

View on Chinese New Rural Construction and Strategies of Human Resource Development from the Perspective of the Korean New Community Movement

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Abstract

This paper reviewed the Korean New Community Movement, which was considered to be successful, and analyzed Chinese New Rural Construction from the view of the Korean New Community Movement. This paper especially emphasized the importance of human resource development for the new rural construction, and discussed the strategies for the human resource development.

Korean government took the policy to accomplish its economic development through the new community movement during President Park Jung-hee reign and Chinese government began to work on new rural construction to address the issues in the agricultural sector in 2006. It was the start of the 5-year plan of the 11th economic development in China.

Chinese government took the Korean new community movement as successful in achieving its goal. They saw the movement contributed to build the agricultural infrastructure and to narrow the gap between the city and the countryside income. Although China and Korea differed in the social systems and the national consciousness, they shared a common goal to achieve thoroughgoing agricultural construction for their economic modernization.

Based on the two nations' successful cases, this paper examined and suggested the human resource development in this sector as one of the strategies for the continuous development.

Keywords: *New Community Movement, Korea and China, Chinese New Rural Construction, Human resource development, Human resource development Strategy*

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한국의 새마을운동의 관점에서 본 중국의 신농촌건설과 인적자원 개발 전략에 대한 일고

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국문요약

본문은 우리나라의 새마을운동을 검토하여, 이를 바탕으로 중국에서 추진한 신농촌건설을 분석하였다. 특히, 새마을운동과 신농촌건설에서 인적자원의 중요성을 지적하고, 각 사업의 추진에서의 인적자원 개발 전략에 대해 논하였다. 우리나라는 박정희대통령 시절 새마을운동을 통한 경제사회발전을 꾀하였고, 중국은 제11차경제개발 5개년계획이 시작되는 2006년부터 중국경제의 고도성장에서 축적된 경제력을 기반으로 중국의 농업·농촌·농민들이 당면하고 있는 이른바 삼농(三農)문제를 해결하는 것을 국정의 주요 목표로 설정하고 신농촌건설을 전개하기 시작했다. 이에 중국 정부는 우리나라 새마을운동이 농촌의 기반시설을 건설하고 도·농 간의 소득격차를 줄이는 등 큰 성과를 높이 평가하고, 성공 사례로 간주하여 이를 받아들이기 위한 방안을 마련하기도 했다. 한국과 중국은 사회체제와 국민들의 의식 수준 차이에도 불구하고 경제현대화를 위한 전면적인 농촌건설 추진이라는 목표를 달성해야 한다는 공통점을 갖는다. 이러한 성공 사례에서 지속적인 발전을 위해 필요한 전략의 하나로 이 분야의 인적자원개발을 제기하면서 관련 방안을 모색·제안하였다.

주제어: 새마을운동, 한중 양국, 중국신농촌건설, 인적자원개발, 인적자원개발전략

I. Introduction

After the China's Reform and Opening-up policies, Chinese government set the "new rural construction" as a main political agenda to address its three agricultural issues¹ that included countryside, agriculture, and farmers. The issues had been the challenges for the social stability, the continuous development and the harmonious society in China.

China benchmarked the Korean new community movement for their policy and executed numerous expert investigations.

The Korean new community movement started as a campaign for the reformation in rural communities. However, the movement developed not only the rural community environment, agricultural income, farmers' consciousness, and the construction for the local development, but it also worked as a successful national movement for the modernization of the Korean economy.

One of the main underpinnings of the success was local leaders in the communities. Their leadership fostering drove the active participations in the movement of the rural residents. It could be one of the good models of human resource development (Kang Il-gyu 2012) to accomplish the successful Chinese new rural construction.

China should focus on their policies, support, operation methods as well as human resource development to implement the new rural construction for its goal. Chinese agricultural areas are widely scattered around the nation. Since each agricultural area has its own distinct characteristic, it is crucial to have experts at such characteristics for the successful new rural construction.

This paper intends to examine Chinese new rural construction from the view of Korean new community movement and to suggest some human resource development strategies for the new rural construction. The paper analyzes the Korean new community movement and the Chinese new rural construction thoroughly, and suggests the implication of the Korean new community movement for the Chinese new rural construction. It also aims to establish the plans for the rural local leadership promotion, as one of the strategies for human resource development, based on the Korean new community leadership program.

This paper has constitutive limitations because it is written based on already verified resources and limited information, so it has a few differentiation factors from the former researches. Therefore, it is necessary to continue the study with differentiation and improvement in depth with the reflection of the human resource development of current Chinese new rural construction.

II. The Outline and Characters of the Korean New Community Movement

¹ Agricultural issues in China came up in 1990s. Three components of agriculture including land, labor and capital, worked properly in the 1980s with the agricultural industrialization, and the income of people in the countryside was higher than that of people in the cities. However, cities began to expand to a large scale in the 1990s, and labor power shifted from the countryside to the cities. That ultimately caused agricultural capital shift as well. As Chinese cities took over the three components of agriculture, Chinese agriculture became to be worse and produced the agricultural issues that built up the tensions between the government and the farmers.

1. Background

Korea was an underdeveloped agricultural country before the 1960s. However, since the 1960s Korean economy has started to leap up to a developing country. Korean GNP per person was increased from 85US\$ in 1960 to 257US\$ in 1970, resulting in more than twice GNP growth over a decade from the practicing industrialization and city-acceleration for economic development from 1962 to 1971. It was the period of the primary and the secondary economic development plans.

The successful primary and secondary economic development plans played a significant role in the national economic development and the consciousness reformation, but Korean government's development policies focusing on mainly the industrial city areas resulted in the underdevelopment and economic slump in the agricultural areas. The economic growth was recorded almost 10% rates per year in the city while the agricultural growth rates was just 3.7% during the period of the economic development plan.

Eventually, it caused a large income gap between the city and the countryside. Income per family in the rural area was only 65% of that in the industrial area in 1969, and income per family in the rural area was only 80% of that in the industrial area in 1971(Lee Yong-ja 2006, Ban Sung-hwan 1975, 35-36).

The gap of growth and income between the agricultural area and the industrial area brought a decrease in the rural population and the radical increase in the industrial population, causing the economic burdens on the both areas. In order to solve the economic issues associated with the unbalanced development, it was necessary to increase the farmers' income and develop the agricultural economy such as improving agricultural residential environment and building the foundation for the production. The industrial development in the 1970s was able to support the agriculture financially and Park Jung-hee's government started the new community movement².

