

AWARENESS OF CADRES ABOUT THE MODE OF PEOPLE'S MOBILIZATION WORK OF PARTY COMMITTEES AT ALL LEVELS IN HAI PHONG CITY IN THE NEW ERA***Nguyen Van Thong**

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Abstract

The article “*Awareness of cadres about the mode of people's mobilization work of Party committees at all levels in Hai Phong City in the new era*” focuses on assessing the awareness of cadres regarding the Party’s mass mobilization efforts in the modern context. The study clarifies the role of mass mobilization in strengthening the relationship between the Party and the people while evaluating cadres’ understanding of various mobilization methods. These include direct dialogues, the application of information technology, and enhancing public participation in decision-making processes. The research employs a quantitative approach through a survey questionnaire conducted among cadres at different levels in Hai Phong City. The findings indicate that most cadres recognize the crucial role of mass mobilization, particularly in fostering social consensus and engaging citizens in local development programs. However, some limitations persist, such as the slow adaptation to new mobilization methods and inconsistent application of technology. Based on these insights, the article proposes solutions to improve the effectiveness of mass mobilization, including enhancing cadre training and promoting the use of information technology in the Party’s mobilization activities.

Keywords: Awareness, Cadres, Methods, Civil affairs, Party committees, Hai Phong City, New era.

INTRODUCTION**Ask the problem**

In the new era, the people's mobilization work of the Party Committee in Hai Phong City requires strong innovation to meet the needs of rapid development of society. The explosion of science and technology, the digital transformation process, and the challenges of urbanization and social transformation, pose a requirement to raise the awareness of officials about the CT service method, in order to build a great unity of the whole people. Hai Phong city, as an important economic, industrial and seaport center, has implemented many models of “Skillful people's mobilization” in all fields of social life. According to the report of the People's Mobilization Committee of Hai Phong City Party Committee, the whole city currently has 2,310 “skillful people's mobilization” models registered for construction [17]. Propaganda activities about CTDV have many innovations, especially the Contest to propagate the model of “Skillful People's Mobilization” to participate in building new countryside, civilized urban areas and digital transformation in 2023, which has attracted the attention and participation of a large number of cadres, party members and people. However, CTDV still faces challenges in synchronizing theory and practice. The study and systematization of the basic principles of “*Awareness of cadres about the mode of people's mobilization work of Party committees at all levels in Hai Phong City in the new era*” is necessary to improve operational efficiency, improve interaction between the political system and the people, to meet the needs of the community. As emphasized in the Party's documents, “The people are the center” in all activities, therefore, raising the awareness of cadres about the CTDV method in the new era is a key factor to promote the sustainable development of the city.

THEORETICAL PERSPECTIVE**Looking back at the views of previous authors**

In Truong Thi Mai's research work on “*Renewing the Party's leadership mode for the people's mobilization work in the conditions of socialist-oriented market economic development and international integration*” [4], the author emphasizes the important role of the renewal of the CTDV mode, starting from the grassroots and focusing on mobilizing people right from the local level. This point of view was also mentioned by Nguyen The Trung in the book “*Contributing to some of the current leadership of the Party*” [3], when he emphasized that the Communist Party needs to start from grassroots practice, closely follow the needs and aspirations of the people to create consensus and promote the strength of the great unity of the whole people. Duong Van An, in the article “*Renovating and improving the efficiency of people's mobilization work in the current conditions*” [13], analyzed the challenges that CTDV is facing and pointed out that in the face of the requirements of the new situation, CTDV still has many limitations and inadequacies, requiring Party committees and authorities at all levels to quickly come up with specific and timely solutions.

Similarly, Dang Dinh Phu in the article “*Building a contingent of people's mobilization cadres to meet the requirements of the new period*” [6] emphasized the importance of building a contingent of competent and qualified people's mobilization cadres to meet the requirements of the new period. In addition, Nguyen Thi Huong's thesis on “*People's mobilization work of communes and towns in Chuong My district, Hanoi city in the current period*” [1] has emphasized the key role of developing and promulgating regulations for cadres, civil servants of the district government in the process of performing official duties, in order to improve the effectiveness of CTDV.

