

# Exploring the Implementation Path of College Student Volunteer Services Projects Against the Background of Rural Revitalization Taking Chongqing Medical and Pharmaceutical College as an Example

Huiyuan Xue<sup>1</sup> Wenyu Mou<sup>2</sup>

<sup>1</sup> School of Pharmacy, Chongqing Medical and Pharmaceuutical College, Chongqing, China

<sup>2</sup> Chongqing Medical and Pharmaceuutical College, Chongqing, China

<sup>2</sup>Corresponding author.

## ABSTRACT

Against the background of rural revitalization, college students' volunteer services are beneficial for improving their cultural literacy, deepening their understanding of the national situation, and cultivating their sense of patriotism. Faced with the problems of lack of endogenous motivation, lack of standardized activities, and low social benefits in volunteer services, this article takes Chongqing Medical and Pharmaceutical College as an example to explore the implementation path of college student volunteer service projects against the background of rural revitalization from the perspective of building a team learning brand, improving mechanism norms, and deeply exploring cultural deposits.

**Keywords:** Rural revitalization, Volunteer services, Path.

## 1. INTRODUCTION

The "Opinions on Promoting the Reform and Development of Youth Volunteer Services" issued by the Central Committee of the Communist Youth League points out that colleges and universities should take participation in volunteer services as a carrier to strengthen ideological and value guidance for young people. The "Regulations on Volunteer Services" officially implemented by the State Council emphasize the professionalization of volunteer services and encourage and support volunteers with professional knowledge and skills to provide professional volunteer services. Volunteer services have gradually become an important carrier for colleges and universities to carry out ideological and political education and implement quality education. The "Law of the People's Republic of China on the Promotion of Rural Revitalization" proposes to comprehensively promote rural economic construction, political construction, cultural construction, social construction, ecological civilization construction,

and party building. The focus of rural revitalization lies in the economy, the difficulty lies in culture, and the key lies in talent. Higher education institutions play an important role in the cultivation and development of young talents, and college students have become an important talent resource for rural revitalization. [1]

## 2. THE SIGNIFICANCE OF IMPLEMENTING VOLUNTEER SERVICES PROJECTS IN THE CONTEXT OF RURAL REVITALIZATION

The implementation of volunteer services projects in the context of rural revitalization is beneficial for improving the cultural literacy of college students, deepening their understanding of the national situation, and cultivating a sense of patriotism, which has very important practical significance.

### ***2.1 Being Beneficial for Improving the Comprehensive Literacy of College Students***

The report of the 20th National Congress of the Communist Party of China pointed out to: "improve the level of civilization in the entire society, implement the citizen moral construction project, promote traditional Chinese virtues, strengthen the construction of family education and family conduct, enhance and improve the ideological and moral construction of minors, promote the cultivation of great morality, public ethics, and strict private ethics, and improve the people's moral standards and civilized literacy." Improving the level of social civilization is an important goal and guarantee for the comprehensive construction of a socialist modernized country, and also an important part of promoting the construction of modern civilization of the Chinese nation. Contemporary college students are the pillars of the future of China, and their comprehensive literacy level determines the level of social civilization. Under the complex international and Chinese environment and the influence of the new media era, many post-00s college students have diverse ideologies, and even exhibit phenomena such as unstable ideals and beliefs, lack of integrity, and extreme personalities. Volunteer services promote and practice the spirit of "dedication, friendship, mutual assistance, and progress", which has the function of consolidating consensus, spreading civilization, and practicing the core socialist values. Carrying out volunteer service activities has become an indispensable force in rural revitalization in the new era, and is an important way to enhance the civilized literacy of college students.

### ***2.2 Being Beneficial for College Students to Deepen Their Understanding of National Conditions***

In the nearly 20 years of college students' careers, they have mostly focused on their studies in school, rarely delving into the community or rural areas, or experiencing society. Their understanding of the national conditions is more derived from books, and their understanding of the national conditions may not be very deep. The theoretical learning in the first classroom provides systematic theoretical education for college students, while practical education is the only way for college students to truly engage with society. Through research interviews and on-site investigations, contemporary college students can

have a deeper understanding and understanding of China's political system, economic system, ethnic culture, social status, and other national conditions. They will be able to transform theory into practice, apply professional knowledge to volunteer services, enrich teaching content, innovate educational forms, and integrate national education with knowledge transmission, ability cultivation, and quality education. Thus, it is beneficial for universities to achieve the fundamental task of strengthening moral education and cultivating people, with the dissemination of excellent traditional Chinese culture as their own responsibility, and based on the actual situation of the school, to create a "ideological and political classroom in voluntary service" type national education system, further improve the pertinence and effectiveness of national education work for college students, help students strengthen their mission to forge ahead in the new era and new journey, and encourage them to strive to grow into good young people in the new era who are worthy of the heavy responsibility of national rejuvenation.

