Frontiers in Economics and Management Volume 6 Issue 6, 2025
ISSN: 2692-7608 DOI: 10.6981/FEM.202506_6(6).0007

Developing the "Lion Community Connect" Mini-Program: Integrating Technical Precision and Humanistic Warmth in Rural Governance

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Abstract

With the acceleration of urbanization, rural governance faces challenges such as outdated management methods, homogeneous industrial structures, and insufficient cultural resources. Taking Shiqun Village in Qianwu Town, Zhuhai City, as a case study, this paper explores the innovative "Party Building + Digital Governance" model developed by the Party Committee of Guangdong Nanhua College of Industry and Commerce. The "Lion Community Connect" smart governance platform demonstrates a practical pathway for modernizing rural governance. The platform has achieved significant results in promoting information flow, enhancing service efficiency, driving industrial development, and improving villagers' well-being. This study summarizes key insights, including the dual-driven "Party Building + Professional Expertise" model, a demand-oriented service system, the integration of "technology + humanistic values," and a long-term university-local collaboration mechanism. Future directions for scaling and refining the platform are also proposed.

Keywords

Rural Governance; Digital Governance; "Party Building + Digital Governance"; "Lion Community Connect"; Rural Revitalization.

1. Introduction

Rural governance is a critical component of China’s rural revitalization strategy. While digital technologies offer opportunities to improve governance efficiency, balancing technical precision with humanistic warmth remains a challenge. This paper examines how the "Lion Community Connect" platform, developed under the "Party Building + Digital Governance" framework, addresses this challenge in Shiqun Village. By integrating grassroots party leadership with digital tools, the platform enhances governance while preserving cultural values, providing a replicable model for rural modernization.

2. Literature Review

2.1. Theoretical Foundations of Rural Governance

Scholars like Ostrom[1]emphasize polycentric governance, advocating for multi-stakeholder collaboration. In China, Zhang[2]highlights the role of grassroots party organizations in mobilizing collective action, while Zhou[3] stresses cultural preservation as a governance priority. Recent studies, such as Li [4], focus on digital governance’s potential to enhance efficiency but caution against neglecting socio-cultural dimensions.

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2.2. Digital Governance in Rural Contexts

Digital platforms have been deployed globally to address rural challenges. For example, India's "Digital India" initiative improves service delivery through e-governance, while Kenya's M-Pesa leverages mobile technology for financial inclusion. However, these models often prioritize technical solutions over cultural integration. The "Lion Community Connect" platform bridges this gap by embedding local values into its design.

3. Case Background

3.1. Profile of Shiqun Village

Governance Lag: Manual processes delay responses to villager demands;Economic Stagnation: Underutilized resources (e.g., 300 acres of collective mountainous land, 12 idle factories);Cultural Deficiency: Fewer than five annual cultural activities.

3.2. The "Party Building + Digital Governance" Model

To address these issues, Guangdong Nanhua College's Party Committee collaborated with Shiqun Village to develop the "Lion Community Connect" platform. This initiative combines the college's technical expertise in information engineering with the village's governance needs, ensuring both efficiency and cultural sensitivity.

4. Implementation Framework

4.1. Party-Led Collaborative Mechanism

1) "Dual Leadership" Task Force

A three-tiered team was formed:Leadership: Party Secretary of the college;

Technical Guidance: Provincial-level distinguished professors and software experts;

Field Research: Student party members and villagers.

This structure ensures alignment[5] between technical solutions and grassroots needs.

2) "Biweekly Diagnosis" System

Every two weeks, the college's leadership conducts on-site surveys, collects feedback via questionnaires, and refines the platform based on villager input. Over six months, 92% of villagers reported improved satisfaction with governance responsiveness.

4.2. Platform Design and Functionality

1) Economic Revitalization Module

E-Commerce Integration: A dedicated portal markets local specialties (e.g., lychee, seafood), increasing farmers' income by 35% within one year.

Resource Utilization: Digital listings for idle factories and land attracted three investors, boosting utilization rates to 65%.Tourism Promotion: Virtual tours and event calendars increased tourist visits by 20%.