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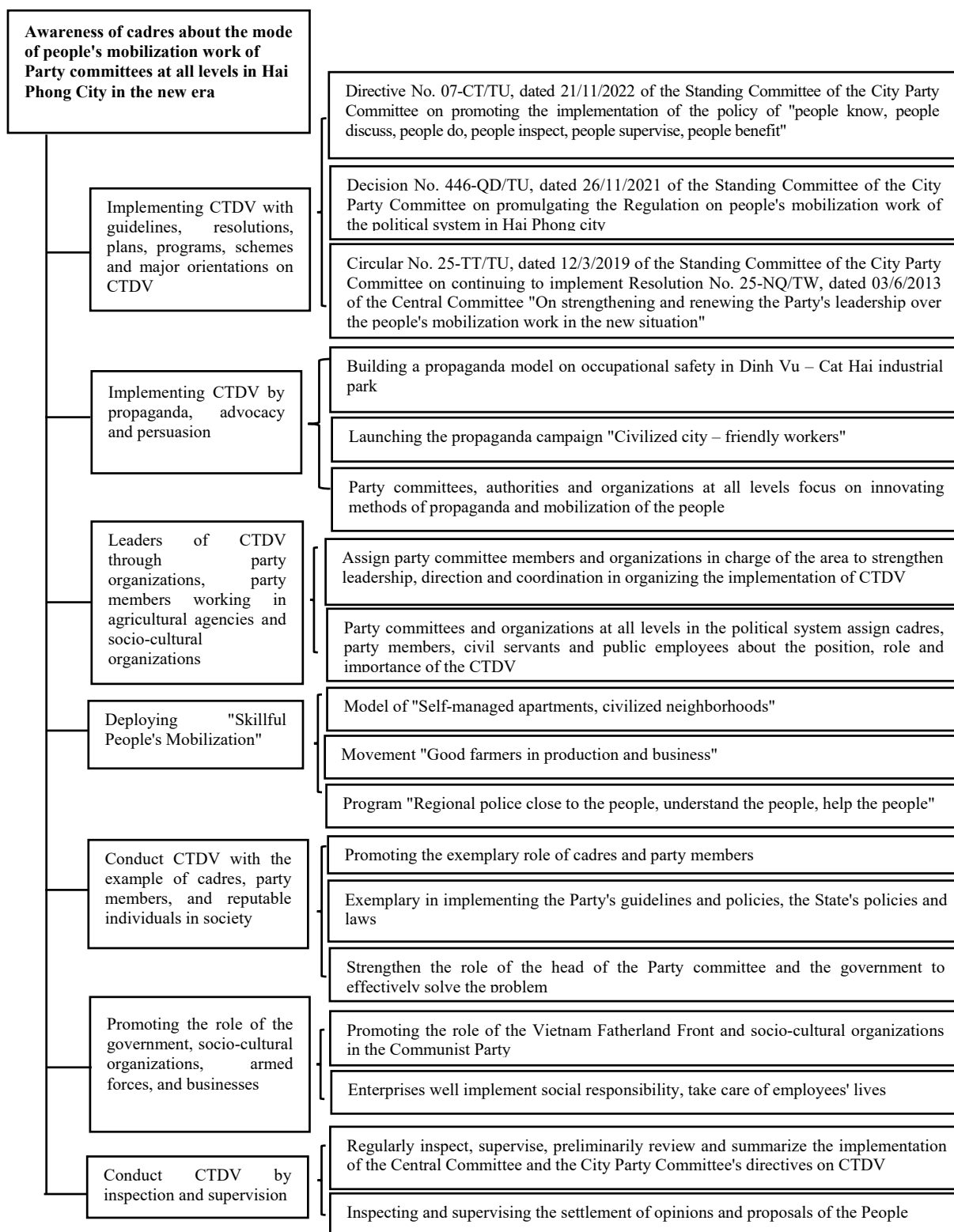


Figure 1. Awareness of cadres about the mode of people's mobilization work of Party committees at all levels in Hai Phong City in the new era

This view is reinforced by the textbook “*People's mobilization work of state agencies in the new period*” [2] by Nguyen Tien Thinh, when the author proposes that in order to improve the quality of CTV, it is necessary to ensure operating funds, improve material conditions and pay special attention to remuneration policies for CTV. The Fatherland Front and people's mass organizations also need to step up propaganda and mobilize people to well implement the Party's guidelines and policies, the State's policies and laws, and at the same time actively participate in local socio-economic development programs and plans.

