

Study on the Path of Social Work Enabling Rural Revitalization: Taking the Ethnic Areas of Anshun City, Guizhou Province as an Example

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Abstract: With the evolution of the times, rural revitalization has emerged as a core strategy for China's comprehensive development in the new era, with the goal of promoting the all-round revitalization of rural areas in the economic, social, cultural and ecological fields. Social work, a professional field rooted in the concept of helping people to help themselves and committed to promoting social justice and harmony, has added new impetus and potential to the strategy of rural revitalization by virtue of its unique values, methodological system and skill sets.

Keywords: Social work; Rural revitalization; Development

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The essence of rural revitalization lies in the promotion of comprehensive human development, focusing on enhancing the quality of life, happiness and personal growth potential of rural residents. Adhering to the principle of "people-oriented care", social work focuses on meeting the diversified needs of individuals and collectives, and helps rural residents deepen their self-understanding and improve their ability to cope with life's difficulties through the provision of professional social services, such as mental health assistance, education guidance, and livelihood development counseling.^[1] In addition, social work emphasizes the importance of community participation and community capacity building, and motivates rural residents to take the initiative to participate in community activities, work together to draw a vision of rural development, and build a new model of rural governance. In this process, social work not only effectively responds to the practical problems of the rural society, but also promotes the inheritance and innovative development of the rural culture, and strengthens the unity and sense of belonging of the rural society.

1. Problems of Social Work Joining Rural Revitalization

(1) Lack of implementation of policies and lack of a regulatory system

An important cornerstone for the smooth conduct of social work lies in the effective implementation of policies and the soundness of rules and regulations. However, in the ethnic areas of Anshun City, Guizhou Province, when social work tries to integrate into the strategy of rural revitalization, the problems of ineffective implementation of

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policies and lack of rules and regulations are particularly significant. Specifically, although the national and local governments have enacted a number of policies and measures aimed at promoting the development of social work, it is often difficult to fully realize the expected goals of these policies when they are implemented at the local level due to regional differences and lack of implementation^[2]. In addition, social work, as a highly specialized and strictly regulated profession, is in need of a complete set of rules and regulations to guide its practice. Unfortunately, the current laws, regulations and professional standards in the field of social work in the region are not perfect, resulting in a lack of clear guidelines and norms for social workers in providing services, which in turn affects the quality and effectiveness of services.

(2) Limited service capacity and a single service model

In the practice of integrating rural revitalization and social work, the limitation of service capacity and the rigidity of service mode have become the key factors hindering its development^[3]. The social work service organizations located in the ethnic areas of Anshun City, Guizhou Province, are generally facing the problem of weak service capacity due to their late start in development and lack of practical experience, which is manifested in the narrow scope of service, outdated service means and poor service results. In addition, the service model of these institutions is not innovative enough, mostly relying on the traditional relief and assistance model, which is difficult to adapt to the growing demand for diversified and personalized services in the rural society. Such limitations not only undermine the contribution of social work to the process of rural revitalization, but also adversely affect the harmony, stability and long-term development of rural society.

2. Implications of the Value of Social Work for Rural Revitalization

(1) Contributing to high-quality rural development

In the promotion of rural revitalization in the ethnic areas of Anshun City, Guizhou Province, social work, with its unique professional perspective and practice paradigm, provides a powerful driving force for the high-quality development of the countryside. By penetrating into the rural hinterland, social work accurately captures the development needs and constraints, and utilizes professional skills and methods to efficiently integrate internal and external resources to promote the upgrading of rural industries and the optimization of structures. In this process, social work not only pays attention to the growth of economic indicators, but also focuses on the enhancement of sustainable development capacity, and assists villages to establish diversified and risk-resistant industrial systems with the help of talent cultivation, technology introduction and model innovation^[4]. In addition, social work also pushes forward the modernization and transformation of rural governance, strengthens the capacity building of grassroots organizations, and improves villagers' self-management and self-service skills, so as to build a solid organizational and social foundation for the high-quality development of villages.

