

Status and Solutions for the New Rural Program Implementation: A Case Study of Hau Giang Province

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Abstract

This study aims at assessing the performance of the New Rural Program (NRP)'s implementation, investment efficiency and people's satisfaction. Thereby, the authors are offering solutions to implement successful, effectively and sustainably program at the national level in general and Hau Giang province in particular. The study conducts face-to-face interviews with 458 households in three groups of communes with very good, good and medium completion of the NRP criteria. Research results show that the per capita income had increased by about 10.83% per year in the 2011 – 2018 period. The research results reveal that completing a new rural commune and one more criterion cost about VND 823 billion and VND 26.8 billion, respectively. Our study also shows that the people were satisfied with the NRP at a relatively high level. Based on the surveys' results and SWOT analysis, the study also proposes some policy implications to improve the investment efficiency for the NRP in the years to come.

Keywords: Hau Giang province, New Rural Program, Satisfaction, SWOT.

Introduction

Vietnam's New Rural Program (NRP) is a key long-term national program to comprehensively change the face of rural areas through the set of 19 criteria according to Decision 318/QĐ-TTg dated 8/3/2022. The Decision 318/QĐ-TTg promulgated the national set of criteria for new rural communes and the national set of criteria for advanced new rural communes for the period of 2021 – 2025, which replaces Decision 1980/QĐ-TTg, Decision No. 491/QĐ-TTg and Decision No. 342/QĐ-TTg. In general, this set of criteria is divided into 5 main groups, including: (1) planning; (2) socio-economic infrastructure; (3) economy and production organization; (4) culture, society and environment; and (5) political system. The expected result of the NRP program under Resolution 26/NQ-TW is a rural society with modern socio-economic infrastructure. The economic structure and forms of production organization are reasonable, linking agriculture with the rapid development of industry and services, democratic rural society, rich in national cultural identity. The ecological environment is protected; Security and order are maintained; the rural people material and spiritual life is increasingly improved (Nguyen Thuy Trang and Vo Hong Tu., 2016). Thus, it is clear that the utility level of people after the NRP program is completed will increase higher than before the implementation. This utility is also considered a market product, and the beneficiary must pay or contribute for this product (Frank and Glass, 1991).

According to the report of the Central Steering Committee for National Target Programs in the 2016-2020 period (2019), in the 2011-2015 period, the whole country mobilized VND 851,380 billion, of which: VND 266,785 billion from the state budget (31.3%), the credit VND 434,950 billion (51.1%), enterprises VND 42,198 billion (5.0%), rural community VND 107,447 billion (12.62%). In the period 2016-9/2019, the total mobilized resources for the implementation of the NRP program was about VND 1,567,091 billion, of which credit capital: VND 958,859 billion (61.2%); Enterprise capital: VND 76,411 billion (4.9%); Capital mobilized from people and community contributions: VND 128,488 billion (6.2%).

Hau Giang is a leading province in implementing the NRP program in the Mekong Delta, with 32/51 communes and 03/08 districts being fulfilled the NRP criteria. The total mobilized investment capital in the 2010-2020 was VND 32,508.64 billion. The period 2016 - 2019 alone mobilized VND 15,033.42 billion, in which the capital from the central government is 420,322 billion VND, accounting for 2.8% the local budget is 1,438,444 billion VND, accounting for 9.6%; credit is 9,890.882 billion VND, accounting for 65.8%; integrated sources is VND 2,346.14 billion, accounting for 15.6%; enterprises is VND 269,817 billion, accounting for 1.8% and mobilized community's contribution is VND 667,814 billion, accounting for 4.4%.

These results indicate that capital mobilization from all sources, particularly the community exceeded the set target. However, according to Official Letter 1447/TTg-KTN, this result is partly due to the pursuit of achievements, so the arbitrary and excessive mobilization of contributions has caused many risks of economic injury, especially for groups of poor, disadvantaged households and policy families. These risks may affect the sustainability of the program. In addition, since the participation of the community in the planning and implementation of the NRP program is still limited, some works of the NRP are unsuitable for reality and do not meet the local people needs (Truong Quang Hoang, 2017). Therefore, it is necessary to study the local people's satisfaction and solutions to attract people's participation to achieve the goal of "rich people, a strong country, fair and democratic and civilized society". Raboca (2006), Miguel (2013) and Elias (2015) defined the satisfaction of a customer or a community for a product or service as

the fulfilment of the community's expectations. In this study, the satisfaction is reflected via the results brought to the community from the NRP and from there, the community will express their satisfaction with the results achieved.

From the challenges mentioned above such as (1) limited state budget capital, (2) the local people are the center of implementing the NRP to ensure the motto/advocacy "the State and the people work together"; (3) "achievement obsession" so the mobilization of social capital is excessive and arbitrarily, which may hurt the livelihoods of poor households and difficult families; and (4) the community's participation in the NRP is still limited, so it is necessary to have a comprehensive study on the level of satisfaction with the results achieved by the NRP, including investment efficiency, from which to propose solutions to attract the participation of the community in the construction and maintenance of new rural construction results.

This study aims to evaluate the satisfaction of the local people with the results of the NRP program, investment status and investment efficiency of the NRP program to propose solutions for the successful and effective implementation and the sustainability of the program in Hau Giang province in particular and the whole country in general.

