

Research on Rural Grassroots Governance from the Perspective of Village BA

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Abstract

The remarkable popularity of "Village BA" presents to us not merely a rural - flavored sports event, but also a cultural phenomenon with modern elements that has been recognized by the masses. By delving deep into its folk culture, we can see that the "soft power" and "hard power" contained therein are important driving forces behind its transformation into a "phenomenal" event. Based on the field investigation of "Village BA", this paper analyzes the actual situation of rural governance and "Village BA", summarizes the crucial role of rural governance in its development, and proposes optimization paths. This aims to boost "Village BA" in the current trend of the times, enabling the sustainable and permanent rural governance to inject enduring vitality into sports culture.

Keywords : Village BA; grassroots democracy; rural governance; rural construction

Suggested citation : Han, K., Song, X., Peng, J., & Liu, Y. (2025). Research on Rural Grassroots Governance from the Perspective of Village BA. *Journal of Current Social Issues Studies*, 2(3), 193–198. <https://doi.org/10.71113/JCSIS.v2i3.204>

Introduction

The "commendation" by Zhao Lijian, a spokesperson for the Ministry of Foreign Affairs, contributed to the online popularity of the basketball game during the "New Rice Tasting Festival" in Guizhou. The term "Village BA" emerged out of nowhere, specifically referring to rural basketball games and the rural basketball culture centered around them. From the "Village BA" events, we can see that the abundance of material wealth promotes the construction of spiritual culture, which is inseparable from the influence of various social factors. Behind its accidental popularity lies the inevitable guarantee of rural governance.

Since the reform and opening up, the rural economy has witnessed rapid development. The traditional social structure and form of civilization have been impacted by foreign cultures. Improving rural governance to ensure the healthy development of society is the primary task of new rural construction [1]. "Village BA" is a basketball event led by the local government in Guizhou and voluntarily participated in by villagers. It is a "good recipe" that combines the connotation of sports culture with socialist construction.

The Actual Situation of Grassroots Governance in China

Grassroots governance serves as the cornerstone of national social governance at the rural community level and is a crucial guarantee for the construction of a new socialist countryside. In the basic governance framework, social organizations may assume roles such as integration, liaison, and intermediation, and are the core entities for enhancing governance effectiveness [12]. Since the 21st century, with the rapid development of the social economy and a significant improvement in the level of productive forces, grassroots governance has been greatly enhanced. A basic institutional framework and policy system have taken shape, the practice of villagers' self - governance has continued to deepen, and phased achievements have been made in governance levels and the improvement of the living environment, etc. [2].

At the same time, we should also note that although poverty alleviation and the reform of the rural collective property rights system have promoted the development of the rural collective economy, the weakness of the collective economy remains a common phenomenon. This is also an important reason for the weak appeal of village committees in grassroots governance and the reduced attractiveness of self - governance. The awareness of the main body and the degree of participation need to be improved, as some farmers have a weak sense of the main body in participating in governance and lack enthusiasm. The siphon effect of cities puts most rural areas at a disadvantage, leading to a brain drain in rural areas and thus weak grassroots governance capabilities. The boundaries of grassroots governance are blurred, and village organizations bear a heavy burden. Sometimes, the boundaries of responsibilities between government governance and mass self - governance are not clear enough, and village - level organizations undertake excessive administrative tasks, resulting in a heavy burden.

The Correlation between Grassroots Governance and "Village BA"

The transformation of rural society has led to the diversified development of rural areas. The role played by rural governance in the transformation process is particularly important. There is a close relationship between "Village BA" and grassroots governance. In some areas, "Village BA" has even become an effective boost and vivid practice of grassroots governance. The correlations between them are reflected in the following aspects:

1. Promoting villagers' unity and enhancing cohesion: "Village BA" competitions usually organize teams to participate on a village - by - village basis. Villagers work together for the honor of their own villages. In this process, the team - work spirit and collective sense of honor among villagers are enhanced, promoting unity and cohesion among them.

2. Enriching rural cultural life: It provides villagers with a positive and healthy form of entertainment, enriches their spare - time life, promotes the cultural construction of the new countryside, and helps create a good rural cultural atmosphere [15].

3. Advancing grassroots self - governance: In the organization process of "Village BA" in some places, villagers independently negotiate and formulate competition rules, arrange the event process, etc., which reflects the spirit of villagers' self - governance and improves their ability of self - management and self - service.

4. Innovating grassroots governance methods: In some areas, the sports spirit is integrated with the concept of grassroots governance. By leveraging the influence and organizational form of "Village BA", some new grassroots governance methods and approaches are explored.

5. Strengthening communication and interaction: The competitions attract the participation and attention of numerous villagers, providing more opportunities for communication and interaction among them. This helps enhance the relationships between neighbors, resolve conflicts, and promote the harmonious stability of rural society.