2. The Purpose and the Process of the Development of the Korean New Community Movement

1) The Purpose of the Korean New Community Movement

The purpose of the Korean new community movement was initially to contribute the farmers' consciousness reform, the belief in diligence, self-help improvement, and the cooperation in the rural area. The new community movement aimed at the agricultural technical innovation by increasing the rural income and improving the rural environment. The movement produced much more successful results than they had expected, becoming

² Published by Korean Agricultural Economic Research and Ministry of Agriculture and Forestry, <Korean Agricultural Administration 50-year-history> suggested the following as the backgrounds of new community movement; ① Economic improvement only focused on industrialization and income gap between cities and farming areas ② Economic recession and the limit of export-led economic growth ③ Belief and leadership of the political leader and ④ Political means for the reign(Korea Rural Economic Institute 1999, 2082-2085).

the motive of the groundwork of the agricultural improvement.

Korean government aimed to increase agricultural productivity and income by improving farmers' awareness in the rural community development in the early stage of the new community movement, from 1970 to 1973. To accomplish this aim, the government introduced the agricultural mechanization through expanding the farm roads, readjusting farmlands, and improving irrigation facilities. The government also planned to improve the residential environment such as improving the roofs, walls, restrooms, and stables of the farmhouses. The government upgraded communication and water supply facilities and installed public utility facilities in the rural areas.

The government aimed to develop the agricultural standard environment and encouraged the farmers to achieve the goal by their own efforts. It also implemented the projects for the foundation of production and the promotion of welfare from 1974 to 1976. From 1977 to 1981, the government aimed to promote the agricultural productivity and to increase the agricultural income by focusing on income based equipment investment and the expansion of nonfarm income with the varied income sources. It also created the cultural environment as well as the wellbeing for the agricultural areas. Through these measures, the government established farmers' autonomous practice consciousness and laid the foundation stone for the continuous and long-term implementation of the movement. (The Ministry of Home Affairs 1980, 211)

2) The Process of the Development of the Korean New Community Movement (the Central Association of New Community Movement 1988, 19)

(1) The First Stage (1970-1973): the Stage of the Foundation

After President Park Jung-hee instructed to inspire the agricultural autonomy based on the cooperation between farmers, farming institutes, and agricultural leaders on 22nd April in 1970, the government started a 'new community rehabilitation project' targeting at 33,000 agricultural towns in Korea. The government established an exclusive department for the new community movement, under The Ministry of Home Affairs as an affiliated organization in 1971, and concentrated on the improvement of the agricultural environment and the reform of consciousness in the rural areas for the first 4 years.

(2) The Second Stage (1974-1976): the Stage of Spreading the Project

The period from 1974 to 1976 was the stage when the government expanded the foundation of the new community movement and inspired the voluntary involvement in the nationwide communities. With a national emphasis on the movement, the new community movement was not only applied to the agricultural areas, but also applied to the industrial areas. This made the project beyond the agricultural part and drew the more financial support from the government into the agricultural sector.

(3) The Third Stage (1977-1979): the Stage of Deepening the Effect

The three years, from 1977 to 1979, was the period when the spirit of the new

community movement and the willingness of people were united to carry on the new community movement as a national restoration movement. The government promoted the new community movement to expand its boundary, strengthening its spirit and the education for the people. Through this, the government tried to connect the city and the countryside and to achieve the equal development in the industrial and agricultural areas.

(4) The Fourth Stage (1980-1989): the Stage of Improving the System

The new community movement in the fourth stage shifted from a government-led system in the 1970s to a civil-led one in the 80s. Thus, the enforcement of the system was changed into the flexible role allocation between the government and the civil society. The Korean new community movement became a policy not limited to the community development, but the nationwide policy. The policy at this stage was established as the regional level. It was one of the different aspects from the previous policies. Although the new community movement was in the stagnation in 1988 during the Roh Tae-woo administration because of the corruption problems in the central headquarter of the new community movement. The central headquarter was reorganized into 'the Central council of the new community movement' in 1989 and the movement was re-implemented.

(5) The Fifth Stage (1990-1998): the Stage of the Spreading of Autonomy

The reformed Central council of the new community movement sought for the new changes. Aiming for living-together society, the new community movement introduced a wide range of campaigns for the globalization and localization as well, to support the nation to overcome the economic challenges from being a WTO member and the so-called IMF crisis.

Table 1. The Process of the Development of the New Community Movement

Stage	Project Emphasis	Distinct Features	GNP per person (US\$)
1. Stage of the Foundation (1970-1973)	<ul style="list-style-type: none"> • Improving Environment: Town roads, public washing places, roofs, walls, kitchens • Increasing income: Agricultural roads, farmlands, seeds, exchange of labor • Reforming consciousness: Eradication of corruption, thrift and saving, cooperation 	<ul style="list-style-type: none"> • Motive and establishment of the movement • Government-leading activity development • Improving living environment 	<ul style="list-style-type: none"> • 1970: 257 • 1973: 375

2. Stage of Spreading the Project (1974-1976)	<ul style="list-style-type: none"> • Increasing income: Ridge between rice paddies, rural stream, combined agriculture, common workplace, nonfarm income • Reforming consciousness: New community education, public education, awareness and practice 	<ul style="list-style-type: none"> • Spatial/functional expansion • Increasing income and reforming consciousness • Forming national consensus 	<ul style="list-style-type: none"> • 1974: 402 • 1976: 765
3. Stage of Deepening the Effect (1977-1979)	<ul style="list-style-type: none"> • Improving Environment: Houses, waterworks, Village Hall • Farm village: Settlement structure, new-type residence, cash crops, agricultural industrial complex • City: Alley packaging, cleaning, public order • Office and factory: Production, goods saving, labor-management relations 	<ul style="list-style-type: none"> • Global linkage • Promoting the economy of scale • Emphasis on local characteristics 	<ul style="list-style-type: none"> • 1977: 966 • 1979: 1,396
4. Stage of Improving the System (1980-1989)	<ul style="list-style-type: none"> • Social environment: Kindness, order, service, cooperation • Economic development: Combined agriculture, crop improvement, distribution improvement, vault business • Environmental maintenance: Cleanliness, park project of territory, access road 	<ul style="list-style-type: none"> • Change of public roads • Building the system of role allocation • Escape from slump and recession 	<ul style="list-style-type: none"> • 1980 : 1,507 • 1989 : 4,934

6. Stage of the Spreading of Autonomy (1990-1998)	<ul style="list-style-type: none"> • Healthy environment: Traditional culture, working spirit, healthy life, recovering morality • Stabilization of economy: Enlivening the economy, direct dealing between cities and rural areas, thrift and saving • Life environment: Cultivating environment, emphasis on autonomous living 	<ul style="list-style-type: none"> • Strengthening Autonomous and independent foundation • Satisfying globalization and localization • Efforts to overcome economic crisis 	<ul style="list-style-type: none"> • 1990: 5,503 • 1996: 10,548
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Source: Central Association of New Community Movement 1988, 19.