The study proposes four specific objectives to accomplish the general goal as follows:

- Assessment of the performance of the NRP program in Vietnam, the Mekong Delta and Hau Giang province in the period 2011-2019;
- Analysis of the investment situation and investment efficiency of the new rural program in Hau Giang province;
- Evaluation of the local people's satisfaction with the results of the new rural program; and
- Proposing solutions to improve the investment efficiency and satisfaction in the construction of new rural areas.

This study employs the descriptive statistics for the analysis of qualitative and quantitative data in terms of the current situation of the NRP results and local people's satisfaction to help to accomplish the set objectives. The study used multiple regression to investigate the relationship between the total investment and the results (the number of communes complete the NRP criteria and the number of criteria were completed per district) of the NRP. It also conducted face-to-face interviews with 458 households classified into three groups of communes with "very good", "good" and "medium completion" of the NRP criteria.

1. Research methodology

1.1 Study site selection

Out of a total of eight administrative units in Hau Giang province, the study selected seven districts with different levels of completion of the NRP criteria, namely Nga Bay city, Phung Hiep district, Long My town, and Vi Thuy district, Chau Thanh, Chau Thanh A and Long My districts. The study did not conduct interviews in Vi Thanh town because there is a big difference in the starting point of development, such as infrastructure, investment, and income. Corresponding to each district/town/city, the study conducted discussions with the Provincial New Rural Program Steering Office and selected a highly representative commune to form three groups of communes with different levels of criteria completion. In this study, three groups of communes with different levels of completion are classified based on the number of completed criteria, including: (1) "very good" communes had completed 17-19 criteria, (2) "good communes" had completed from 12-16 and (3) "medium" communes had completed less than 11 criteria. For each commune, the farmers

were selected for interviews using the systematic sampling, which means selecting one household, then dropping one and interviewing the next household. The study selected three routes with different economic characteristics under the guidance of local officials to conduct interviews to ensure the representativeness.

Table 1: Study sites by districts of Hau Giang

Commune group	District	Commune	Number of criteria completed	Observation
Very good	Ngu Bay	Dai Thành	19	41
	Chuu Thành A	Truong Long Toy	19	50
	Chuu Thành	Dong Phuoc A	17	53
Good	Tx. Long My	Long Phy	15	79
	Vi Thuy	Vinh Trung	12	77
Medium	Phung Hiep	Hua An	11	87
	Long My	Vinh Vien A	8	71
Total sample of household				458

Notes: Data on the number of criteria completed for each communes were referred to the report of Hau Giang New Rural Program Steering Office.

1.2. Data analysis

This study employed descriptive statistics to analyze qualitative and quantitative data in terms of the current situation of the NRP results and local people's satisfaction. The study also used multiple regression to investigate the relationship between the total investment and the results (the number of communes complete the NRP criteria and the number of criteria were completed per district) of the NRP.

For the qualitative data, the study employed a SWOT analysis to synthesize all information obtained from the estimated results and secondary data as well as key informant interviews with local authorities.

2. Results and discussions

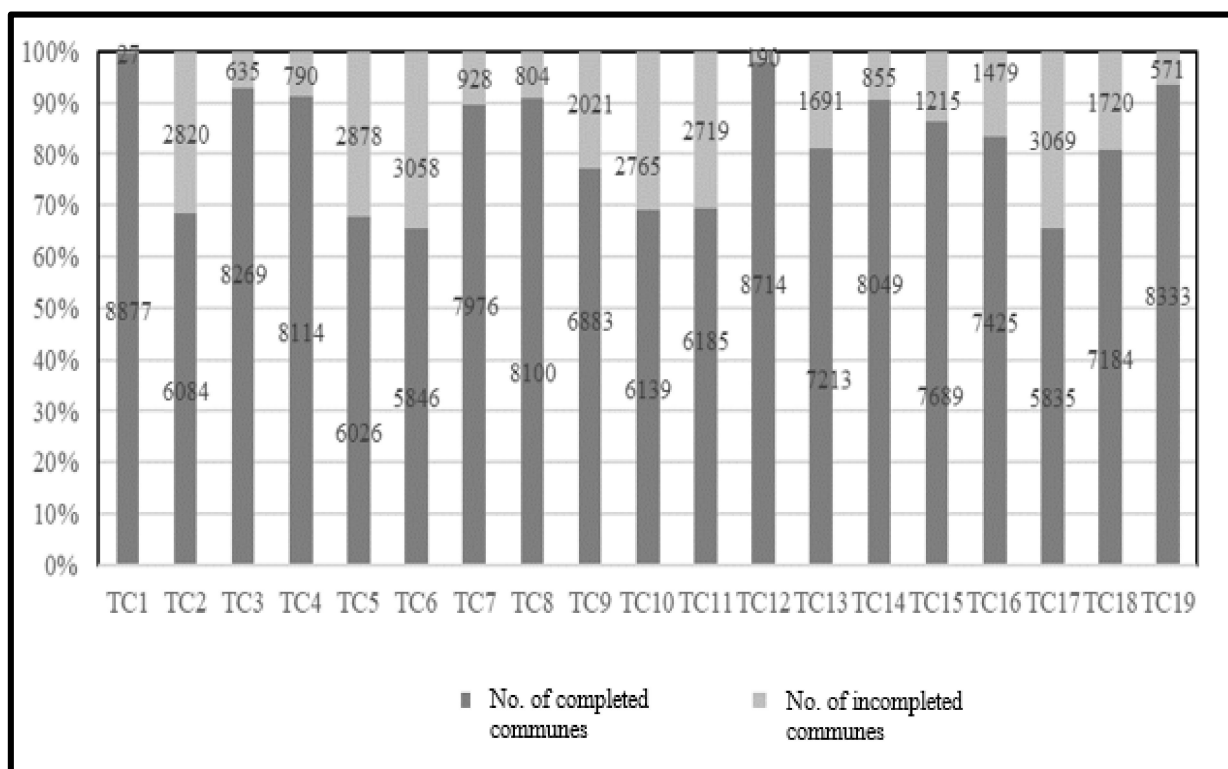
2.1 Status of the implementation of the NRP