6. Cultivating rural talents: Some villagers with basketball specialties stand out in the competitions and may become opinion leaders or activists in the village. Their influence and organizational abilities can play a role in other grassroots affairs.

7. Boosting economic development: The holding of "Village BA" attracts a large number of tourists, driving the development of local catering, accommodation, tourism and other related industries and the additional industrial chains. It promotes the prosperity of the rural economy, turning the "traffic" of the event into economic "stock", and then into development "increment", driving the growth of surrounding consumption.

"Village BA" and grassroots governance promote and complement each other. "Village BA" provides a new platform and carrier for grassroots governance, promoting the harmonious development of rural areas. And a good grassroots governance environment creates favorable conditions for the holding and development of "Village BA". This interactive relationship helps improve the level of rural governance and promote rural revitalization.

The Social Significance of the Construction and Development of "Village BA"

Rooted in rural areas, the games and atmosphere of "Village BA" fully embody the characteristics of folk sports culture. It is a vivid manifestation and innovative development of folk sports culture in contemporary society, with a close and profound connection between them.

"Village BA" Facilitates the Spread of Rural Culture

The fundamental reason for the popularity of "Village BA" lies in its "rural" nature. "Village BA" is closely linked to daily life, folk customs, and has a strong rural flavor, demonstrating unique cultural charm. Our preliminary investigation shows that rural basketball has been widely carried out, and there is a tradition of holding basketball games during folk festivals. In the process of integration and development over hundreds of years, it has gradually combined with local traditional folk customs, taking on a folk - like nature. Folk sports culture, rooted in the traditional rural society, features mass participation, emotional closeness, and a sense of competitive honor [3]. By exploring the roots of excellent traditional culture according to local conditions, it lays a cultural foundation for the development of rural sports. It provides a new way for the revitalization of rural culture, and rural sports represented by "Village BA" present a vibrant new look. With the help of modern technological elements and the momentum of the Internet, it breaks through local limitations, promotes the spiritual awakening of rural traditions, stimulates new vitality in modern rural areas, awakens distant rural traditions, and offers new ideas for the revitalization of rural culture. In rural cultural construction, it is necessary to fully investigate local characteristics, explore folk customs, form a multi - channel communication matrix, integrate the "rural flavor" with "modern elements", and create a distinctive rural culture.

"Village BA" Helps Improve Physical Fitness

"The Opinions of the Central Committee of the Communist Party of China and the State Council on Implementing the Rural Revitalization Strategy" points out that rural revitalization should "prosper rural culture and bring about a new look of rural civilization" [4]. The popularity of "Village BA" verifies the development of rural (sports) culture, demonstrates the great achievements of new rural construction, and takes "widely carrying out national fitness activities and improving the public service system for national fitness" as an important part of improving the physical fitness of the whole people [5], incorporating it into the comprehensive system of rural social governance. Folk sports culture such as "Village BA" is an important means to achieve "overall health". Firstly, "Village BA" has inspired villagers' enthusiasm for participating in sports. Driven by the games, more and more villagers actively engage in basketball, forming the habit of regular exercise. Secondly, basketball itself is a full - body exercise. It requires participants to have good endurance, speed, strength, agility, and coordination. In the atmosphere of "Village BA", villagers actively participate and constantly challenge their physical limits,

effectively improving their cardiopulmonary function, enhancing muscle strength, and joint flexibility. Thirdly, "Village BA" usually has a wide range of participation, covering different ages and genders. This characteristic of mass participation gives various groups the opportunity to improve their physical fitness through basketball. Finally, the holding of "Village BA" also promotes the construction and improvement of surrounding fitness facilities, providing convenient conditions for villagers' daily exercise and further facilitating the improvement of physical fitness.

"Village BA" Contributes to the Improvement of Grassroots Governance

The popularity of "Village BA" cannot be achieved without the guarantee of rural governance, and at the same time, it has a positive impact on the improvement of rural governance. The correct guidance of village committees, the joint efforts of villagers, and the participation of all walks of life and other "pragmatic measures" have enabled the "Village BA" sports event to develop in a "phenomenal" way. Meanwhile, the popularity of "Village BA" has promoted the upgrading of relevant event services, the creation of the "Village BA" cultural IP, large - scale operation, etc., forming an integrated development of "agriculture, culture, tourism, and sports". Using the "event as a medium", it promotes the improvement of rural governance [6]. The "Village BA" event adheres to the principle of villagers' spontaneous organization, participation, and benefit. During the event, the opinions and suggestions of all villagers are fully solicited, and people's democracy throughout the whole process is implemented, promoting grassroots democracy and strengthening villagers' self - governance. At the same time, as a bridge and bond for villagers to maintain rural, friendly, and family feelings, "Village BA" can effectively gather the power of those who care about rural areas, agriculture, and farmers, enrich rural cultural life, promote the transformation of social traditions, and enhance the cohesion and sense of identity among villagers. Taipan Village in Guizhou Province adheres to the "Village BA" spirit of "villagers decide village affairs", implements the foundation of "one center, one network, and ten - household associations", actively promotes the "village - level courtyard meeting" to strengthen democratic consultation, and at the same time strengthens management through models such as "ten - household integration", "village regulations and people's agreements + village elders + democratic appraisal groups" [7], ensuring that grassroots democracy is implemented in all aspects and throughout the process of grassroots governance, and enhancing the endogenous driving force of grassroots governance.