Conceptual manipulation

In the article “Awareness of cadres about the mode of mass mobilization work of the Party committee in Hai Phong City in the new era,” the basic concepts that need to be clarified include: 1) Cadres; 2) Civil mobilization work; 3) Party committees at all levels and 4) Awareness of cadres about the mode of people's mobilization work of Party committees at all levels in Hai Phong City in the new era.

Cadres, according to the Law on Cadres and Civil Servants 2008 [9], are Vietnamese citizens who are selected through election, ratification or appointment to hold tenure-based positions in agencies of the Communist Party of Vietnam, the State and socio-social organizations. These officials work at many levels from the central government, provinces and centrally-run cities to districts, urban districts, provincial towns and cities, under the state payroll and receive salaries from the budget.

People's mobilization is an important task in the political system, with the goal of mobilizing the participation of the whole people in the process of national construction and development. Through propaganda and advocacy, CTDV helps people understand and properly implement the guidelines and guidelines of the Party, policies and laws of the State. This is the basis for creating consensus, promoting the strength of solidarity and improving the efficiency of management and administration in the economic, political and social fields.

The Party Committee is the key leadership organization of the Communist Party of Vietnam at each level, from the central to the local level. The role of the Party committee is to set out directions, tasks and direct the implementation of resolutions and decisions of the Party. Party committees at all levels play an important role in the implementation of CTDV, directly supervising, coordinating and ensuring close coordination between agencies and socio-social organizations and people. From the above concepts, it can be formed that the central concept is "*Awareness of cadres about the mode of people's mobilization work of Party committees at all levels in Hai Phong City in the new era*" which is the decisive factor for the effectiveness of this work. Raising awareness helps cadres perform well the role of a bridge between the Party, the State and the people at the same time ensures the synchronous and effective implementation of policies at all levels. In the current context, as the country deepens international integration and promotes digital transformation, it is even more necessary to innovate in methods to meet the requirements of sustainable development.

The concept of "*Awareness of cadres about the mode of people's mobilization work of Party committees at all levels in Hai Phong City in the new era*" is concretized through diagram 1, with 7 basic elements. For these elements, the author builds on Decision 23.

Research methods

The author used the method of surveying questionnaires. The research on the implementation of the questionnaire survey method is described as follows:

1. Regarding the sample selection process: the author selected a non-probability sample of 267 officials working at 3 levels: City level; district/district level; ward/commune level in Hai Phong City.
2. Regarding the design, the questionnaire consists of 2 parts, part one: Respondents' characteristic information; part two: awareness of cadres about the method of CTDV of the Party Committee in Hai Phong City.
3. Regarding the respondents to the questionnaire: To ensure the accuracy of the information, this number of respondents is the subjects of officials working in Hai Phong City.

4. Regarding the processing of survey results: After the investigation, the questionnaires are checked, encrypted, cleaned and entered, processed according to the requirements of the topic on SPSS software version 20.0.

Research questions and research hypotheses

* Research Questions

How is the awareness of cadres about the CTDV method of the Party Committee in Hai Phong city in the new era expressed? What factors affect the level of awareness of officials about CTDV? What solutions need to be implemented to raise awareness and improve the effectiveness of social services, thereby strengthening the relationship between the Party and the people, contributing to the sustainable development of Hai Phong city?

* Research hypothesis

The awareness of officials about CTDV of the Party Committee in Hai Phong City has had many positive changes, but there are still some limitations. The main difficulties include: not properly attaching importance to the role of CTDV, limitations in methods and skills, not promoting the role of supervision well, lack of initiative in coordination and uneven awareness. These issues directly affect the effectiveness of CTDV implementation. Therefore, it is necessary to strengthen training, innovate methods, apply information technology and improve coordination between levels and sectors to improve the quality of CTDV.