2.1.1 Results of implementing the NRP program nationwide

According to the Central Steering Committee for National Target Programs for the period 2016-2020 (2019), by October 2019, there were 4,665 communes (52.4%) recognized as completion of new rural criteria, an increase of 35.3% compared to the end of 2015 (the time to summarize the phase 1) and completed 2.4% more than the 10-year target (2010-2020). As for regions, the Red River Delta (reaching 84.86%), the Northern Mountains (reaching 28.6%) has exceeded the 5-year target (2016-2020) of the programs. There has 36/63 provinces and centrally-run cities have completed early and exceeded the 5-year target assigned by the Prime Minister. There are 08 provinces and cities where 100% of communes have been recognized as completing the NRP criteria. There are 87 extremely difficult communes under Program 135 and Program 42,

which are located in coastal and island areas among the communes recognized as completion of the NRP criteria.

Figure 1: Results of completing the criteria of NRP nationwide



Notes: TC_i represents for the i^{th} criteria.

Source: Central Steering Committee for National Target Programs 2016-2020 (2019).

2.1.2 Results of implementing the NRP in the Mekong Delta

According to the Ministry of Agriculture and Rural Development (MARD) (2019), by June 2018, the whole Mekong Delta region had 1,288 communes implementing the program (accounting for about 14% of the total number of communes in the country). As of October 2019, the Mekong Delta had 435 communes fulfilling 19/19 criteria, 257 communes achieving over 15 criteria, and none completing less than 5 criteria. The details are shown in Table 2.

According to MARD (2019), the completion level of the NRP criteria in the Mekong Delta is currently higher than the national average. Thanks to the active implementation of the NRP program, the per capita income of the Mekong Delta increased by 10%. The poverty rate decreased by 10% in 2012 to 6.5% in 2015 and only about 6.2% in 2017.

Table 2: Results of new rural construction in the Mekong Delta up to 12/2019

No.	Province/ City	Number of commune s	Completed communes		Communes with 15 criteria or above		Commune with less than 5 criteria
			No.	%	No.	%	
1	Can Tho	36	34	94.44	2	5.56	0
2	Vinh Long	89	48	53.93	41	46.06	0
3	Hau Giang	54	29	53.70	25	46.30	0
4	Kien Giang	118	68	57.63	45	38.14	0
5	Long An	166	77	46.38	45	27.11	0
6	Cà Mau	82	30	36.58	12	14.63	0
7	Trà Vinh	85	54	63.53	10	11.76	0
8	Dong Thop	119	55	46.22	31	26.05	0
9	Soc Trang	80	42	67.36	26	32.50	0
10	Tien Giang	144	97	67.36	35	24.31	0
11	An Giang	119	57	47.90	26	21.85	0
12	Bac Lieu	49	35	71.43	12	24.49	0
13	Ben Tre	147	43	29.25	28	19.05	0
	Total	1288	669	51.94	338	26.24	0

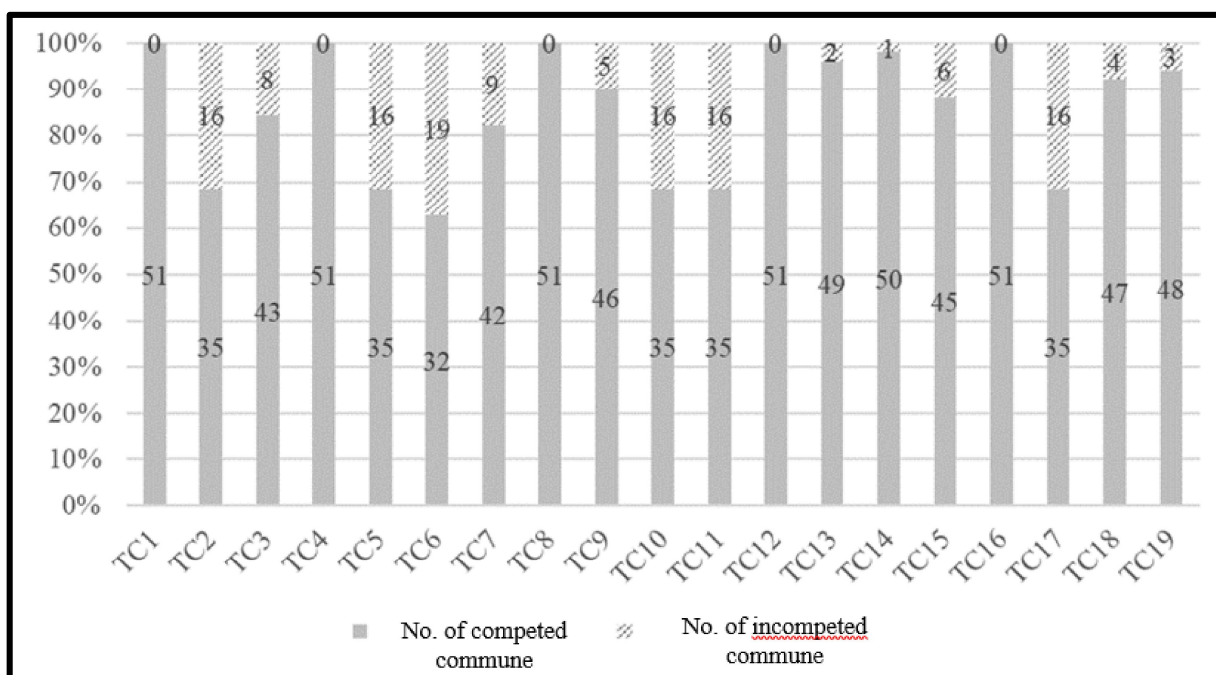
Source: MARD (2019).