(2) Building a harmonious ecological system

In response to the double test of ecological preservation and sustainable promotion in the countryside, social work has played an indispensable role in the strategy of rural revitalization in the ethnic areas of Anshun City. Adhering to the principle of ecological justice, social work deeply plants the concept of ecological protection in all aspects of rural development, and adopts a variety of strategies such as environmental education, ecological restoration plans and green life advocacy to stimulate villagers to establish ecological civilization awareness and encourage them to actively participate in environmental protection practices. At the same time, social work also focuses on balancing the relationship between economic development and ecological protection, helping to build a green, low-carbon, circular rural economic model, in order to realize the harmonious coexistence of man and nature. In the process of building an ecologically harmonious system, social work not only focuses on the optimization

of the natural environment, but also devotes itself to promoting the harmony and unity between human beings and nature, between human beings and between human beings and the society, thus laying a solid ecological foundation for the sustainable progress of the countryside.

3. Social Work Enabling Rural Revitalization Strategy

(1) Party building leadership, precise policy-making for revitalization

In the context of the new era of rural revitalization strategy, the leadership of party building is not only a solid political backing, but also a core element to realize the implementation of precise strategies and activate the internal development momentum. Social work, as a kind of professional resource, its deep integration with Party building and how to accurately match the needs of rural development constitute a new challenge to promote the process of rural revitalization. The implementation of precise strategies under the leadership of Party building means that social workers need to go deep into the grassroots of the countryside, make use of the strong fighting base of the Party organization to accurately identify the obstacles and potentials of rural development, and then carry out scientific planning and efficient implementation to ensure that all measures can accurately match the actual needs and quickly produce effective results. Constructing a service framework of "Party building and integrated social work" can not only strengthen the cohesion of the Party organization, but also enhance the professional level of social work, so that we can work hand in hand to draw a grand blueprint for the revitalization of the countryside.

Based on this, the local party committee in an ethnic minority area in Anshun City, Guizhou Province can work closely with the government and social work institutions to jointly launch the project of "party building navigation and precise assistance". At the beginning of the project, it is necessary to set up a research team led by social workers in party member. They go deep into villages and accurately identify the key problems that hinder local development by means of participation in observation and in-depth interviews, such as the lack of brand effect of characteristic industries and the weak self-development ability of villagers. Subsequently, with the help of the organizational strength of the Party organization, the project worked out an industrial development plan of "one village with one characteristic" in cooperation with agriculture, cultural tourism and other departments, and introduced a professional marketing team to expand the sales path of agricultural products with the help of e-commerce platform. In addition, in view of the shortage of human resources, a special "rural talent cultivation plan" can be formulated to enhance the villagers' self-development ability through skills training and experience exchange. Under the guidance of Party building, it is not only possible to accelerate the prosperity of local characteristic industries, but also to greatly stimulate the inner vitality of the villagers, laying a solid foundation for rural revitalization.

(2) Project-driven, industrial prosperity to build a cornerstone

In the process of rural revitalization, project-driven plays the role of a core driving force, which relies on specific projects as a platform, integrates diversified resources and implements precise interventions to help rural industries flourish. The project-driven strategy adopted by social work in the framework of rural revitalization focuses on problem orientation, planning and executing a series of projects with clear objectives and strong implementation, aiming at stimulating the economic potential of the countryside and building a sustainable industrial ecosystem. Project implementation not only directly accelerates rural economic growth, but also nurtures local talents and optimizes the rural governance mechanism in the process, providing a continuous source of power for rural revitalization.

For example, the comprehensive development project of "rural tourism integrating characteristic agricultural products" can be introduced into the ethnic areas of Anshun City, Guizhou Province, with the local government leading the project and social work institutions deeply involved in the design and implementation. At the initial

stage of the project, it is necessary to conduct a comprehensive survey of rural resources, and make clear the path of using local natural scenery and national cultural resources to promote the development of rural tourism. Subsequently, by attracting social capital investment, we built tourism facilities including homestays, viewing platforms and cultural experience halls, and integrated characteristic agricultural products to build a compound industrial chain of "agriculture plus tourism". During the implementation of the project, social workers actively promoted villagers' participation, and organized activities such as tourism service skills training and agricultural product processing technology teaching, which enhanced villagers' participation and the scope of the project. Based on the proposal and implementation of the project, the local rural tourism is also affected, attracting more tourists, and the local area is also conducive to the realization of the dual goals of farmers' income growth and rural economic revitalization.