3. The Results and Implications of the Korean New Community Movement

1) The Achievements of the New Community Movement

The New community movement brought huge impacts to agricultural economy and rural social changes in the 1970s. The movement worked beyond the improvement of the rural living environment which meant that it also played a significant role for the people's awareness of economic and social development. The movement expanded its boundary to the nation-wide development. The Ministry of Home Affairs stated the overall results of the new community movement as the following.

5,258 billion and 300 million Korean Won had been invested into the new community movement until 1982. The government invested 2,798 billion and 700 million Won, 51% of the investment, and the civil sectors invested 2,459 billion and 600 million Won, 49% of the whole amount. It was common that the rural development in a developing country solely depended on the investment from the government or the foreign aid, but in Korea, the civil sectors covered 49% of the whole investment in the new community movement.

2.176 hundred million Won, 4.0% of the whole investment in the new community movement, was invested into the city • industry new community movement. Therefore, 96.0% of the whole investment for the new community movement was invested in agricultural areas until 1982. Of this investment in agricultural area, the largest proportion, 44%, was invested in the increase in income, and 29.0% in welfare • environment, and 21.0% in life-based field. 4.0% of the whole investment was invested in cultivating the national spirit (The Ministry of Home Affairs 1983).

Such investment brought in income increasing of farm households by 9.5% from 1970 to 1976, resulting in more than 4.6% income increase in the city households. Therefore, the

new community movement invigorated the rural economy, increasing average income per person from 137 US\$ in 1970 to 649 US\$ in 1978, and it finally narrowed the income gap between cities and agricultural areas.

It also awakened the potential cooperative minds and community spirit among the people, forming the national consensus. The movement was evaluated as an important achievement in cultivating the voluntary involvement as well as the democratic autonomy competence (The Ministry of Home Affairs 1983).

2) The Implications of the New Community Movement

The New community movement started to develop the rural areas and the agricultural industry, but it became a national movement in a short-term. The principles of the new community movement, which were diligence, autonomy, and cooperation, brought the cooperation and autonomy in the rural areas. It could be successful because of the executive and financial supports from the government at its initial stage. The implications of the new community movement could be summarized as the following. Firstly, the new community movement improved the awareness of people that motivated the rural residents' will for self development and community development. Secondly, the new community movement was executed by the support of the government in the beginning, but later it was implemented by the local people, the principal agents of the movement. They put their efforts for the local development with the active participation from the people.

III. The Outline and Characteristics of Chinese New Rural Construction from the View of the Korean new Community Movement

1. Background and Main Contents of Chinese New Rural Construction

1) The Background of the New Rural Construction

Chinese rural economy was rapidly developed after the reform and open-up policy in 1978, but its rural issues became serious during the process of joining in the WTO in 2001 and the recent rapid economic development. Chinese leaders tried to solve those problems when 'three agricultural problems' became serious.

Even though the wage increasing rates for the annual average per person was almost 8.6% in the cities from 1993 to 2004, the rates were only 4.3% in the rural areas during the same period. Also, the income gap per person between cities and farming areas was 2.8 times in 2000, but the gap of income per person increased to 3.2 times in 2005, meaning that rural areas were isolated from the benefits of the economic growth. Therefore, the new rural construction was the core strategy to solve such problems of the rural residents, rural areas, and agriculture, known as 'the three agricultural problems'. It was also necessary to solve such problems of the income of the rural residents to find the balance the development

between the cities and the rural areas, aiming to achieve the 'Xiaokang(小康)³' society.

China passed <The 11th 5-year Plan's Main Points> in the 4th conference of the 10th National People's Congress in 2006, and announced the practice of a socialist new rural construction(人民日报. 2006.3.17.) China considered that rural areas and western areas kept the construction from achieving Xiaokang society, and suggested new rural construction to solve 'the three rural problems' to construct the harmonious society.

The new rural construction was specified as one of the 6 indispensable principles of scientific view of the development, the actual idea of guidance of the 11th 5-year plan. It was discussed in the Chinese Communist Central Committee in October 2005, and the new rural construction was finally discussed as the top priority task in 2006. Following the earlier request of the Chinese Communist Central Committee, the committee held a conference of agriculture and legislation 'The First Official Document' of the socialist new rural construction in 2006, enacting Chinese new rural construction.

'The First Official Document' was officially announced in February 2006. It said that the new rural construction would secure national and local financial support based on the involvement of the people in local unit. Its strategy to reduce the gap gradually between the city and the rural areas with mobilizing industrial and various classes of the nation was also officially established. Therefore, the new rural construction remained as the most urgent task during 11 • 5 period.

Table 2. The Opinions of the State Council and Chinese Communist Central Committee about the Socialist New Rural Construction (The First Official Document of the Central Committee)

1. Plan the economic and social development in the cities and rural areas, and carry forward socialist new rural construction accordingly.

(1) Socialist new rural construction is Chinese grave historical task of building modernization.

(2) In terms of socialist new rural construction, it is important to do agriculture and agricultural business well.

(3) Carry forward socialist new rural construction steadfastly and soundly.

(4) Construct a long-term and effective system in which industry promotes agriculture and the cities guide the rural areas.

³ The dictionary definition of Xiaokang(小康) refers to "relatively rich economical status", "status that families are able to maintain the standard of middle class". Xiaokang became one of the goals for economic development when Deng Shao Ping was the planner of Chinese open and reform. Xiaokang became specified and official for Chinese political party and government in September, 1982 when Deng Xiao Ping suggested the life of Chinese people achieve the standard of Xiaokang for the next 20years from 1981 to 2000(Kim Dong-ha 2004).

2. Promote modernization of agriculture, and strengthen industrial guidelines of socialist new rural construction.

(5) Drastically improve agricultural technology reform and convertible capability.

(6) Strengthen modern agricultural circulation system.

(7) Develop food production.

(8) Properly improve the agricultural production system.

(9) Improve the agricultural environment.

(10) Accelerate the development of circulation agriculture.

3. Promote the steady increase in the income of the farmers, and strengthen the foundation of socialist new rural economic construction.

(11) Expand markets to increase the farmers' income.

(12) Guarantee the legal rights of the working farmers.

(13) Stabilize and strengthen the direct subsidy policy for agriculture and the farmers.

(14) Strengthen the support for the poverty business.

4. Strengthen the basic construction of the rural areas, and improve the material condition of socialist new rural construction.

(15) Extensively strengthen irrigation facilities, farmlands, construction of ecology.

(16) Accelerate the construction of the rural life facilities.

(17) Accelerate the plan of rural environment and the treatment of the rural residential environment.

5. Promote the rural social development, and promote the nurture of the new farmers of socialist new rural construction.

(18) Accelerate the development of rural compulsory education.