2.1.3 Results of implementing the NRP in Hau Giang province

After nearly 10 years of implementing the NRP program, Hau Giang has achieved many remarkable results. The results of completing the NRP criteria in Hau Giang are presented in Figure 2.

According to the results presented in Figure 2, criterion No. 1 (planning and implementation of the plan), No. 4 (electricity), No. 8 (postal service), No. 12 (labor structure), No. 13 (a form of production organization), No. 14 (education), No.16 (culture) and No. 19 (social security and order) are classified as easy criteria. Most of the communes (85%) completed these criteria. In contrast to these criteria, the criterion No. 2 (transportation), No. 5 (schools), No. 6 (cultural facilities) and No. 17 (environment) are the most difficult criteria to implement and complete. Therefore, the percentage of communes completing these criteria is still low. These criteria are difficult to implement and complete due to the great budget requirements, the active participation of the local people, and the resource availability of each locality. This result suggests that propaganda is essential to raise awareness and encourage the local community's participation.

Figure 2: Results of implementing NRP in Hau Giang province until 8/2020



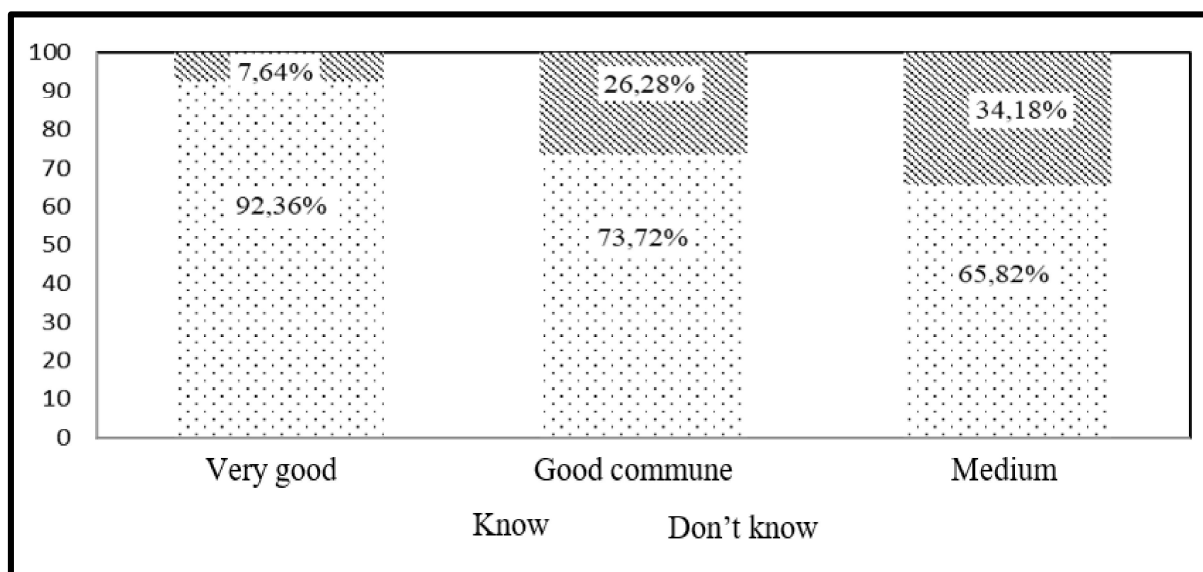
Source: Hau Giang NRP Steering Office (2020).

2.1.4 People's knowledge of the NRP

Understanding of the NRP program is defined that the local people used to hear about the NRP program as well as understand the content, objectives, meaning and benefits of the program.

The study shows that the “very good” group of communes had the highest proportion of people knowing about the NRP program, accounting for 92.36%; the group of communes with “good completion” accounted for 73.72% and the group of communes with “medium completion” only accounted for 65.82%.

Figure 3: Community’s knowledge about the NRP



Source: Household survey in 2019, n= 458.

