiple Channels and Raise Ecological Awareness

The Communist Youth League of universities should organize young people to go into the countryside to publicize ecological concepts by means of volunteer activities, guide villagers to enhance their awareness of environmental protection, mobilize and give full play to the enthusiasm and initiative of farmers in participating in ecological revitalization, and make contributions to green development, shared development and sustainable development.

4.4.2. Cohesion of Young People in Various Ways to Promote Ecological Practices

The Communist Youth League of universities will gather the strength of young teachers and students in colleges and universities, go deep into the countryside, focus on the difficult points and challenges of ecological livability, and promote ecological practices such as rural ecological governance and protection, green agricultural technology promotion services, and environmental protection industry promotion. To create a shared ecological construction of the characteristic brand activities, to form a long-term mechanism, and to guarantee the work of serving rural revitalization to be carried out in a meticulous, solid and in-depth manner.

4.4.3. Strengthen All-Round "School-Local" Cooperation and Build Beautiful Villages

The university youth league should strengthen the synergy with the rural youth league and local governments to explore local ecological and agricultural characteristics, create a good rural ecological environment, inspire farmers to participate in rural revitalization, promote ecological practices and build a beautiful countryside together.

4.5. Rural Organization Revitalization: The Basic Guarantee for University CYL Organizations to Serve the Rural Revitalization Strategy

Rural revitalization is a systematic project, including the building of organizations that promote rural development.

Organization is a social system consisting of various interconnected elements such as institutions and structures. Rural organizations are the main guaranteeing force for the endogenous development of the countryside, and are one of the crucial factors for agricultural and rural development. At present, the lack of rural organizations for rural revitalization in China has caused many problems in rural development. Only by innovating the construction of rural organizations can the Communist Youth League in universities effectively transform external resources into key elements to promote rural development and form the internal power of rural revitalization.

4.5.1. Build Shared Grass-roots League Organizations

The Communist Youth League in universities should strengthen the construction of grass-roots youth league organizations to serve rural revitalization based on the concept of sharing, for example, by combining the characteristics of the school's academic disciplines and setting up youth league branches and groups with the theme of “serving the strategy of rural revitalization and sharing the fruits of development”.

4.5.2. Strengthen Organizational Management.

The Communist Youth League of universities takes the Communist Youth League of secondary colleges as the main body, forming a "three-level" organizational structure from "General League branch" to "League branch" and "League group". At the same time, student organizations such as students' union and student associations are extended to strengthen the educational management of young people, and further stimulate the consciousness of participating in the rural revitalization action.

4.5.3. Innovate Organizational Operation System

In the process of promoting rural revitalization, the Communist Youth League of universities should adhere to the application of Marxist sharing theory, clarify its own functional positioning, play a synergistic role in promoting the Communist Youth League of secondary colleges, the Youth League branches, student unions, student associations, and innovate the operation system.

5. Strategies of University CYL Organizations to Serve the Rural Revitalization

5.1. Create a Shared Atmosphere for University Youth Groups to Serve the Rural Revitalization

The sharing atmosphere is conducive to Communist Youth League of universities to stimulate the subjectivity of young people to participate in rural revitalization, to build a system of talents to serve and to form the brand effect of rural revitalization. In terms of effectively creating a sharing atmosphere to serve the rural revitalization strategy, the Communist Youth League of universities should adhere to the leadership of the party and the league, strengthen the construction of the league, set up league branches and associations to serve the rural revitalization strategy, play the role of ideological leadership, cultivate young talents, and build a sharing cultural position, the steps are as follows:

5.1.1. Play the Function of Ideological Leadership to Enhance the Subjectivity of Youth in Promoting Rural Revitalization

The Communist Youth League of universities, as a bridge to contact, cohere and serve the majority of young people, should deepen its ideological leadership, closely focus on the Marxist theory of sharing, practice the sharing concept of realizing the comprehensive development of human beings, guide young people to be deeply aware of the importance of the strategy of rural revitalization, and further stimulate the endogenous motivation and subjectivity of young students to participate in rural revitalization.

5.1.2. Cultivate Youth Reserves and Improve the System of Talents Serving the Rural Revitalization Strategy

Marxism believes that all people should participate in the process of co-construction and expand the pluralistic participating subjects. The Communist Youth League of universities has formulated different training plans for different participants, focusing on the cultivation of rural talents. For farmers, the Communist Youth League of universities should organize experts and scholars should go into the countryside to carry out rural new industry technology and other business training with their professional knowledge and skills, by which we can cultivate new professional farmers. For college teachers and students involved in rural revitalization, the Communist Youth League of universities recruits experts and scholars in agronomy, agricultural economics and other disciplines and young student volunteers. The experts and scholars will train the young student volunteers on the special topics of serving the strategy of rural revitalization, so as to create a talent matrix for rural revitalization. After completing their studies, young student volunteers participate in rural revitalization practices, and thus further promote rural revitalization and shared development.

5.1.3. Build Cultural Sharing Positions and Form a Brand Effect of Cultural Assistance for Rural Revitalization

The Communist Youth League of universities should combine revitalization with rural characteristics, focus on the concept of "one village, one product", build cultural sharing positions, promote socialist core values, tap local cultural characteristics, protect traditional villages, create shared tourism and build a special brand.