### ***2.3 Being Beneficial for Cultivating Patriotism***

The Chinese nation has a profound cultural heritage. Through volunteer service projects, there is a must to carry out visits to old party members, care for left behind children, respect and love the elderly, and classify garbage. It is necessary to widely promote the traditional virtues of the Chinese nation, such as "warmth," "goodness," "respect," "frugality," "letting go," "filial piety," and "benevolence," which have been accumulated over five thousand years in rural revitalization and construction, and gain more recognition of the traditional virtues of the Chinese nation. It is also necessary to gain more recognition of the traditional virtues of the Chinese nation, promote interpersonal harmony among the masses, solidify the sense of community among the Chinese nation, invisibly guide contemporary college students to establish a correct view of history, ethnicity, country, and culture, cultivate their cultural foundation, enhance their patriotism, and strengthen their cultural confidence.

### **3. THE EXISTING PROBLEMS OF VOLUNTEER SERVICES IN THE CONTEXT OF RURAL REVITALIZATION**

With the development of volunteer services, rural revitalization has become one of the leading directions for volunteer services projects. Volunteer services can optimize the knowledge structure of college students, cultivate socialist core values, promote social development, and effectively integrate and guide these resources to better integrate into the national rural revitalization strategy, fully utilizing the professional, ideological, and comprehensive qualities of these talents, which is an important topic in current university and rural work. [2] However, there are some problems with volunteer services in the context of rural revitalization:

#### ***3.1 Lack of Endogenous Motivation in Volunteer Services***

Volunteer services are developing towards specialization and professionalization, often utilizing holidays and commemorative days to carry out activities. However, a small number of teachers and students participate, and volunteers are generally recruited on a temporary basis, often changing team members, resulting in a lack of cohesion and teamwork spirit in the team, a lack of sense of belonging, low professionalism demonstrated in activities, lack of guarantee of service effectiveness, and difficulty in reflecting the significance and value of volunteer services, volunteer services organizations lack effective organizational structures, lack motivation for volunteer services, and are also difficult to form brand effects. Once volunteers adopt a negative and passive attitude to carry out their work, the effectiveness of the activity will be greatly reduced. Over time, they gradually lose confidence and develop a fear of difficulties. Volunteer services cannot form a virtuous cycle of mentoring, and volunteers will also have a great psychological burden.

#### ***3.2 Insufficient Standardization of Volunteer Services***

Due to the lack of laws and policies, there is a lack of sound institutional records for volunteer services. Some teams only focus on participating in volunteer services and do not attach importance to the standardization and effectiveness of services.

Volunteer services lack professional training and fixed teachers, theoretical lectures lack guidance and review, practical activities lack goals and evaluation standards, and activity effectiveness lacks incentive and assessment mechanisms. Volunteer services do not possess professional knowledge and skills, and do not know how to plan volunteer service content reasonably based on the interests and characteristics of different groups of people, making it difficult to provide accurate and effective services to service recipients. In volunteer service activities, there will often be problems such as shortage of funds, inconvenient transportation, unfamiliarity with local conditions, and lack of technical guidance, making volunteer service activities even more difficult. The volunteer teams are small in scale and have been stationed in the village for a short time. They are eager to collect materials and basic materials before becoming familiar with the environment and discussing specific implementation plans. The goals of volunteer service projects are not clear, and the work results that need to be achieved are not clear. The practical value of volunteer service in assisting rural revitalization has not been fully realized. [3]

#### ***3.3 Low Social Benefits of Volunteer Services***

Volunteer service organizations lack project design experience, do not pay attention to digging up resources from all parties, have a single activity content and project, and cannot attract more people to participate and benefit from it. The content of volunteer services is too simplistic and formalized, being only passionate about serving society, without knowing what should do, what to do, and how to do it. In the end, the services become voluntary labor, visiting the elderly, and taking care of children. Not only do volunteers lack a sense of satisfaction themselves, but service recipients also lack interest in participating together. The college students who participate in volunteer services are generally lower grade college students, with less social experience. Their volunteer services mainly focus on grassroots work such as social research, health education, free clinics and massages, and visiting veteran party members, which cannot effectively meet the actual needs of the masses. There is no standardized platform for volunteer service activities to assist in rural revitalization and construction. Many volunteers do not know how to register the platform, learn to search for resources and share experiences, lack communication between volunteer teams, have simple ideas and

blocked messages, and volunteer service is just a formality, more like an experience of life, losing its original meaning.

#### **4. IMPLEMENTATION PATH OF VOLUNTEER SERVICE PROJECTS IN THE CONTEXT OF RURAL REVITALIZATION**

In the notice issued by the Central Committee of the Communist Youth League on the "Opinions on Deepening the Action of Rural Revitalization and Youth Merit Building", it is required to vigorously carry out youth volunteer service activities. To promote rural revitalization, it is necessary to cultivate a high-quality talent team with excellent quality, the courage to shoulder heavy responsibilities, willingness to contribute, and roots at the grassroots level, and young people in colleges and universities are the focus and breakthrough point. [4] This article takes the School of Pharmacy (College of Traditional Chinese Medicine) of Chongqing Medical and Pharmaceutical College as an example to discuss the implementation path of volunteer service projects in the context of rural revitalization.