(19) Carry forward technical education of rural labor in a large scale.

(20) Actively develop the agricultural sanitary affairs.

(21) Develop the rural cultural enterprise.

(22) Carry forward the rural social security system.

(23) Create the new environment of the civilization of health.

6. Strengthen the rural reform and make the system of socialist new rural construction sound.

(24) Actively carry forward the overall reform of the rural areas with the rural tax revenue as the main contents.

(25) Carry forward the rural financial reform.

(26) Plan and execute other reforms of rural areas properly.

7. Strengthen the construction of the democratic government the rural areas, and perfect the executive system of socialist new rural construction.

(27) Strengthen the fighting efficiency, cohesiveness, and creativity of the organizations of the rural areas.

(28) Protect the democratic rights of the farmers.

(29) Cultivate the groups of socialization of the new form of the rural areas.

8. The whole political parties and society should support and involve in the socialist new rural construction.

(30) Strengthen the instruction about the project of socialist new rural construction.

(31) Scientifically plan socialist new rural construction.

(32) Support and involve in socialist new rural construction with mobilized overall social capability.

2) The Main Contents of the Chinese New Rural Construction

Passed in the 4th conference of the 10th national People's Congress in March 2006, <The 11th 5-year Plan's Main Points> were consisted of 14 and 47 chapters starting with the first volume that states the principles of the instruction and the goals of the development. 'Socialist new rural construction' was explained in the second volume, which was considered to be the first part of the main subject. The second volume was consisted of the following six chapters: 'contemporary agricultural development', 'increase in the income of the farmers', 'improvement of farming areas', 'cultivation of the new form of farmers', 'increase in commitment in the agriculture and in the rural areas', 'strengthening the rural reform'(Kim In 2006, 34-38).

(1) Development of the contemporary agriculture;

Implement the strategic adjustment of the agricultural structure with the development of the agricultural productivity as the first task of socialist new rural construction, change the ways of agricultural growth, and strengthen the fundamental status of agriculture by improving the overall productivity and the added value.

Adhere to the fundamental food-supporting principles, secure national food security,
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and achieve the overall food productivity up to 500 million ton.

Strictly execute farmland protection policy, and secure the quantitative and qualitative maintenance of the basic farmlands. Carry forward standardizing agriculture and developing economizing-agriculture by reforming the traditional cultivation methods.

Improve the industrial structure of the agriculture. Improve aquaculture industry, guaranteeing the secure increase production of food, raw cotton, and cooking oil, and accelerate the development of ranching and dairying simultaneously.

Improve the level of standardization and intensification.

Develop the economic forest trees and horticultural industry according to each local condition.

Develop agricultural regional lay-outs. Improve food production of Huanghuaihai(黄淮海) plains and mid-downstream plains, northeast plains.

Strengthen the construction of the agricultural service system, such as strengthening the construction of application system of the agricultural economic intelligence.

Execute construction and improvement of the market of agricultural products, and improve the agricultural circulation system such as classification of the quality of the agricultural products and promotion of standardization of packaging.

(2) The income Increasing of the farmers;

Actively develop the superior kinds of agricultural products with high value, expand labor intensive business such as farming and horticulture, and discover the potential of increase in income of the farmers, for example, developing tourism agriculture.

Guide township and village enterprises to small towns and prefectures through reform and restructuring properly, and help transfer the extra farming labor to non-farming industry or to the cities in an organized manner. This would increase in income from industrial labor, and finally increase the income of non-farming parts. Also, implement direct subsidy policy for the farmers, maintain a reasonable price level of agricultural products, and complete the policies such that prohibit of charging indiscrete expenses or of imposing allotment and that increase the income of the farmers and decrease financial burden.

(3) Improvement of farming areas;

Improve the farmers' lives by strengthening rural infrastructure. Implement the project for the safety of drinking water in the rural areas, and firm up the construction of rural roads and the system of maintenance control. Developed mailing and communication system by improving rural electric grid and information network, provide telephones to every rural village, and install internet in the rural villages.

Strengthen rural environmental protection. Manage soil pollution through executing the national-scaled field study. Improve the residential wastes, and sewage treatment equipment. Also, ban the inflow of industrial, dangerous, and city wastes in the rural areas.

Actively implement the business for rural hygiene. Construct rural sanitary infrastructure with an emphasis on the sanitary institute of township and village. Strengthen the third rate sanitary service of the rural areas and the system of medical rescue.

Improve rural social security service. Construct rural old-age insurance and joint medical system that suit for rural economical development and that harmonize with security management. Also, construct the minimum living standard guarantee in the rural areas that meets certain conditions.

(4) Cultivation of the new form of farmers;

Cultivate farmers to be skillful and know business through education of agriculture, instruction of technique, and cultural enterprises.

Expand and enforce compulsory education in rural areas with the provision of the 9-year compulsory education in rural area. The compulsory education is free of all school costs. Also, the textbooks are free to the students in poverty, and the living expenses are given to the boarding students.

Strengthen the functional training of labor. Improve the scientific technology of the farmers by providing the scientific training, and enhance the vocational abilities of the farming labor by the labor switching training.

Develop cultural facilities and cultural industry for the rural areas. Provide the wide areas with TV and movie facilities, and help farmers to open and run their own cultural business through strengthening the support for leisure and cultural life.

(5) Increase in commitment in the agriculture and in the rural areas;

Adhere to the policy of 多予, 少取, 放活(Duoyu, shao qu, fang huo)⁴, and accelerate the construction of the long-term and effective systems that industry inspires agriculture and the cities inspire the rural areas.

Regulate the distribution of income of the people and increase the investment in the rural areas and agriculture from the government expenditure. Expand the boundary of public finances for rural burdens, and secure the increased financial investment in three-agricultural problems. Employ financial expenses of newly increased education · hygiene · culture sectors mainly for the rural areas.

(6) Strengthening the rural reform;

Stabilize and improve the system of dual management of national land system that is based on household responsibility system⁵. The qualified areas are able to get the right for

⁴‘多予’ refers to strengthening the support for ‘three-agricultural-problems’(invest a large amount of budget) from the total distribution structure of national income, ‘少取’ refers to proper reduction of the burdens on the farmers(a small amount of taxation), ‘放活’ refers to inspiring the circulation of production element between cities and rural areas by accelerating the rural reform and by revitalizing distribution of agricultural products(Kim In 2006, 33).

⁵ The private land ownership is banned in China, and the government is running the system in which the farmers can borrow
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the legal land contracts when they want and pay for that. They could also develop optimal capacity management in various forms, and revitalize the intervention service of transfer of land contract.

Build the wholesome rural financial system and financial organizations that are proper for rural attributes, and gradually carry forward the reform of group-forestry rights. Also, extensively carry forward the construction of rural substratum.