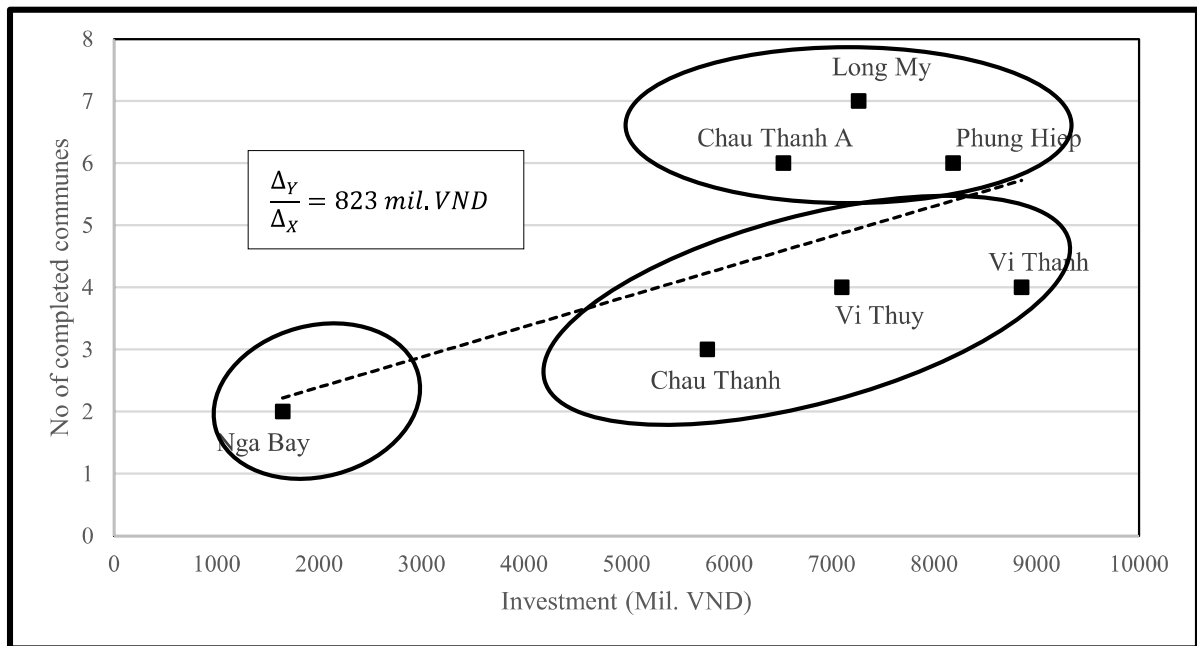
The results show that a clear understanding of the local community may contribute to completing the program criteria. The study also suggested that the propaganda and dissemination of information about the NRP program in the communes have reached the majority of people. However, a small proportion of people still do not know and do not understand what they have to do to contribute to the completion of the NRP program. Therefore, in the coming time, to achieve higher results, it is necessary to propagate and disseminate information more widely by local authorities at all levels.

2.2 Investment efficiency and impact of the NRP program

2.2.1 Investment and investment efficiency of the NRP

The study carried out a regression between the total accumulated investment for the NRP in the period from 2011 to 2018 and the total number of communes completed the NRP criteria and the total number of criteria completed at each district to propose effective policy implications on investment for the NRP program in the coming time. For the case of Long My town, as it was recently separated from Long My district, in order to see the relationship between the investment and the NRP results, the study aggregated the total investment and the completion results of Long My district and Long My town into one. The results of the regression are presented in detail in Figure 4 and 5.

Figure 4: Regression between the number of communes completed the criteria and the total investment in the NRP



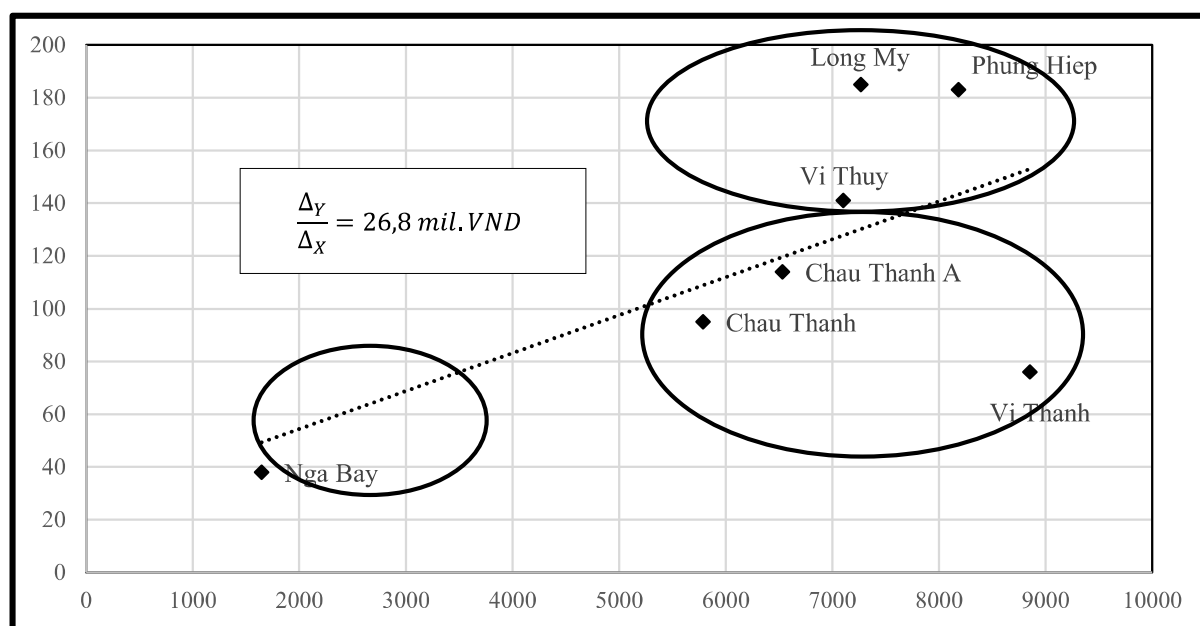
Source: The completed commune data updated to August 2020; Investment data is compiled from the State Bank of Vietnam branch in Hau Giang province (2019).