Challenges Faced by Rural Grassroots Governance in the Context of "Village BA"

Although "Village BA" has brought many positive impacts on rural grassroots governance, there are still some challenges in rural grassroots governance from its perspective.

Insufficient Infrastructure Construction

Infrastructure such as sports venues, transportation, and communication is difficult to meet the needs of event and tourism development. In some areas where "Village BA" events are held, there may be transportation problems. For example, there are few vehicle schedules, a lack of shuttle buses, high ride - hailing fares, rugged roads, or inconvenient parking. The competition venues may also be relatively small, making it difficult to accommodate a large number of spectators. Moreover, the infrastructure is relatively backward, such as the lack of changing rooms, shower rooms, or problems like non - standard venues and imperfect safety facilities. In addition, local accommodation conditions may be limited, with issues such as a small number of hotels, poor management, high room rates, or long distances from the competition venues.

Shortage of Technical Talents

There is a lack of professional event organizers, managers, and operators, as well as various technical talents required for rural development. The shortage of technical talents can be reflected in many aspects. First, in terms of event organization and management, the lack of professional event planners, operators, and managers leads to an unsmooth event process and low organizational efficiency. Second, among the referee teams, the number of professional and experienced referees is insufficient, which may affect the fairness and standardization of the competition. Third, the scarcity of sports technical guidance talents makes it difficult for players to receive high - level technical guidance during training and competitions, thus affecting the improvement of the overall competitive level.

The shortage of "Village BA" technical talents is caused by multiple factors. On the one hand, the relatively backward economic development in rural areas makes it difficult to provide attractive salaries and development opportunities, resulting in the outflow of technical talents. On the other hand, the educational resources in rural areas are relatively weak, lacking training and education in sports event - related majors, making it difficult to cultivate local technical talents.

Sustainable Development Issues

How to avoid the short - lived popularity of "Village BA" and achieve its long - term and stable development is a key issue that needs attention. Apart from the shortage of infrastructure and technical talents discussed above, the development of "Village BA" also faces the following problems:

(1) Imbalance between Commercialization and Rural Characteristics: Excessive commercialization may cause it to lose its original rural flavor and purity. However, completely rejecting commercialization may lead to problems such as insufficient funds and difficulties in improving facilities, making it hard to achieve long - term development.

(2) Homogenization of Events: With the expansion of the influence of "Village BA", other regions may follow suit, resulting in event homogenization. The lack of local characteristics and innovation may cause audience aesthetic fatigue and affect its sustainable development.

(3) Uneven Distribution and Sharing of Economic Benefits: How to reasonably distribute the economic benefits brought by the event among villagers, local enterprises, and other relevant parties to promote common development is a concern. Uneven distribution may affect the enthusiasm and investment of all parties [8].

Problems with the Interest Coordination Mechanism of "Village BA"

In the process of holding and operating "Village BA" events, the coordination of the interests of all parties is of crucial importance. However, there are currently some problems that affect the reasonable distribution of interests. First, the commercial operation of the event may cause some interests to tilt towards organizers or external investors, resulting in relatively less income for local participants such as villagers. This may trigger villagers' dissatisfaction and resistance, affecting the continuous holding of the event. Second, the economic benefits brought by the event may not fully benefit local enterprises and industries, leading to an uneven distribution of interests. This uneven distribution of interests may hinder the comprehensive development of the local economy and affect the long - term benefits of the event [14]. To solve these problems, it is necessary to establish a sound interest coordination mechanism to ensure that the economic benefits brought by the event can be fairly and reasonably distributed to all participants, promoting common development

Countermeasures and Suggestions for Optimizing Rural Grassroots Governance

Increase Investment in Infrastructure Construction

The government is the main body responsible for infrastructure construction. On one hand, it should actively strive for relevant project funds to provide stable financial support for infrastructure construction, which can be used to improve transportation conditions, expand and optimize competition venues, and increase accommodation facilities. On the other hand, it should carry out scientific and reasonable planning to guide infrastructure construction to achieve economies of scale. According to actual needs and development prospects, plan and build venues and surrounding facilities that better meet the requirements of events and audiences. Secondly, establish and improve relevant infrastructure management systems to ensure the effective management and maintenance of facilities. Strengthen the management of transportation, accommodation, etc., and improve service quality. Finally, improve land - use efficiency, revitalize existing land resources, and make rational use of land to provide more space for infrastructure construction.

