Out-Migrate Elites as Rural-Urban Link: an Innovative Pathway Toward Rural Development Around Metropolis

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0. Initiation

Talent / Labor / Knowledge

URBAN AREA

URBANIZATION

RURAL AREA

RURAL REVITALIZATION

Funds / Policy / People / Institution

Out-Migrate Elites
discovered from the planning process...

- Born and grown up in village
- Now live in cities
- Keep contact with village
- Bring opportunities to the village

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1. Research Questions & Methodology

**What is the role OMEs play in rural development?** Specifically,

1) What characteristics do OMEs have?

2) Why do they keep contact with the villages?

3) And on those basis, in what way do they affect the rural villages?

**Participatory research method**


Planning processes of *initiation, design, decision making*, and *implementation*
1. Research Questions & Methodology: Case study areas

In-depth investigation

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Online questionnaire

Observation

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2. Profile of Out-Migrate Elites: Resources characteristics

### Human resource & physical resource

<table>
<thead>
<tr>
<th>Villagers</th>
<th>OMEs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td><img src="image1.png" alt="Picture" /></td>
</tr>
<tr>
<td>The aged and children</td>
<td>Young / Mid-aged</td>
</tr>
<tr>
<td>Living in village</td>
<td>Able to make a living in developed cities</td>
</tr>
<tr>
<td>Main for agriculture average income: 7500 yuan</td>
<td>Multiple professions</td>
</tr>
<tr>
<td><img src="image2.png" alt="Image" /></td>
<td></td>
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<tr>
<td><img src="image3.png" alt="Image" /></td>
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<tr>
<td><img src="image4.png" alt="Image" /></td>
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</tr>
</tbody>
</table>

### Social resource

<table>
<thead>
<tr>
<th>Villagers’ close social network</th>
<th>OMEs’ open social network</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
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</table>

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2. Profile of Out-Migrate Elites: Participation in rural affairs

Basic condition: Improvement Transportation and internet infrastructure

Situation of Participation

Facts

44% of the OMEs keep contact with the village every week;
36% keep contact with the village every month

Willingness

68% - give suggestions for development
36% - donate for the village
32% - get policy and funding for village
16% - bring friends to consume in village

Positive Participation in Village Planning

Why do they keep contact with the villages?

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### 3. Social Relationship: the motivation of OMEs’ participation

#### Kinship

**Rooted relationship of OMEs and the village**

| P Village: primary reason for visiting village |
|-----------------|-----------------|
| 76% Visiting parents, relatives and friends |
| 60% Worship ancestors |

*We generally visit the village no less than two or three times, and we quite love our hometown. Some people are more active... My cousin has just returned for four days and ran back. The last time he went back was to visit his father.*

*LIN S, Shanghai Bank manager*

#### Geographical relationship

**OMEs’ willingness to return to the village in the future**

| 80% Have willings to go back to the village for vacation or retirement |

*I come back here three to four times a year. My best memories are about here. I want to come back and repair the old house...Then I can bring my child here to live and for vacation.*

*Zhang MH, Shanghai Self-employed*

*LIN JY, Yongtai Self-employed*

#### Economic relationship

**Property relations and industry opportunities**

*Huukou in Village: Has the property of farmland, homestead, and cooperative shares.*

*Huukou not in Village: Will inherit a traditional house owned by her uncle.*

*Huukou not in Village: Land property has been confirmed before migration, he has farmland property for a certain number of years.*

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3. **Social Relationship**: the motivation of OMEs’ participation

The binary “rural” and “urban” nature of OMEs: *Mutual Demands* of OMEs and the village

- **“RURAL”** characteristic—*Strong Tie* because OMEs are within the cultural boundary of the village.

- **“URBAN”** characteristic—*Resource Heterogeneity* due to OMEs’ occupational and workplace derived from their city living experience.

**Diagram of the social relation network between OMEs and village (P Village)**

**In what way** do they affect the rural villages?

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4. OMEs’ contribution to rural development: the delivery of urban resources to rural community

- Delivery of *information, knowledge* and *physical resource* with professional characteristics

<table>
<thead>
<tr>
<th>Development Ideas</th>
<th>Professional skills</th>
<th>Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>“To produce agricultural and handicraft products in the coming years and to develop sports and health related projects in the long run.”</td>
<td>Plan made by OME</td>
<td>OMEs raise funds for construction</td>
</tr>
<tr>
<td>TANG W Civil servant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“The village could diversify its financing forms such as attracting private capital, crowdfunding, and shareholding...”</td>
<td>Section drawn by OME</td>
<td>OMEs collect funds for mapping</td>
</tr>
<tr>
<td>TANG ZY entrepreneur</td>
<td></td>
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</tbody>
</table>
4. OMEs’ contribution to rural development: the delivery of urban resources to rural community

- Delivery of *values* and *capacity building* with experience from cities and their authority

Buildings should keep old style and should not use cement and steel in construction...

OMEs express their opinions at the meeting, delivering values to the villagers (P village)
4. OMEs’ contribution to rural development: the delivery of urban resources to rural community

- **Expanding social network** of the village: bringing developing opportunities

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**Increase attention to the village**

OME's article on propaganda P village

*OME's article on propaganda P village*

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**Import potential investors & experts**

Wechat group of Leishan Development

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**Policy support from government**

LIN Z, Shanghai member of the chamber of commerce

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I went to find the newly appointed leader Li in the county, and talked about the Jiangbin Avenue in Pohang Village. Li said that he would try his best to make Jiangbin Avenue good...
Conclusions

• **OMEs have binary nature: both “rural” and “urban”**. Their kin, geographical and economic relations with the village derived from their rural experience are the motivation of their participation in rural affairs, while their urban life experience contributes to the significant resources that the village is lack of. And the infrastructure development provides with the basis of the communication.

• **OMEs deliver resources (gain from the city) to the village** in the process of participating in rural development as well as bring long-term influence to the villagers by affecting their values and building endogenous capacity for the village.

• **OMEs help expanding the social network of the village** by introducing their personal social resources from cities into the village, bringing developing opportunities for the village.

Open Questions

• What kind of ways are able to promote the participation of OMEs in rural development and strengthen the role of OMEs?

• Could OMEs' actions in the countryside also have a positive impact on the city, so that this link is reciprocal?
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Thanks for listening!

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