Research results from Figure 4 shows that the higher the total investment, the higher the number of communes completing the NRP criteria in the district. Nga Bay town is the commune with the lowest total investment in implementing the NRP. Still, it completed all the NRP criteria the earliest in the province and the Mekong Delta in general, thanks to the available infrastructure conditions and few administrative units. Regardless of the quality of the NRP program, the study

indicated that Chau Thanh A, Long My and Phung Hiep have a higher investment efficiency for the NRP program implementation than Chau Thanh, Vi Thuy and Chau Thanh and Vi Thanh. The research results also show that to have one more completed commune in 19 criteria, the marginal investment required is about 823 billion VND.

To see the relationship between the total investment for the NRP program and the total number of completed criteria for each district, Figure 6 shows a positive relationship between the investment and the achievement of criteria. Research results also show that, on average, the required investment is about VND 26.8 billion to complete one criterion.

Figure 5: Regression between the number of completed criteria and the total investment in the NRP for each district

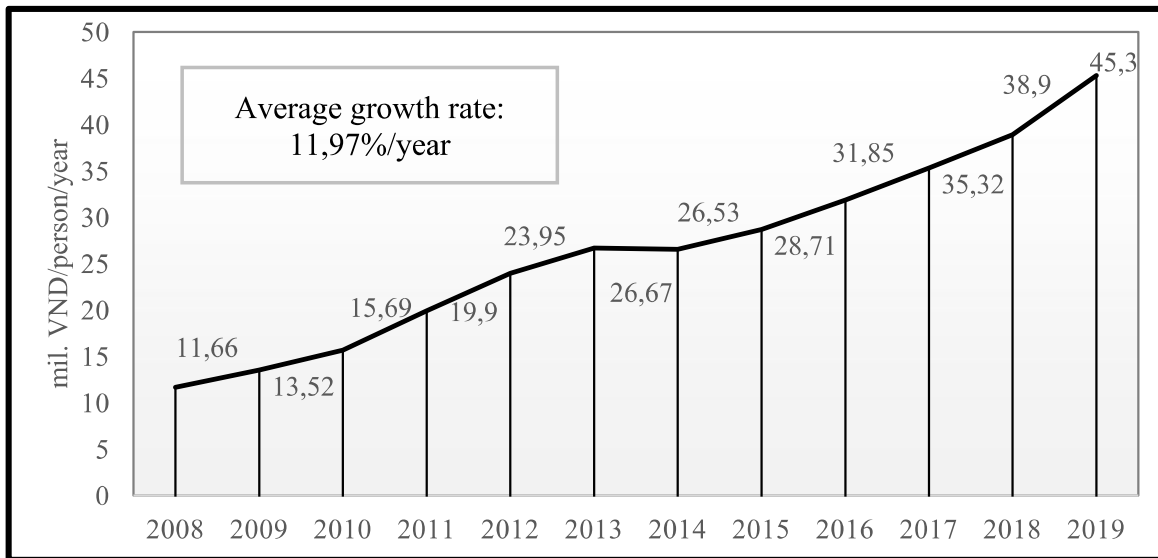


Notes: The completed commune data updated to August 2020; Investment data is compiled from the State Bank of Vietnam branch in Hau Giang province (2019).

2.2.3. The role of the NRP in increased per capita income

Figure 6 shows the per capita income of Hau Giang province before and after the implementation of the NRP program. In 2008 – 2011 (before the implementation of the NRP), the income per capita was quite low, an average of 11.66 - 15.69 million VND/person/year. The average income growth rate of this period was 10.4 %/year. From 2011 to 2019, the implementation period of the NRP program, the per capita income has increased significantly, from 19.9 million VND/person/year in 2011 to 45.3 million VND/year/person in 2019, with the average growth rate of 10.83%/year. The results suggest that the NRP program positively impacts the income of rural people in the province.

Figure 6: The per capita income during the period 2008 – 2018



Source: Hau Giang Statistical Office (2020).

2.3 People's satisfaction with the NRP program

Table 3 indicates that the criteria highly appreciated by the local community for the NRP program in terms of socio-economic development are those for the planning and layout of infrastructure works, production areas, and residential areas at the commune. The reason for this appreciation is that the study sites have been invested in and arranged with reasonable local infrastructure works (schools, markets, residential areas,) which in turn contribute to increase income for the local community in the agricultural, industrial, and service sectors. In addition, the local community perceived is more convenient for local people to participate in agricultural production and trade. The poverty rate is reduced, the kinship and neighbor relationship is getting closer the proportion of students going to school is higher thanks to the propaganda and advocacy work of local officials.

In terms of landscape and environment, the local community highly rated the criteria of environment, the local landscape the percentage of households using clean water. The local people join hands to keep the local sanitation and hygiene, mobilize people in clearing sewers, weeding, planting flowers in front of the house, planting trees, *etc.* Besides, the local community also appreciated that tap water is widely supplied to rural household for daily activities.