2. The goal and plan of the new rural construction

The long-term goals of the new rural construction were "to bring the harmonized social and economic development to the rural areas", "equipped the areas with infrastructure and function", "to make the pleasant and beautiful living environment," "new rural areas with strengthened democratic consciousness," and "to finally realize the rural areas into the middle class community". Specific plans to fulfill these goals were developing agricultural productive capacity, increasing the income of the farmers, strengthening rural SOC construction, improving the rural life facilities, developing social work such as rural education • medical hygiene • culture, strengthening the protection of the rural environment, building democratic government and enhancing the awareness of democratic rule of law. Such plans for the new rural construction could be summarized as the follows:

Firstly, add the three clauses, government financial support for the rural areas accordingly to the principle of '三个高千(increase the importance of the three ways of funds),' gravity of the capital of rural construction within national debt and budget, improvement of debt of the rural life. By this, it would be possible to secure money for the stable construction of new rural areas and to focus investment in the future construction of infrastructure to rural areas. The investing amount from Central Council of finance affairs in three-agricultural-problem increased to 2,975 hundred million yuan in 2005, increased by 13.3% over last year. It was decided that the expenses for 'three agricultural problems' would be 3,397 hundred million yuan from central finance budget in 2006, increased by 14% compared to the year of 2005, and it would maintain such high increase rate in the future.

Secondly, Chinese government abolished agricultural tax in 2006 to promote agricultural and rural development and to increase the income of the farmers. It also executed fund-raising and subsidiary policy for the areas of food production. It means the switch from the policy of imposition of tax on the farmers and agriculture to the policy of providing subsidy to the farmers as a historically important change of Chinese agricultural policy. The central government suggested "the policy of two reductions and three subsidies" in 'The First Document' in 2004, and finally the direct gain of Chinese farmers was 452 hundred million yuan. The government also exercised minimum purchase price for food, improvement of farmlands and construction of irrigation facilities, and it developed high-valued agricultural products. It also expanded the exchange between locals by constructing 'green passage', and fostered enterprise of industry with competitiveness.

Thirdly, in the case of public sector of education • hygiene • culture, China announced

the expansion of business expenses and the plans that were proper for agricultural demand in 2003. China also started to strengthen rural public service by increasing investment of funds in rural education and rural sanitation in 2005 and 2006.

Fourthly, reorganizing labor market so that rural labor could break to non-farm and industrial market would be a must for increasing the income of the farmers. Therefore, new rural construction should build employment system that the cities and rural areas could compete with fairness, insures legal rights of newly moved farming rural exodus workers⁶, and should guarantee rightful social security for rural exodus workers by treating them with fairness.

3. The characteristics of Chinese new rural construction from the view of Korean new community movement

1) The comparison between the new community movement and the new rural construction

China highly appreciates that Korea narrowed the income gap between industrial and rural areas through the new community movement, and takes the new community movement as a model for the new rural construction. Although there are huge differences in terms of time and spatial aspects between Korea and China, there are also many similarities between the two countries. That was why China focused on the Korean new community movement.

Table 3. The Comparison between the new community movement and the new rural construction

New community movement	New rural movement
<ul style="list-style-type: none"> • Modernizing agriculture • Increasing rural social welfare • Constructing rural facilities • Nurturing new form of farmers • Expanding democracy in rural areas <p>-It excludes rural modernity, but it is not the main purpose.</p>	<ul style="list-style-type: none"> • Reforming the spirit("diligence, autonomy, cooperation", "let's live well") : Expand to industrial areas • Improving rural environment(roads, residential environment) : Campaign for increase in income <p>→ changed to spiritual campaign</p> <p>-Rapidly of rural modernity and Urbanization at the same time⁷</p>

⁶ Rural exodus workers refer to those who moved to cities from rural areas to make money, as known as Chinese 'farming laborers'.

⁷ The level of Korean urbanization through new community movement increased by 25%, 42%, 48%, 77%, 87% from the 1960s to 2000s by every ten years.

Source: KFTA Trade Institute. Statistical Data, March 2006.

(1) Similarity of agriculture in general

Korea and China continued traditional agriculture for thousands years, but they were both faced the decline in agricultural productivity and the rural economy, and the poverty of the rural areas. The two countries had common peasantry structure, life style of the farmers, and the spirit of the farmers.

(2) Similarity of their history and culture

Korea and China kept cultural exchanges over 1,500 years. This distinct cultural relation influenced on politics • economy • society of both countries, and they especially share similar consciousness based on Confucianism. Such common awareness about history and culture induced the idea and guidance ideology to solve the problems between the cities and rural areas. Their common factor was also to bring the equal developments in industry and agriculture by reorganizing and developing rural areas through industrialization and urbanization at the same time.

(3) Similarity of the campaign for constructing agriculture

Korean and Chinese rural constructions share a very similar meaning. As the concept of Chinese new rural construction is "wholesome construction", with the intention of rural economic construction • political construction • cultural construction • social construction, the fundamental goal of Korean new community movement is also to "comprehensive construction", with the intention of comprehensive development of agriculture and fisheries as well as balanced development between agriculture and industry. The two countries also share the contents of the rural construction as similarities such as financial aspects related to rural economy and fundamental rural construction, rural social business, and mental aspects related to reform of awareness.

(4) Similarity of the operational method

New rural construction that emphasizes the introduction of the scientific system based on the notions of return for kindness, such that 'industry inspires agriculture' 'cities support rural area' 'support more, receive less, and give vitality'. Chinese central government suggested the five policies about the start of the business in the early 2006, and one of the policies was creating a new system. China has scattered rural towns with a high number of farmers, so it was impossible for the central government to generalize the construction. Therefore, local governments or social organizations generalized the new rural construction. Each local government and organization studied and developed the system of operational method of new rural construction such as guidance, involvement, measures, administration • supervision, and evaluation.

The operational methods of Korean new community movement and Chinese new rural

construction do not have that much of differences. They both have healthy systems of operational method, based on support for the farmers. China believed that scientific operational method would assure the start and continuous development of the new rural construction, so it paid attention to the operational methods of Korean new community movement(王艷 2007, 74). The government also led Korean new community movement, supported by each social class and farmers as the main agents. China specified that the government should support the new rural construction, which the whole society should participate in and that the farmers should be the main agent of new rural construction. Therefore, the rural construction of the two countries share the similarity that farmers • government • society form trinity.

(5) Differences between the construction and the movement

The reason that China did not name new rural construction as 'movement' was to create the scientific route by emphasizing that it was construction exercise based on the scientific view of development. This meant that China intended to avoid the negative effect from the past historical 'movement' and expressed its will to never go through such past movement at the same time. China intended to induce the involvement of both farmers and the whole society in the new rural construction, but it did not mean that the country intended to avoid its leading role as the socialist country. It also had a firm goal to establish effective operational method based on law and moral rules and to achieve continuous progress of the construction.