2) Cultural Empowerment Module

Activity Management: Villagers can register for events like calligraphy workshops via the platform, with participation rates rising from 30% to 75%.

Heritage Preservation: A "Good Family Traditions" section highlights local customs, fostering cultural pride.Education Support: Partnerships with universities provide free online courses, benefiting 150 students annually.

3) Governance Optimization Module

Transparency Tools: Real-time updates on village affairs and budgets [6]improved trust in local authorities.

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Emergency Services: A "One-Click Help" feature reduced emergency response times from 30 to 10 minutes.Public Participation: The "Micro-Wishes" forum collected 280 actionable suggestions, 80% of which were implemented.

5. Outcomes and Impact

5.1. Promoting Information Flow

The establishment of the "LionLink" ("Shi Qun Tong") platform fundamentally shattered the multiple information barriers that existed between rural areas and the outside world, and between villagers and village affairs. Previously, policy dissemination relied on multi-level meetings or posted notices, resulting in poor timeliness and limited coverage. Villagers were often slow to learn about market trends and technological developments. The platform integrates various modules such as government announcements, village affairs updates, market supply and demand, agricultural technology, employment information, and cultural news, reaching villagers through multiple terminals like mobile apps and village information screens.

For example, Uncle Zhang learned about a new planting subsidy policy for the first time through the platform's "Pro-Agriculture Policies" column, promptly adjusted his orchard planting plan, and successfully claimed the subsidy. Sister Li, working away from home, remotely participated in the voting on the village's public facilities construction plan via the "Village Affairs Openness" section, genuinely feeling a sense of belonging as "being away but connected to the village." The platform updates hundreds of pieces of information daily, with daily active users exceeding 80%. The convenience, timeliness, and comprehensiveness of information access have achieved a qualitative leap, effectively activating the information nerve endings of the countryside.

5.2. Enhancing Service Efficiency

The "LionLink" platform migrated a large number of traditional offline services requiring "legwork" and "stamping" online, creating an efficient and convenient "one-stop" service portal. "Village Affairs Openness" enables transparent, full-process queries of financial revenues and expenditures, project progress, and distribution of benefit funds. The "Convenience Services" module integrates high-frequency matters such as certificate issuance (e.g., residence certificates, no-criminal-record certificates), fee payments (utilities, medical insurance, social insurance), appointment booking (e.g., family planning services, household registration inquiries), and policy consultation.

Whereas previously obtaining a simple certificate might have required half a day traveling back and forth to the township, now Aunt Wang completes her application by uploading materials via her mobile phone at home and receives the electronic certificate the same afternoon, truly achieving "handling affairs at one's fingertips." Statistics show that since the platform's launch, the average time villagers spend on affairs has shortened by over 70%, paper material usage has decreased by 60%, and administrative costs have significantly dropped. The slogan "let data do the running, let the people travel less" has transformed into a vivid practice, greatly unleashing the effectiveness of grassroots governance and enhancing villagers' sense of gain and satisfaction.

5.3. Promoting Industrial Development

The platform profoundly empowers the rural economy, serving as a core engine driving the integrated development of primary, secondary, and tertiary industries. Its key leverage points are the integrated "Local Premium Products" e-commerce platform and the "Charming Countryside" cultural tourism promotion section. "Local Premium Products" provides full-chain services for local specialty agricultural products (such as organic rice, ecological tea, handicrafts), including branding, online display, logistics coordination, and traceability

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certification, directly connecting them to external markets and effectively solving the problems of "difficulty selling" and "low prices" for agricultural products. For instance, specialty mushrooms from Gaoshan Village saw a 30% increase in sales price and over 150% growth in annual sales through the platform's live-streaming sales and dedicated promotions, driving income growth for more than 50 farming households.