RESULTS AND DISCUSSION

Results of research on the awareness of officials about the mode of mass mobilization work

The people's mobilization work of Party committees at all levels in Hai Phong plays a key role in strengthening the great unity of the whole people, mobilizing the people's strength in the cause of socio-economic development. The survey results show that the cadres have a deep awareness of CTDV, especially the method of propagation, advocacy and persuasion, with a consensus rate of 83.9%. At the same time, the Skillful People's Movement was also highly appreciated with 83.5% of cadres recording effectiveness. In addition, 73.0% of officials emphasized the role of the government, socio-cultural organizations, armed forces, and enterprises in the implementation of CTDV. These results show the consistent direction of the Party Committee, the close coordination between the forces, as well as the trend of innovation to improve the efficiency of the city and create a solid foundation for the sustainable development of District the city. When considering social groups, according to groups of cadres at all levels, Table 1 with Significant = 0.000 shows that there is a difference in the perception of cadres about the method of service of Party committees at all levels in Hai Phong City between groups. Here, we take indicator 1/ Implementation of CTDV with guidelines, resolutions, plans, programs, schemes and major orientations on CTDV showing that the group of city-level cadres has the highest rate (83.0%), while the district/district level reaches 62.5% and the ward/commune level is 65.7%. The differences in officials' perception of the CTDV method between levels stem from many systemic factors.

Table 1: Awareness of cadres about the CTDV method of Party committees at all levels in Hai Phong City by group of cadres at all levels

Officials' awareness of the method	Groups of cadres at all levels							
	Town		District		Ward/Commune		Sum	
	N	%	N	%	N	%	N	%
• Implementing CTDV with guidelines, resolutions, plans, programs, schemes and major orientations on CTDV	44	83,0	50	62,5	128	65,7	182	68,2
• Implementing CTDV by propaganda, advocacy and persuasion	41	77,4	66	82,5	117	87,3	224	83,9
• Leaders of CTDV through party organizations, party members working in agricultural agencies and socio-cultural organizations	35	66,0	56	70,0	94	70,1	185	69,3
• Deploying "Skillful People's Mobilization"	46	86,8	65	81,3	112	83,6	223	83,5
• Conduct CTDV with the example of cadres, party members, and reputable individuals in society	42	79,2	52	65,0	89	66,4	183	68,5
• Promoting the role of the government, socio-cultural organizations, armed forces, and businesses	41	77,4	58	72,5	96	71,6	195	73,0
• Conduct CTDV by inspection and supervision	40	75,5	54	67,5	92	68,7	186	69,7
Sum	53	100,0	80	100,0	134	100,0	267	100,0

P = 0,000

(Source: Survey author)

Table 2. Difficulty in implementing the CTDV of Party committees at all levels in Hai Phong City according to the group of cadres at all levels in the political system

The level of difficulty in implementation		Groups of cadres at all levels							
		Town		District		Ward/Commune		Sum	
		N	%	N	%	N	%	N	%
• The role of CTDV has not been properly valued	Difficult	11	21,3	34	42,0	53	39,8	98	35,3
	Normal	36	67,4	38	47,1	71	52,7	145	54,9
	No difficulty	6	11,3	9	10,9	10	7,6	25	9,8
• Limitations in motor methods and skills	Difficult	13	24,8	29	35,6	39	29,0	81	30,1
	Normal	33	65,8	43	53,7	80	59,8	158	59,4
	No difficulty	5	9,4	9	10,6	15	11,2	29	10,5
• The role of social supervision and criticism has not been well promoted	Difficult	15	28,1	23	28,7	30	22,2	68	26,1
	Normal	32	59,7	47	58,2	90	66,8	169	61,9
	No difficulty	7	12,3	10	13,0	15	11,0	32	12,0
• Lack of initiative in coordinating with socio-cultural organizations	Difficult	20	37,7	30	37,2	41	30,2	91	34,8
	Normal	29	55,2	39	49,2	78	58,3	146	54,3
	No difficulty	4	7,1	11	13,6	15	11,5	30	10,9
• Cadres' perception is uneven	Difficult	15	28,1	22	27,4	40	29,8	77	28,5
	Normal	35	66,8	45	56,6	82	61,2	162	61,2
	No difficulty	3	5,2	13	16,0	12	9,0	28	10,3
	S	53	100,0	80	100,0	134	100,0	267	100,0