Table 4. The Differences and Similarities between Korea in the 1970s and Current China

		Korea	China	Comparison
Govern ment	Character istics of nation	Authoritarianis m (Revitalizing Reforms system)	Authoritarianis m (Communist domination)	'Mobilizing' politics • policy are possible for both countries
	Leadershi p	Strong • Active	Strong • Active	Similar
	Governm ent organization	Highly systematized	Highly systematized	Similar
The level of rural economic development		Poverty	Poverty in general, but very different among rural areas	Result of the policy would be different

Urbanization (Rural population ratio)	51.6% (1975)	58-70% (2004)	Similar
Rural size	Not big (17million, 1975)	Huge (7-10hundred million, 2004)	Similar

Source: KFTA Trade Institute 2006, Report of the study for trade, 22.

2) Implications of the new community movement

Although China could differ a little in the progress of implementation or specific ways of enforcement from Korean new community movement, but it is possible to apply the implications from successful factors of Korean new community movement to Chinese new rural construction because of the crucial similarities of the fundamental aspects of the two rural constructions.

Firstly, motivate the farmers to actively involve on the construction. It increased the passion of the farmers for agricultural production by improving the rural life environment and the environment of production in the early new community movement. It also encouraged the will, courage, and confidence of farmers in terms of new community movement by providing the policies that support the farmers in various ways. It is necessary that China should induce the farmers' initiative to play the role as the main agent of the construction by providing the policies according to Chinese local and environmental conditions.

Secondly, promote the active support and cooperation of the government and various organizations. Korean government proposed the policies, plans, and management goals in advance during the new community movement, and cooperation of the organizations such as industrial factories, companies, and schools provided a great deal of support. Korean government invested almost 10% of the entire agricultural budget in new community movement in the early 1970s, and the amount of the investment in agriculture reached from 1.5 times to almost 6 times of the amount of agricultural products in the years. It is necessary that the investment of Chinese government and political support for agricultural modernization should be put as priority for modernizing Chinese economy.

Table 5. The Progress of Chinese Investment on Agriculture

Year	1985	1990	1995	2000	2001	2002	2003
Total investment of the government	1,523.5	2,534	10,703	18,534.9	20,743.9	24,417.2	31,172.9

Investment in agriculture	22.3	33.1	95.4	387.3	455.6	1,095.4	1,119.2
Ratio of investment in agriculture	1.46	1.31	0.89	2.09	2.2	4.49	3.59
Rate of growth of gross agricultural product	12.6	173.	1.6	1.6	5.5	4.6	8.4

Data Source: Chinese Farm Bureau 2004, the Development of Chinese Agriculture.

Thirdly, upgrade the level of the farmers by strengthening their education. New community education that upgraded the awareness of the farmers and strengthening management ability was a crucial part for the new community movement. China should upgrade the level of fundamental education for the lagged rural areas by carrying forward the management of agricultural production and technical education to develop the production ability and basic quality education properly.

IV. The Strategy of the Human Resource Development for the New Community Movement and the New Rural Construction

1. The need for nurturing the rural local leaders for the new rural construction

In terms of solving the problems of local societies, the existence of leaders with skills for local decision making and problem-solving is a crucial factor for the development of the local. Especially in terms of the development of small rural areas and town-unit development, the existence of such local leaders is the decisive factor of the success of the policy, so the success or failure of Chinese new rural construction depends on the proper nurturing of the local leaders. (Yoo Jung-kyu 2006).

'The first official document proposed in 2006 lacked of the contents related to fostering the rural local leaders who could carry forward the policy of new rural construction on the rural spots. The announcement of the State Council at that time contained the contents of "the new form of farmers for new rural construction", but main contents focused on rural education, social security, reinforcement of cultural business with no mention of 'the rural local leaders' (Refer to the fifth item in <Table 2>). Current human resource development for the new rural construction mainly by Chinese government, public officials, and party officers should be prepared with a phased access method for local residents' competence improvement. The rural local leaders should be able to collect the opinions of rural local residents, pursue common benefits rather than individual benefits, and have such

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attitude to solve the problems with the residents of the rural areas. It is also necessary to consider differential contents for strengthening of abilities accordingly by specific local units because each local unit requires different roles and tasks for their geographical locations.

Chinese new rural construction benchmarked Korean new community movement and intended to learn from the experience of Korean new community movement.⁸ The new rural construction and the new community movement share their backgrounds, but their times and local characteristics differ from each other. Therefore, it is necessary to clarify what to learn and what to improve from Korean new community movement and the case of nurturing new community leaders.

2. Strategies for fostering the rural local leaders

There are two strategies of nurturing the rural local leaders.

1) Practice education • training the rural local leaders for the local residents.

Fostering and education of local leader for the local residents refer to educating and training rural residents to find out their local problems and to cultivate the abilities to solve such problems. In case of Korea, a lot of rural residents have received various educations, and this has been carried out to improve their farming technology and the ability for the economic farming. Such education consequently might help improving individual abilities of the farmers, but it did not achieve development of the whole region. It also could not foster the healthy local leaders for the lack of voluntary involvement of local residents even though there was a lot of input of budget and time.

The local leaders are to collect the opinions of local residents and have technical skills, planning abilities, skills of business management, and organizational abilities. From this point of view, the education for the local leaders should focus on the overall development of the locals and their proper abilities. It is also required to learn more specific educations about local organizations, management, competition, and circulation, etc (Yoo Jung-kyu 2006, 105).

It is necessary for Chinese rural leaders to plan and practice the proper education • training to meet the Chinese stage of development. It is also necessary to refer to the early nurturing strategy of Korean new community leadership (Kang Sang-Cheol 1979, 259-286). The early education and nurturing new community leaders are firstly, supporting the committee of the youth to discover and foster the future new community leaders, secondly, supporting and revitalizing the education of agricultural high schools for fostering local leaders, thirdly, supporting university new majors for nurturing local leaders, and fourthly,

⁸ Chinese Communist Party Central Policy Laboratory submitted 'Proposal of Socialist New Rural Construction' to Central Political Party based on the achievement and experience of Korean new community movement. The 200 key executive members of Political Party discussed rural development model from February 14th 2006 to 20th. Central government and local government sent 30,000 leaders to Korea to learn Korean new community movement (Seoul Newspaper 2006. 4. 29).

supporting the business of new community training institute for educating new community leaders. It is important to focus on the progress of education of the fourth one, 'supporting new community training institute'.