The "Charming Countryside" section deeply explores and showcases local natural scenery, homestays, farming experience activities, intangible cultural heritage, and other tourism resources through VR panoramas, short videos, and curated route recommendations, attracting urban tourists and revitalizing idle farmhouses transformed into boutique homestays and agritainment facilities. Simultaneously, the platform also provides services like land transfer information release, small agricultural machinery sharing reservations, and online agricultural technology classes, optimizing the allocation of production factors and improving resource utilization. The prosperity of industries injects endogenous momentum for the sustainable development of the countryside.

5.4. Promoting the Modernization of Rural Governance

The success of the "LionLink" platform lies in its construction of a new paradigm of rural governance that combines technical precision with humanistic warmth. At the technical level, the platform integrates advanced technologies such as big data analytics (for accurately identifying villager needs and predicting potential problems), GIS (Geographic Information System for grid management and emergency response positioning), and IoT sensors (e.g., for monitoring river water levels, mountain forest fires), significantly enhancing the accuracy and efficiency of understanding village situations, responding to incidents, and allocating resources. For example, issues like environmental uncleanliness and minor safety hazards are quickly resolved within hours through reports from grid officers and the villagers' "snap and report" function.

At the humanistic level, the platform is far from a cold tool; it thoughtfully incorporates elements and the spiritual core of local culture. It established a "Hometown Memory" column to record village history, old photos, stories of esteemed villagers, and traditional crafts; created a "Neighborhood Mutual Aid" section to encourage villagers to post job needs, skill exchanges, and item sharing information, promoting the simple folkways of mutual support; and uses local dialect voice recordings for important notices and event promotions to aid elderly understanding. This governance model of "technology as the skeleton, humanism as the soul" not only solves practical problems but also strengthens villagers' cultural identity, community belonging, and sense of happiness in life, giving modern governance a solid foundation of public support and emotional sustenance.

6. Conclusion

The core impetus of the "LionLink" project stems from the deep integration and dual-drive of "Party building + professionalism." Professional departments (e.g., Computer Science, Sociology, Public Administration, Design Arts) from local universities (such as Nanhua University) provided strong professional support in technical R&D, demand research, model design, and visual communication. Simultaneously, the university Party committee and the township/village-level Party organizations at the project site formed a close linkage mechanism. University Party organizations are responsible for top-level design, mobilizing faculty and students, resource coordination, and ensuring the project's political direction and public welfare nature. Local Party organizations deeply mobilize the masses, collect feedback, organize training, and coordinate implementation resources.

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This model fully leverages the knowledge spillover effect of universities and the strong organizational and mobilizing power of Party organizations. Party organizations build bridges and provide guarantees for professional forces to deeply engage in villages and deliver precise services; professional forces provide modern tools and methods for Party building to lead grassroots governance, enhancing the professionalism and effectiveness of services. Practice has proven that this dual-drive approach is a successful path for effectively transforming university intellectual resources into social service momentum, achieving win-win outcomes for the university and the locality, and providing a replicable model for higher education serving the rural revitalization strategy.

The development and deep application of the "LionLink" intelligent governance platform is a successful exploration of information technology empowering the modernization of rural governance. Its core value lies in pioneering the practice of a new path of good rural governance characterized by "Party Building Steering, Digital Empowerment, and Humanistic Immersion." Through the organic integration of the "Party Building + Digital Governance" model, the platform has not only significantly improved the efficiency of rural public affairs management (information dissemination accelerated by over 80%, affair handling cycles shortened by over 70%), the scientific nature of decision-making, and the precision of services, but more crucially, while pursuing efficiency, it consistently places human feelings, cultural inheritance, and community harmony at the core. It uses digital means to strengthen villager participation, neighborly mutual assistance, and cultural identity, significantly enhancing villagers' sense of gain, happiness, and security, infusing rural governance with enduring warmth and vitality.

Practice has proven that the "LionLink" model effectively responds to the core requirement of "effective governance" in the rural revitalization strategy, providing a systematic solution to problems like rural information isolation, lagging services, weak industries, and extensive governance. The accumulated experiences—such as the "Party Building + Professionalism" dual-drive, "Demand-Oriented" precision service, "Technology + Humanism" integrated governance, and "University-Locality Collaboration" long-term guarantee—hold significant value for replication and promotion.

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