##### ***4.1 Brightening the Youth League Brand and Leading the Revitalization of Rural Areas***

Since its establishment in 1982, the Lei Feng Service Team of Chongqing Medical and Pharmaceutical College has adhered to the concept of "being a descendant of Lei Feng and a good person in Chongqing". The Lei Feng Service Team has co built with the 404 Station of Chongqing Public Tram Co., Ltd., insisting on volunteering at least once a month for nearly 40 years. In recent years, the Lei Feng service team has continuously expanded the connotation and extension of its activities, from voluntary labor to ecological and environmental protection, from health promotion to drug science popularization, from station services to summer "three trips to the countryside". The volunteer service has achieved significant results, and has been awarded the "National Excellent Team for Summer 'Three Visits to the Countryside'" for two consecutive years. It has been reported by mainstream media such as People's Daily, Chongqing TV, and more than 20 times, and received 5 national level volunteer service project awards and 12 provincial and ministerial level awards. The brand of the "Health 'Medicine'

Refueling" project of the Lei Feng Service Team delivered a speech as an excellent project representative in the health industry during the 4th China Youth Volunteer Service Project Competition and received praise. The project has been promoted throughout the city by the Chongqing Municipal Health Commission, and 8 health units have adopted the project application model to carry out volunteer service activities. Leading rural revitalization with the Youth League brand has a strong social response, good benefits, and is conducive to the rapid integration of contemporary college students into activities.

##### ***4.2 Improving Mechanism Norms to Assist Rural Revitalization***

To ensure the protective rights and interests of college students in serving rural revitalization and emphasize their service role, the government should further improve the legal and regulatory system of rural revitalization volunteer services, and colleges and universities should further improve the management regulations and rules of volunteer organizations. [5] The schools can innovate the curriculum system and enhance the volunteer service skills of college students. [6] Chongqing Medical and Pharmaceutical College is listed in the first batch of "Double High" construction schools in the country. The School of Pharmacy (College of Traditional Chinese Medicine) is the college where the national high-level pharmaceutical professional group is located, with a first-class teaching team and complete mechanisms. Based on the four levels of "professional ethics cultivation, professional knowledge mastery, vocational skills acquisition, and professional literacy improvement", the college deeply explores the ideological and political aspects of the curriculum, and innovates the establishment of a compulsory course called "Volunteer Service for Drug Safety Science Popularization" (16 class hours, 10 class hours for practice, and 6 class hours for theory). As a compulsory course, this course has been included in the talent cultivation plan of the Ministry of Education's "Double High Plan" pharmaceutical professional group. Relying on the National Resource Database platform of the Ministry of Education for Pharmacy, 7,752 students from 20 provinces, cities, and 29 colleges and universities were recruited and studied, with a total of 929,779 interactions. Together, 2,629 university volunteers and 696 social volunteers were cultivated. Over 400 community and rural service activities are carried out annually. This provides favorable institutional guarantees, personnel

guarantees, and practical effectiveness guarantees for serving rural revitalization.

### ***4.3 Deeply Exploring Cultural Heritage and Immersively Experiencing Rural Revitalization***

Knowledge, such as history and geography, cannot be learned solely from books. Only through practice can one gain a deeper understanding. During the process of carrying out volunteer services, it is necessary to college students to visit the Red Revolution Education Base, conduct investigations and research, experience the local customs and customs, measure the land of the motherland with my feet, discover the Chinese spirit with my eyes, and deeply study the great achievements and changes in the cause of the party and the country. Combining the traditional culture and professional characteristics of the Chinese nation, conducting drug safety science popularization, traditional Chinese medicine sachet production, handmade origami, graffiti kites, and cultural exhibitions can enhance contemporary college students' sense of identification and belonging to their motherland. By utilizing AR, VR, MR and other technologies, immersive experiences can be carried out around the needs of food, housing, travel, shopping, and entertainment, and experience the achievements of rural revitalization.

## **5. CONCLUSION**

Rural revitalization is one of the important development strategies of the country. Volunteer services in the context of rural revitalization is not only capable of promoting socialist core values and inheriting traditional Chinese culture, but also a strong driving force for promoting healthy and rapid social development. It is necessary to brighten the brand of the Youth League, improve the mechanism and norms, and deeply tap into cultural heritage, laying a solid foundation for promoting the realization of rural revitalization as soon as possible.

## **AUTHORS' CONTRIBUTIONS**

Huiyuan Xue proposed the idea and wrote the paper, while Wenyu Mou participated in the revision and editing.

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