5.2. Build a Synergistic Mechanism for College CYL to Serve the Rural Revitalization Strategy

The synergistic mechanism of university Communist Youth League to serve rural revitalization strategy is the organizational system and system of rich resources established by university Communist Youth League to promote rural revitalization. The establishment of synergistic mechanisms such as the synergistic linkage mechanism, the volunteer service mechanism and the practical operation mechanism of the university Communist Youth League to serve rural revitalization has become an important countermeasure for the university Communist Youth League to promote the rural revitalization strategy.

5.2.1. Build a Synergistic Linkage Mechanism to Serve Rural Revitalization

The implementation of the strategy of rural revitalization is

a complex system, and the elements within the system work together to form a pull effect and achieve the greatest collective effect. The Youth League in universities should strengthen the synergistic linkage, so that the action of rural revitalization can achieve the "same frequency resonance": actively broaden the ways and channels for rural revitalization, managae together in various means, and encourage the participating teachers and students to form a synergistic thrust, and work together to revitalize the industry, talent, culture, ecology and organization of the countryside. By linking the secondary colleges Communist Youth League, the Party Committee propaganda department, student work department and other departments, we have brought together the power of multiple subjects, which has led to the logical transition from "independent" to "synergistic" action in support of the strategy of rural revitalization.

5.2.2. Construct a Volunteer Service Mechanism for Rural Revitalization

The Communist Youth League of universities has linked up with secondary colleges to carry out volunteer service activities in support of rural revitalization in a coordinated manner, so as to enhance the sense of identity and self-consciousness of young people volunteering to serve rural revitalization, such as stimulating young people's sense of identity in terms of their cognition, feelings, mentality, values and actions, and guiding young people to independently penetrate into the countryside, and guide teenagers to take root in the countryside and serve the countryside.

5.2.3. Build a Practical Operation Mechanism to Serve Rural Revitalization

In the new era, more and more college students go into the rural areas and participate in volunteer services and practical activities such as the "Bringing Culture, Science and Technology, and Healthcare to the Countryside", the "Western China Volunteer Program", and "Three Supports and One Assistance Program" organized by the college Communist Youth League. The Communist Youth League of universities with their knowledge and skills should further establish a practical operation mechanism to serve the strategy of rural revitalization, enrich the practical forms of volunteer service, such as the promotion of e-commerce of agricultural products. the promotion of agricultural technology, the construction of rural culture, and the construction of rural ecological civilization. To inject new vitality into the revitalization of the countryside.

5.3. Innovate the Development Mode of the College CYL Serving the Rural Revitalization Strategy

The development mode of college Communist Youth League serving rural revitalization strategy refers to the way of college Communist Youth League promoting the shared development of all kinds of resources in the process of helping the practice of rural revitalization strategy. In the new era, college Communist Youth League can innovate the sharing mode in the following ways:

5.3.1. Create a Technical Service Platform to Promote the Upgrading and Optimization of Rural Revitalization Industries

The goal of implementing the strategy of rural revitalization is to change the status quo of rural poverty and backwardness, to achieve modernization of agriculture and rural areas and to create a better life for farmers. In the new era of constantly updated new technologies, higher requirements have been put forward for the technical service of college Communist Youth League for rural revitalization. The Youth League of universities has gathered the strength of young teachers to create a shared platform for technical services to promote rural revitalization, to provide technical training to farmers and young students involved in rural revitalization, to promote industrial upgrading and optimization, enable farmers to increase their income in real terms, and further strengthen the industrial foundation of rural revitalization.

5.3.2. Create an Entrepreneurial Service Platform and Promote the Results of Rural Revitalization Projects

Currently, rural industries are not attractive enough to young people, and the phenomenon of rural youth outflow is serious. The state attaches more and more importance to the role of youth in promoting the implementation of the rural revitalization strategy, *and the Medium- and Long-Term Youth Development Plan (2016-2025)* clearly puts forward the need to promote young people to be engaged in entrepreneurial practice. The Communist Youth League of universities inspires youth to return to their hometowns to start businesses by creating an ecological atmosphere for entrepreneurship, setting up service-sharing platforms such as maker Spaces and innovation synergy centers, and to strengthen innovation training. Young people combining their own professional characteristics with local specialties return to their hometowns after graduation to start their own businesses, to incubate innovative and entrepreneurial projects, and thus promote industrial revitalization.

5.3.3. Create a Network Service Platform to Promote the Digital Empowerment of Rural Revitalization Resources

The network information age which has brought about profound changes, and digitization and intelligence has become the future trend of reform in various fields. The implementation of rural revitalization strategy is a complex system with numerous elements and variables, which cannot be separated from the use of information technology. In order to ensure the promotion of rural revitalization, the Communist Youth League of universities creates a scientific practice field in the context of the network information era, promotes rural revitalization with the help of new network technologies, gives full play to the advantages of digitally-driven resources, and further explores the digital development mode. For example, it promotes digital rural industries and agriculture, develops intelligent software to help rural revitalization and invites experts and scholars to develop digital courses.

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