The goals of the education progress of new community training institute are (1) camp training of the trainees and trainers, (2) developing the spirit of new community focused on practice, (3) mutual learning focused on successful cases, and (4) continual follow-ups for the graduates.

As stated, Korean new community education relatively focused on moral education.⁹ This differs from the education for fostering manpower policy of Chinese new rural construction, which focuses on technical education¹⁰, and it is necessary for China to refer to Korean new community moral education to change the awareness of rural residents. It was the moral education that made Korean new community movement successful. It is also necessary for China to include specific curriculum for new rural construction in the school curriculum. China emphasized that it would strengthen compulsory education of the rural for fostering the new form of the farmers. It is necessary to help the students understand the need of new rural construction and educate the ways to construct through including the curriculum for such education in the 9-year compulsory school education so the rural can retain the rural local leaders. It is also important to foster rural local leaders with modern educational skills by providing opening the new majors educating the ideas and skills of new rural construction in each local. If the fostered young rural local leaders can develop the local residents' morals and can lead the farming business as they live in the local, it would be much more effective in running the policy than executed by the public officials or the party officers. Lastly, China needs to re-educate the rural local leaders and establish national-wide network for them by opening a professional institute, and apply the institute as building mutual educational inspiration.

2) Practice the political program which enables the local residents can foster their own abilities by themselves.

If the policy of local development is practiced in top-down process, it is hard to motivate the local residents to think the proper developmental ways according to their locals in depth and practice it by themselves. In case of Korean new community movement, it intended to change its system into bottom-up developmental style in the late 1990s, led by the people, but it stayed merely as unidimensional system, listening and referring to the residents' opinion. In order to solve such system, it is necessary to introduce political program that strengthens the rural local leadership and the community competence.¹¹

⁹ Korea at that time had the agricultural skill institute separately and practiced separate education of spirit and agricultural skills, therefore it was possible to focus on moral education that inspired confidence and reformed awareness (Yoo Jung-kyu 2006, 18).

¹⁰ The main contents of Chinese new rural construction includes the contents of 'nurturing the new form of farmers' which emphasizes on strengthening the level of scientific skills and agricultural skills of the farmers by providing scientific skill education and strengthening functional training of labor.

¹¹ The political program for strengthening local competence should be carried forward in the following direction. First, the government should only propose the broad direction or general political topic so the locals could establish specific plans. Second, the proposal and the practice of the specific business items are led by the locals, and the locals should practice it in the bottom-up system during the business process. Third, emphasize the importance of executive system local cooperation

Since China does not have the local competence yet, it needs to introduce and practice a phase-in political program for community competence. In the early stage of Korean new community movement, the government carried local development forward with the minimum amount of resources such as cement and rebar under the voluntary plan of the residents. This helped the local residents have 'we can do it' spirit by directly examining the developmental process and achievement.

3. The role of the government for fostering the rural local leaders

The rural situation during the early stage of Korean new community movement still experienced after effect of the war and lacked the abilities to establish the plans and operate the movement for local development led by the residents themselves. It is true that the strategy to strengthen the role of people was neglected although Korean new community movement, run by the government, achieved continuous outcomes. Therefore, weakened control of the government resulted in decline of new community movement, so Chinese new rural construction needs to pay particular attention to the experience of Korean new community movement.

The construction would have some visible outcomes, but it would soon face the limit at a certain stage of the development if the construction is executed mainly by the government for the lack of the residents' competence, because it is impossible that the government could solve all sorts of problems completely. Therefore, with the lead of the government, it is significant to discover and foster the rural local leaders who can voluntarily lead local development on the local spot and can awaken the farmers' residential awareness.

1) The role of local government (Kang Il-gyu 2018)

It is essential to promote leadership considering local characteristics in order to adjust the relation of gain and loss and to draw an agreement during the implementation of the construction. In other words, it is important to understand the variation of local distinct and to promote local leadership on the local government level. This could be applied for both Korea, which already has a stable local self-governing system, and China, which is multiracial nation with local autonomy and independence.

Although the policy is practiced by the central government, not all the local areas were successful. This might be because the local areas depend on the practice of the local government. Therefore, the local government needs to focus on the promotion of the rural local leadership and to strengthen local resident autonomy. Some advanced local areas are already increasing the budget for nurturing the rural local leaders or rural development and changing educational contents and system. In other words, the educational contents were revised according to the requests of local residents and local distinct, inducing voluntary

for local-leading establishment and practice of the plans. Forth, set proper area range for the planned program and improve the method of budget support properly for the period of the business plan. Fifth, introduce the evaluative system that enables continuous program planning and practicing by evaluating the results of the business on a regular basis (Yoo Jung-kyu 2006, 108).

involvement of the students. Chinese new rural construction also needs such strategy for various ways of promoting the rural local leadership in local government level, and it also needs to educate the residents on local levels.

2) The role of the central government

To nurture the rural local leaders, it is necessary to re-adjust the direction and content of the central government focusing on time and local situations. This would bring the change of the policy of raising manpower and induce the interest in local development. The policy should be directly related to strengthening competence and autonomy of the local residents.

However, the change of the policy only has limitations in terms of promoting the rural local leaders, so it is necessary to practice nurturing the rural local leadership education and policy on the central government level, which can enhance the acceptance of policy on local levels. It is also necessary to promote the rural local leaders who can revitalize the whole region. Korea announced 'Medium-and long-term rural local development and plan for raising manpower' in January 2005, it sets the targets and boundaries of human resource policy and includes the program of raising manpower for strengthening competence of rural local residents as main practice agent of rural local development.

Chinese government should prepare related policy to achieve the goals of the new rural construction. It also needs act for such tasks that are hard to be done by local government level, such as setting budget of education for nurturing rural local leaders and coming up with practical system to induce voluntary involvement of local residents.

3) The institutional basement for nurturing the rural local leaders

The Ministry of Home Affairs (currently, the Ministry of Public Administration and Security), was responsible for the main function and organizations of the Korean new community movement. The organization for the new community movement started to form the leading department and other teams from 16th January, 1973. The regional organizations for the new community movement was also established in every town, resulted in one public office in one town. There had been just a few civil organizations for the movement because the government has been leading the new community movement until the 1970s. 'The development committee' of the representatives of local residents planned and decided what the community movement did and took the responsibilities for them.

Chinese new rural construction needs to refer to the Korean new community movement and to organize and build local organizations and cooperative systems to achieve its goals. It is also important to run the organizations in a way to inspire voluntary involvement of local residents, which is essential, and to build and support professional educational institute for nurturing the rural local leaders.