Strengthen Talent Cultivation and Introduction

Solving the shortage of technical talents for "Village BA" requires the joint efforts of multiple parties. A sound talent cultivation and introduction mechanism should be gradually established to provide strong technical support for the sustainable development of "Village BA". It can cooperate with local schools and sports institutions to carry out relevant training courses and practical activities to cultivate local event organizers, referees, and technical guidance talents. Organize rural technical talents to communicate and learn from outstanding talents in cities or other regions [9] to improve their professional levels. By offering certain preferential policies and a good working environment, attract professional technical talents from cities to participate in the work of "Village BA" in rural areas. Through online training, remote guidance, etc., enable rural technical personnel to access more professional knowledge and experience.

Innovate the Development Model of "Village BA"

To achieve the sustainable development of "Village BA", the joint efforts of the government, villagers, and all sectors of society are needed. Based on maintaining its rural characteristics and the dominant position of villagers, rationally utilize resources, solve existing problems, and explore suitable development models. This includes innovating the event form by introducing themed events, online events, cross - regional exchange competitions [10], etc.; integrating with cultural tourism by creating "Village BA" tourism routes and building themed homestays for integrated development; expanding related industrial chains by promoting the combination of "Village BA" with special agricultural products, developing cultural and creative products to enhance popularity and added value; increasing the application of technology by building smart stadiums, carrying out intelligent transformations, and using high - definition live - streaming technology for event live - streaming and interaction to comprehensively improve the audience's viewing experience. These measures can further enhance the influence of "Village BA" and inject new vitality into rural revitalization.

Improve the Interest Coordination Mechanism of "Village BA"

Establishing a fair, reasonable, and effective interest coordination mechanism is an important way to realize the sustainable development of "Village BA". First, on the basis of guaranteeing the preferential rights and interests of farmers, establish clear interest - distribution rules [11], set up a special coordination agency to handle disputes in interest distribution, regularly publish the revenue and expenditure of the event, and strengthen information disclosure and transparency to ensure that all parties understand the basis and results of interest distribution. Second, it is necessary to conduct regular evaluations and adjustments to adapt to changing needs and promptly improve the three - dimensional distribution rules. At the same time, strengthen communication and cooperation among the government, enterprises, social organizations, etc., to form an interest

community, jointly promote the development of "Village BA", and achieve a win - win situation. Third, strengthen the publicity and promotion of the interest coordination mechanism, improve the awareness and participation of all parties, and create a good atmosphere in which the whole society pays attention to and supports the development of "Village BA" [13].

Conclusion

As an innovative practice in rural grassroots governance, "Village BA" has brought new opportunities and vitality to rural development. With its strong cohesive force, "Village BA" has closely united rural people, stimulated villagers' sense of collective honor and belonging, injected new vitality into rural grassroots governance, and provided a new path for grassroots governance innovation. Through the hosting of "Village BA", rural communities have successfully established a platform integrating sports competitions, cultural exchanges, and community mobilization, effectively improving the effectiveness of grassroots governance and the participation of the public. It demonstrates the self - organizing and self - managing capabilities of rural people, highlighting the important role of grassroots democracy in rural governance. At the same time, "Village BA" has also brought new opportunities to rural economic development. By attracting tourists and promoting consumption, it has driven the revitalization of rural industries.

However, we should also recognize that rural grassroots governance is a complex and long - term systematic project, and "Village BA" is just one highlight among them. In future rural governance: First, we should encourage and support more rural communities to carry out sports activities similar to "Village BA". Through the guidance of sports culture, we can promote the innovation and development of grassroots governance. The government should increase investment in and construction of rural sports facilities to provide necessary hardware support for the development of sports activities such as "Village BA". Second, we should further give play to the positive role of innovative forms like "Village BA", constantly improve the rural governance system, and enhance governance capabilities. Third, we should strengthen the construction of grassroots Party organizations and give full play to the leading core role of Party organizations in rural governance. Fourth, we should strengthen the cultivation and introduction of rural sports talents to improve the organizational level and influence of rural sports activities. Increase investment in rural infrastructure and public services to improve the quality of life of rural residents. Also, we should pay attention to rural cultural construction, cultivate civilized rural customs, good family traditions, and simple folk customs to provide a solid cultural support for rural governance.

By giving full play to its positive role, addressing challenges, and continuously optimizing rural grassroots governance, we can realize the beautiful vision of a prosperous rural economy, a harmonious society, and a thriving culture, laying a solid foundation for the implementation of the rural revitalization strategy

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