Regarding the rural infrastructure and agricultural production, the local community rated the highest in three criteria: improved and upgraded transportation system, more convenient irrigation due to a closed dike system and the mass and safe supply of electricity to the local community.

The criteria of security and order and administrative procedures are also highly appreciated by the local community because the local government has promoted propaganda and mobilization of people to participate in the movement to ensure security, so that the number of crimes in the rural area is significantly reduced. In addition, the capacity of the local staff in charge of the NRP program has improved much better.

Table 3: Community satisfaction with the NRP program

Indicator	Commune group		
	Very good	Good	Medium
1. About the socio-economic			
Regarding the planning of infrastructure, production areas and residential areas in the commune	4.15	4.47	4.64
The NRP contributes to increase income for agriculture	3.75	3.57	3.34
The NRP contributes to increase income for industry	2.78	2.72	2.42
The NRP contributes to increase income for service	3.02	2.97	2.55
Many households participate in production organization	3.14	2.84	2.70
Agricultural trade is more convenient	4.21	3.82	3.80
Poverty rate has been significantly reduced	4.08	3.72	3.53
Improved neighbor relations	4.25	4.19	3.97
Health services are better improved	3.66	3.81	3.51
Higher student attendance rate due to better commuting conditions	4.40	4.42	4.27
2. About the environment and landscape			
The local landscape environment is more beautiful	4.16	4.10	3.75
Waste is better treated so less pollution	3.28	3.23	3.18
The percentage of households using clean water is higher	3.42	3.40	2.18
Production facilities that cause environmental pollution are more concerned with environmental treatment and protection	2.91	2.76	2.35
3. About rural infrastructure and agricultural production			
Improved transportation system	4.15	3.90	3.71
Better infield canal and irrigation system	4.08	3.97	3.77
Agricultural productivity increased more	3.76	3.64	3.61
There are more entertainment areas with better quality	2.63	2.22	2.08
The percentage of households with temporary housing has decreased significantly	3.95	3.72	3.44
The market was established so the quality is better managed and food hygiene is better	3.35	3.49	3.18
People are provided with safe electricity	4.55	4.65	4.35
4. About security and social order			
Social order and security are better managed	4.22	3.94	3.9

Community awareness about ensuring better security and order is significantly improved	4.22	4.05	3.95
5. About administrative procedures			
Administrative procedures have been reformed, making it more convenient for people	4.27	4.08	4.08
The level of management and information technology of local officials is improved	4.24	3.91	3.91

Notes: From 1 to 1.8 is very dissatisfied; within 1.81 – 2.6 is not satisfied; within 2.61 – 3.4 are less satisfied; within 3.41 – 4.2 are satisfied; and from 4.21 – are very satisfied.

Source: Household survey in 2019, n= 458.

The study also reveals that the least satisfied indicators are: (1) The NRP contributes to increasing income for industry; (2) Production facilities that cause environmental pollution are more concerned with environmental treatment and protection; and (3) There are more entertainment areas with better quality. The satisfaction score of these indicators are all below 3, suggesting that the NRP has a minor effect on the industry, the production facilities have not paid enough consideration on environmental treatment and protection and the community do not satisfy with the entertainment areas.

In conclusion, Table 3 also shows that the overall satisfaction score of all five groups of indicators is about 3.51/5, which is classified as quite satisfied level.

3. SWOT analysis and solutions for implementing the NRP program

To provide solutions for implementing the NRP program effectively and sustainably, the study conducted a SWOT analysis. The results and relevant strategies are presented in Table 11 below. The internal factors about the household's demographic characteristics and socio-economic conditions and external factors such as the movement of the local government have a positive impact on the decision to contribute and the value of the contribution to the construction of new rural areas.

Solutions for effective implementation of the NRP program

Apart from the solutions/strategies provided in Table 11, the study presents the main solutions to help the planning and implementation of the NRP program in the coming time, including:

Establishing a community group to implement the NRP program, which can be integrated into agricultural cooperatives is crucial. This group will discuss and develop a plan on new rural implementation and implement content on awareness raising, building, maintaining and supervising the NRP works.

There should be an electronic update of the results of the NRP program according to 19 criteria in the localities so that people can jointly monitor the results, self-assess the investment effectiveness, and carry out the assessment when the criteria are fulfilled. To improve investment efficiency, it is necessary to classify commune groups before allocating the budget. The South Korean Saemaul Undong program can be served as reference. This program has classified 03 commune groups: basic, self-reliant and independent. The evaluation criteria can be based on income, cooperation, environment, infrastructure conditions, *etc.* From this classification, the local authorities can design economic development programs as well as investment models. For example,

the communes classified as “basic communes” will focus on encouraging environmental and spiritual improvement. In contrast, the “self-reliant” communes will focus on generating off-farm income by implementing development projects, the "independent" communes will focus on increasing welfare and developing culture, tourism, *etc.*