(3) Fine services, care for the disadvantaged and warming the hearts of the people

In the broad vision of rural revitalization, fine social services are like warm sunshine, penetrating into all levels, illuminating and warming the inner world of rural disadvantaged groups. As a professional field focusing on addressing social challenges, the essence of social work is to uphold the "humanistic philosophy", and through the implementation of personalized and precise service strategies, it aims to enhance the social resilience and happiness of individuals. In the tide of rural revitalization, social work should focus on vulnerable groups such as rural left-behind children, the elderly and the disabled, and through in-depth needs assessment, emotional comfort and capacity building, not only to meet their material needs, but also to pay more attention to their spiritual abundance and self-worth realization. This refined service model is not only a breakthrough from the traditional "blood transfusion" model of poverty alleviation, but also a key path to activating internal vitality in rural areas and promoting social equity.

In view of the general emotional emptiness and lack of academic counseling among left-behind children, local social work agencies can cooperate with local village committees to jointly launch the "heart-to-hand connection and common promotion" plan. In the early stage of implementation, it is necessary to accurately grasp the specific needs of each left-behind child through home visits and questionnaire collection, covering mental health, study counseling and daily life care. After getting the basic information, the social work team needs to use professional skills to provide personalized psychological counseling, study counseling and interest group participation opportunities for children to help them build self-confidence and develop their personal interests. At the same time, using convenient digital tools, such as WeChat group chat and online education platform, we will build a communication bridge between parents and children, share their growth and progress regularly, and deepen the emotional connection between parents and children. In addition, social workers can actively mobilize all sectors of society to pay attention to the issue of left-behind children, organize volunteers to participate in activities such as bandu and outdoor exploration, and ensure that care and warmth touch every corner of need. This series of well-designed service measures not only effectively alleviated the plight of left-behind children, but also added profound humanistic care to the rural revitalization strategy.

(4) Resource linkage, pluralistic governance for harmony

As a comprehensive project, rural revitalization urgently requires the concerted participation and joint efforts of the government, the market and all sectors of society. In this process, social work plays a crucial role as a bridge, linking diverse resource entities and promoting the optimal allocation and efficient use of resources. Through the function of resource linkage, social work effectively breaks down the barriers between various fields, realizes the in-depth integration and efficient integration of government, market and social resources, and lays a solid foundation for the implementation of rural revitalization strategy. At the same time, it advocates the concept of multi-stakeholder governance, encourages all stakeholders to join hands in rural governance on the basis of equal consultation, and builds a new type of rural governance system led by the government, driven by the market, and

widely participated by the society, which vigorously promotes the harmony, stability and long-term development of the rural society.

In view of this, in response to the slow development of local specialty industries and the backwardness of infrastructure, the social work organizations can conduct in-depth field visits and analyze the reasons, such as the lack of funds, backwardness of technology, and shortage of talents, which are the main bottlenecks for their development. To this end, the social work team can take positive actions. On the one hand, it can take the initiative to feedback the situation to the government departments and strive to obtain policy inclination and project funding support; on the other hand, it can rely on its own professional expertise to build a bridge of interaction between the government, enterprises, social organizations, and the villagers, and successfully attract the injection of external capital and technical support. For example, through digital means - the creation of a rural revitalization information exchange system, which regularly publishes project dynamics, resource needs, and cooperation intentions, it can successfully attract the attention and collaboration of many agricultural enterprises and scientific research units. In addition, social work can also try to enable villagers to form cooperatives and participate in industrial operation and income distribution, which can significantly enhance the villagers' sense of benefit and belonging. Through the joint efforts of many parties, the development of specialty industries can flourish and the optimization of infrastructure construction can be achieved, in order to gradually realize the transformation from relying on external assistance to self-development, adding strong vitality to the implementation of the strategy of rural revitalization.

4. Conclusion

In the process of rural revitalization, social work has demonstrated its unique value and great potential. Relying on multiple strategies such as party building leadership, project-driven, refined services and resource integration, it has not only boosted the rural economy towards high-quality development, but also promoted ecological harmony, paid attention to disadvantaged groups, and facilitated the formation of a multi-pronged pattern of common governance. These practical activities not only effectively address the specific challenges of rural development, but also activate the inner vitality of the countryside at a deeper level and strengthen the unity and sense of belonging of the rural community. Social work, with its people-oriented core values, has become an indispensable and important force in the journey of rural revitalization, contributing valuable wisdom and strength to building a more prosperous, harmonious and sustainable rural society.

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