China also has to consider the ways to change the mind of local residents to attract their voluntary involvement in the new rural construction. The Korean new community movement was successful because of the following five factors: 1) strong will and support of

the uppermost ruler, 2) development of devoted leaders through nurturing leadership of new community, 3) strengthening confidence of local residents that they can develop their regions, 4) effective use of mutual development through local competitions, and 5) preparation of various incentive systems for inspiring active involvement of rural leaders. Therefore, China could consider the following ideas referring the above factors. Firstly, selection of leaders by local residents and completion of education are necessary for leadership of the rural local leaders to work effectively. Therefore, for those leaders who have completed education should be given with the 'certificate', meaning that they are given with authority and responsibility for leading local development. Secondly, the activities of the rural local leaders should be evaluated and rewarded accordingly. For example, financial reward for their developmental activities, commendation, or benefits for living cost could be given to them. The more vigorous they work for the development, the faster the development could be achieved. If the leaders spend too much time for their local development, they might compromise their living financially. Enforcing personal sacrifice would not keep up the movement in the long-term, so it is necessary to reward the leaders for their work so that they can lead the development more actively. Thirdly, the incentives for the public officials in the new rural construction could inspire them to act vigorously for the movement. As Korea in the 1970s had the incentive system for the related public officials, China also needs to implement such system for the successful new rural construction.

4. Tasks to promote the rural local leaders for the movement

1) Recognition of the importance of promoting the rural local leaders

It is hard to say that Chinese new rural construction policy is a comprehensive plan for local development because it aims to increase agricultural productivity, which could be said that it is the plan for agricultural development. Although China already has the plan of promoting farmers for increasing agricultural productivity, they barely have strategy for promoting the rural local leaders. If China benchmark Korean new community movement and want to learn from Korean experiences, it needs to thoroughly analyze the role of 'leaders of new community' and revise it according to Chinese view, acknowledging that it would be impossible for the new rural construction to be successful without nurturing the rural local leaders.

2) Inspiration of spontaneity of the rural residents

That it is impossible for the new rural construction to succeed without participation and cooperation of local residents cannot be emphasized too much. It is hard for Chinese who have been used to socialism to discover personal autonomy. Therefore, it is essential to have a strategy to motivate voluntary participation and initiative of the rural local residents. The first thing to do is to educate the rural residents to select the rural local leaders as main agents of the new rural construction, and the selected leaders should boast the spirit of the rural residents. It is also significant to awaken the farmers by visibly developing rural

residential environment. Sharing exchange activities with the cities and successful local cases¹² and providing field trips might motivate local changes and inspire the spirit of the rural residents.

3) Problems of the land system

For the new rural construction, China abolished all agricultural taxes and reduced educational and medical expenses, but the private land ownership by the rural residents is still banned. China continues the system of common hold, lending lands to the farmers for the contracted period. Under such a socialist system, China needs to consider whether it is possible to draw voluntary involvement and cooperation of local residents and consider what would be effective ways to practice new rural construction.

4) Limitations of government project

The projects led by government only would hinder the continuous development. Therefore, it needs to complement rigidity of political organizations and departments.

It is interesting that Chinese new rural construction set Huaxi village as its model, which emphasizes the autonomy of villagers. Huaxi village and its leader, Wu Renbao, effectively used political organizations, political capital, and villagers' autonomy¹³, resulting in successful outcome. Wu Renbao put improvement of qualification of the farmers as the priority, practicing mind, technical, cultural, foreign language education for the farmers, actively supporting their children's education. Such case would be a good reference for Chinese new rural construction to overcome the limitation of government leading practice.

V. Conclusion

Based on the economic power from the rapid growth of Chinese economy beginning of the 5th year of the 11th of economic development in 2006, China aimed to solve the three-agricultural-problems which Chinese agriculture • rural areas • farmers are facing, and started to carry on the new rural construction. Highly appreciating Korean new community movement for its successful achievement in building agricultural infrastructure and narrowing income gap between cities and rural areas, China referred to the Korean new community movement for its new rural construction. Although there are differences in social structure and national consciousness between China and Korea, they share the common

¹²Huaxi village was a small town located in the district south of Chinese river built in October 1961, and has 380 farm houses, 1,520 people and 0.96 square kilometer. However, it merged the near 16 towns in 2001, and now it is 30 square kilometers, called Big Huaxi village. The property of Huaxi village in 1641 was 50,000 yuan, but its total sales was over 3billion yuan with a million saving per a farm house in 2005, becoming the wealthiest town in China. Chinese media extolled Huaxi village as 'the best village', and appreciated it as a model for the socialist new rural construction.

¹³ There are 30 underclerks and 60 parties in Huaxi, playing as chief officers or associate directors. However, they can maintain their roles by the election of the villagers of which result largely depends on the outcome of candidates.

goals that they have to achieve a successful rural construction for modernizing their economy.

The new community movement improved the spirit of people and was expanded to improve the nation. Under the executive • financial support from the government, it motivated the potential cooperation and community spirit of the people, finally achieving unity and autonomy of the rural areas. Chinese new rural construction policy, however, mainly focused on the plans of agricultural development for increasing agricultural productivity, it lacks the strategy of human resource development to lead mind education or policy. China needs to refer to the fact that the successful factor of the new community movement was the farmers' active participation and cooperation, and it needs to nurture the main agent for new rural construction and develop related political programs.

Not only did establishing policies and support from the government work as an important factor for new community movement to succeed, but the human resource development, promoting the leaders of new community movement program worked as an essential factor for the successful movement. The new rural construction lacks of the program for promoting rural leaders and clear support and policy for strengthening competence, so Korean new community movement might be a practical reference for China in terms of nurturing the rural local leaders.

From the perspective of promoting new community leaders in Korea, firstly, China should realize the importance of nurturing the rural local leaders, with focusing on improving awareness of the rural residents. Secondly, it is important to secure future rural local leaders by establishing the educational course for new rural construction in the 9-year-compulsory education course. It is also necessary to disseminate the idea and skill of new rural construction and nurture rural leaders with modern educational skills by establishing related majors in each school and college. Thirdly, it is necessary to establish professional educational institute in which the rural local leaders can build national wide network and exchange information with one another. Lastly, it is necessary to nurture the rural local leaders by practicing political program which strengthens the local competence like 'Making best towns' project.

The policy of the central government only cannot guarantee the success of new rural construction. Therefore China has to come up with the strategies to motivate rural residents' active participation and cooperation. In order to do this, firstly, it is necessary to give certificates to the rural local leaders who have completed required education, providing with the authority and responsibility at the same time, secondly, it is important to properly reward the rural local leaders accordingly to their achievements, and thirdly, it is necessary to consider the incentives for the related executive officials.

For promoting the rural local leaders to carry out effectively the new rural construction, it is necessary to acknowledge the importance of promoting the rural local leaders with means to inspire the active participation and cooperation of the rural residents. China also has to consider the limitations and problems related to the land ownership system and the local development that is led mainly by the government.

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