Table 11: A SWOT analysis of the implementation of the NRP program in Hau Giang

External factors		SWOT analysis	
<p>THREATS (T) T₁: Mechanisms, policies, documents systems, regulations and instructions have changed many times, are slow to implement, not specific, so they cannot be adjusted in time, and it is difficult to take initiative. T₂: Many requirements but limited resources T₃: Big differences in educational level, income and living standard T₄: Local economic growth is not stable</p>	<p>OPPORTUNITIES (O) O₁: The program is suitable for practice, and meets the needs and aspirations, so the local people support and participate O₂: Received the direction, support and coordination of various sectors and levels in terms of expertise and funding O₃: Socio-economic conditions change positively</p>		
<p>ST STRATEGIES S_{1,3}T_{1,2}: Consolidate and consolidate the entire operating and management machine S_{1,2,3}T_{1,2}: Supplementing and correcting documents, active operational regulations and close and transparent coordination S_{2,3,4}T_{2,3,4}: Setting the target group for mobilization S_{1,4}T_{2,3,4}: Strengthening credit sources, supporting loans for production and business development S_{1,2,4}T_{3,4}: Promoting the effectiveness of the "four houses" linkage S_{1,2,3,4}T_{2,3,4}: Mobilizing the participation of businesses, creating favorable conditions for investment attraction</p>	<p>SO STRATEGIES S_{1,2,3,4}O_{1,2,3}: Maintain and improve standards/quality of the NRP criteria S_{2,3,4}O_{2,3}: Integrate and effectively implement development programs and projects S_{1,2,4}O₂: Continuing the propaganda, focusing on depth, diversity of forms and richness of content S_{3,4}O₁: Emulate, reward, vote and commend, replicating advanced examples</p>	<p>STRENGTHS (S) S₁: Proper awareness of the importance of the NRP S₂: Propaganda and campaigns are increasingly diversified and effective S₃: The local staff members are pioneers, experienced, dedicated and respect democratic rights S₄: Local people are enthusiastic, active in working and always believe in the leadership of the Party and State</p>	

Table 11: A SWOT analysis of the implementation of the NRP program in Hau Giang (continue)

External factors		SWOT analysis	
<p>THREATS (T) T₁: Mechanisms, policies, documents systems, regulations and instructions have changed many times, are slow to implement, not specific, so they cannot be adjusted in time, and it is difficult to take initiative. T₂: Many requirements but limited resources T₃: Big differences in educational level, income and living standard T₄: Local economic growth is not stable</p>	<p>OPPORTUNITIES (O) O₁: The program is suitable for practice, and meets the needs and aspirations, so the local people support and participate O₂: Received the direction, support and coordination of various sectors and levels in terms of expertise and funding O₃: Socio-economic conditions change positively</p>		
<p>WT STRATEGIES W_{1,4}T_{1,2,3,4}: Organizing visits to gain experience and accumulate knowledge W_{1,4}T_{1,2,3}: Strengthen grassroots works, close to the people, empower democracy, promote self-determination W_{1,2,3,4}T_{2,3}: Organize community activities, dialogues, seminars (pay attention to disadvantaged groups) to create opportunities to speak, with little cost but effective and visual</p>	<p>WO STRATEGIES W_{2,3}O₂: Effective management and use of allocated funds W_{1,2}O_{1,2}: Assign appropriate work tasks, reasonable staff structure W_{1,3,4}O_{2,3}: Improve professional skills, working capacity, and publicity skills for officials W_{1,2,3,4}O_{2,3}: Review, recommend equipment, supplement and upgrade synchronous communication equipments</p>	<p>WEAKNESSES (W) W₁: The operating apparatus has not been fully effective, and the capacity and skills of some mass mobilization officers are still limited. W₂: Limited funding to organize and deploy the launching campaigns, content about the NRP W₃: Limited information system and mass media W₄: People do not have a sense of community autonomy and do not actively access information about the NRP; Some households are still psychologically waiting for support.</p>	Internal factors

To improve investment efficiency, it is necessary to classify commune groups before allocating the budget. The South Korean Saemaul Undong program can be served as reference. This program has classified 03 commune groups: basic, self-reliant and independent. The evaluation criteria can be based on income, cooperation, environment, infrastructure conditions, etc. From this classification, the local authorities can design economic development programs as well as investment models. For example, the communes classified as “basic communes” will focus on encouraging environmental and spiritual improvement. In contrast, the “self-reliant” communes

will focus on generating off-farm income by implementing development projects, the "independent" communes will focus on increasing welfare and developing culture, tourism, *etc.*

With a high need for investment capital to complete all criteria for a commune as well as a criterion for the NRP program, specifically the criteria for infrastructure construction, the identification of available advantages, from which to make an investment to make effective use of available resources for economic development and increase income for the community.

4. Conclusion

Regarding the implementation status of the NRP program in Hau Giang province, the research results show that the criterion No. 1 (planning and implementation of the plan), No. 4 (electricity), No. 8 (post office), No. 12 (labor structure), No. 13 (form of organization of production), No. 14 (education), No. 16 (culture) and No. 19 (security and social order) are the criteria can be assessed as the easiest to implement and complete. More than 85 % of the total number of communes completed these criteria. In contrast to these criteria, the group of criteria, including criterion No. 2 (transport), No. 5 (schools), No. 6 (cultural facilities) and No. 17 (environment) are difficult criteria to implement. The percentage of communes completing the criteria is still low. Regarding investment efficiency, the study shows that per capita income increased by about 10.83% per year between 2011 and 2018. Research results also show that in general, to complete all 19 criteria of one commune, it requires investing about 823 billion VND; to achieve one more criterion, about 26.8 billion VND is needed.

The research results also show that the local community is aware of the benefits of the NRP program in Hau Giang province. The majority of local people perceived that the NRP have a very positive impact on many aspects of the rural community. Lastly, the study also reveals that local people are satisfied with the NRP program with a rating of 3.51/5 points.

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