Significant = 0,000

(Source: Survey author)

First of all, city-level officials often have higher professional qualifications, and have direct access to major guidelines, resolutions and orientations, thereby having a deeper understanding of the implementation of CTDV through policy tools. Meanwhile, district/district and ward/commune level officials mainly focus on practical implementation, affected by local characteristics, limited resources, and direct work pressure on people. In addition, the decentralization of management and the level of participation in the policy-making process also create differences in the way of receiving and implementing CTDV among groups of staff. Hai Phong in recent years has actively implemented many important documents to improve the effectiveness of social services and promote the role of social supervision and criticism. Documents such as Circular No. 25-TT/TU, Action Program No. 66-CTr/TU, Decision No. 446-QD/TU, Decision No. 1155-QD/TU and Directive No. 07-CT/TU have made an important contribution to the orientation and concretization of the method of implementation of CTDV in the city. These efforts not only help improve awareness and capacity to implement CTDV at the city level but also create conditions for Party committees and local authorities to more effectively implement important guidelines and policies. However, in order to ensure synchronization and effectiveness, it is necessary to continue to strengthen the fostering and capacity building for district/district and ward/commune officials,

helping to narrow the gap in awareness and implementation of CTDV. In addition, the implementation of regulations, directives and action programs should be associated with local practices, ensuring flexibility and suitability to the needs of the people. Close coordination between Party committees, authorities and the political system will be a key factor to help Hai Phong maximize the effectiveness of CTDV, creating a solid foundation for the sustainable development of the city in the coming period.

Discuss difficulties in carrying out the people's mobilization work of Party committees at all levels in Hai Phong City

The process of implementing CTDV of Party committees at all levels in Hai Phong city still faces many challenges due to changes in population structure and internal limitations in organization and implementation. Some cadres and party members have not fully appreciated the importance of CTDV, leading to the implementation is still formal and not highly effective. In addition, limitations in implementation methods and mass mobilization skills also affect the ability to reach and create consensus in society. Social supervision and criticism have not been effectively exploited, while the coordination between socio-social organizations is still lacking, not creating a close cohesion in the implementation process. Notably, the

perception of CTDV among cadres is still different, affecting the consistency in the implementation of tasks. During the survey, a large part of officials said that the process of implementing CTDV was difficult because the role of CTDV was not properly valued, this indicator accounted for 35.3% of the assessment as difficult. When considering groups of cadres at different levels, the results of the analysis in Table 2 with the value of Significant = 0.000 show that there is a clear difference in the perception of cadres about the level of difficulty in implementing the CTDV of Party committees at all levels in Hai Phong city. Most of the indicators 1, 2 and 5 with the highest "normal" assessment rate belong to the group of city-level officials. Specifically, for indicator 1/Not properly attaching importance to the role of CTDV, the rate of choosing the "normal" level of the group of city-level officials is the highest (67.4%), compared to the rate of district/district level officials (47.1%) and ward/commune level (52.7%). On the contrary, in terms of difficulty, city-level officials have the lowest evaluation rate. For example, for indicator 2/Limitations in methods and skills, the rate of selecting the level of "difficulty" of the group of city-level officials only accounted for 24.8%, significantly lower than the rate of district-level officials (35.6%) and ward-level officials (29.0%).

These findings reflect the differences in the perception of officials at all levels about the challenges in the implementation of CTDV, stemming from the different roles, scope of work and working conditions between levels. City-level cadres often have access to information, guidance materials and methodical training programs, helping them master the guidelines and policies of the Party and the State, thereby assessing the level of difficulty at a "normal" level higher than that of subordinate cadres. Meanwhile, district-level officials and wards/communes who directly implement CTDV at the grassroots level, have to face more specific and diverse difficulties such as limitations in resources, facilities and professional skills, leading to a higher level of difficulty.

This result reinforces the research hypothesis that the awareness of officials about the CTDV method of the Party committee in Hai Phong city has had many positive changes, but there are still some limitations. The main difficulties include: not properly attaching importance to the role of CTDV, limitations in methods and skills, not promoting the role of supervision well, lack of initiative in coordination and uneven awareness. These issues directly affect the effectiveness of CTDV implementation. Therefore, it is necessary to strengthen training, innovate methods, apply information technology and improve coordination between levels and sectors to improve the quality of CTDV services.

From the research results achieved, it can be seen that improving the awareness and capacity of officials about CTDV is an urgent requirement in the current context. In the era of digital transformation and the rapid change in the socio-economic situation, the factors affecting the effectiveness of social services need to be studied further to find suitable solutions. Comparing and learning experiences from other localities will help build effective models that can be applied in practice in Hai Phong. At the same time, it is necessary to focus on assessing the role of training and retraining programs, especially for grassroots officials - those who directly implement CTDV. Innovating the mode of operation, applying information technology and strengthening coordination between all levels and sectors will contribute to creating

synchronization and improving efficiency in practice. Through this, CTDV not only helps to tighten the relationship between the Party and the people but also contributes positively to the sustainable development of Hai Phong city.

Conclusion

The awareness of cadres about the CTDV method of the Party Committee in Hai Phong city in the new era is an important factor in determining the effectiveness of the implementation of the Party's guidelines, policies and laws of the State to the people. Through the research process, it can be affirmed that the awareness of the staff about CTDV has had many positive changes, reflected in the initiative, creativity, and closer connection with practical life. Most of the officials are well aware of the role and importance of the CTDV in building the great unity of the whole people, strengthening the people's trust in the leadership of the Party, thereby contributing to the sustainable socio-economic development of Hai Phong city. However, besides the positive aspects, there are still many limitations in the awareness and method of implementing CTDV of the staff. Some cadres have not properly attached importance to the role of CTDV, and also consider this as a secondary task, not closely associated with political tasks at agencies and units. The methods and skills of the people's mobilization of a part of the cadres are still unprofessional, inflexible and creative, leading to the low efficiency of people's mobilization. The role of social supervision and criticism of CTDV has not been fully promoted, making the voice of the people in participating in building the Party and the government still limited. In addition, the coordination between agencies and social organizations in the implementation of social services is not synchronous and proactive, leading to overlapping or omitting tasks. In particular, the awareness of officials about CTDV is not uniform between levels and branches, affecting the consistency and effectiveness of implementation. In the context of the new era with rapid economic and social changes and the strong development of information technology, the above limitations require timely and appropriate solutions to improve the awareness and capacity of the staff on CTDV. First of all, it is necessary to strengthen the training and fostering of professional skills and skills of the people, especially communication, listening, and problem-solving skills. Training programs should be methodically designed, linking theory with practice, and creating conditions for cadres to directly participate in grassroots people's mobilization activities. In addition, it is necessary to innovate the method of people's mobilization in a modern direction, in line with the trend of digital transformation and the needs of the people. The application of information technology in CTDV not only helps to improve efficiency, minimize time and costs, but also enhances the ability to access and connect with people. Information channels, reflecting people's opinions, need to be diversified, maximizing the role of social networks and mobile applications in receiving and responding to information. In addition, in order for CTDV to be truly effective, it is necessary to strengthen coordination between levels and sectors, ensuring synchronization, and consistency in implementation. The coordination mechanism between the Party Committee, the government and socio-social organizations needs to be improved, creating conditions for parties to actively contribute opinions, supervise, and criticize society. The development of skillful models of people's mobilization and patriotic emulation movements needs to be

replicated, creating a driving force to promote the participation of a large number of people from all walks of life. In short, the awareness of officials about the CTDV method of the Party Committee in Hai Phong city has made important strides but there are still many challenges to overcome. Raising awareness, innovating methods and strengthening the capacity to implement CTDV is an urgent task, contributing to strengthening the close relationship between the Party and the people, and at the same time promoting the sustainable development of Hai Phong city in the context of the new era.

Abbreviations

CTDV People's mobilization
CT-XH Socio-political

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