

Study on the Countermeasures of Rural Economic Transformation and Development

-- Taking Xiaogang Village as an Example

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Abstract

China's rural areas are now in an important period of economic transformation. Xiaogang Village, Chuzhou City, Anhui Province, has a distinctive position in China's rural areas and is a typical example of China's rural reform and opening up. Through the research and research on the development status of Xiaogang Village, this paper puts forward the path choice of Xiaogang Village's economic transformation, discusses and analyzes the problems and constraints faced by Xiaogang Village's economic transformation, and how to overcome difficulties and help Xiaogang Village complete the economic transformation as soon as possible.

Keywords

Xiaogang Village; Agricultural Economic Transformation; Rural Vitalization.

1. The Significance of Rural Economic Transformation

1.1. Accelerate the Process of Rural Urbanization

Regional urbanization in rural areas is a natural historical process. In this process, farmers in rural and urban areas concentrate on the structure of productive forces, production and management, income level and agricultural population structure, and their lifestyles, beliefs, and population quality gradually approach and tend to be consistent with the urban civilization. This is a natural and historical process to reduce the difference between urban and rural areas. In the process of accelerating the transformation of the rural economy, the rural labor productivity has been continuously improved, the rural economy and the secondary and tertiary industries have been continuously developed, the economic structure has been optimized, the income of farmers has been increased, and the cultural level of farmers has been improved. Regional economic transformation is an important part of rural urbanization and an important driving force for its development.

1.2. Promoting Agricultural Modernization

The basic requirements of agricultural modernization are high-quality modern farmers and large-scale land management. However, Anhui Province has a large agricultural and rural population, and a large number of agricultural surplus labor force is waiting to be transferred. At present, the capacity of large and medium-sized cities in Anhui Province to absorb rural labor force has reached the upper limit. Under the realistic conditions of difficult transformation of

township enterprises, only to accelerate the transformation of rural economy, promote the development of rural non-agricultural industries, effectively transfer surplus labor, let more professional farmers who are proficient in agricultural production to adapt to changes in agricultural productivity to operate the countryside, and promote the relative concentration of land, Create preconditions for appropriate scale operation of agriculture and increase labor productivity, and promote agricultural modernization.

1.3. Improve Farmers' Living Standard and Comprehensive Quality

The transformation of rural economy to the direction of informatization and knowledge can improve rural productivity, give rural residents more time and opportunities to engage in non-agricultural industries, and increase the income sources and channels of residents. Only when farmers' income is improved can they improve their living standards and ultimately improve their overall quality.

2. Current Situation of Modern Agriculture in Xiaogang Village

2.1. Land Transfer and Farmland Infrastructure Construction in Xiaogang Village

2.1.1. Land Circulation Enters the New Normal

The further promotion of land transfer in Xiaogang Village has promoted the development of modern agriculture in Xiaogang Village. First, the objects of land transfer management gradually transferred from the original large grain growers to enterprises, greatly increasing the output value of unit land area. Second, land transfer provides convenient conditions for the large-scale, intensive and industrialized development of agriculture. Third, the land transfer has bred new agricultural subjects. Through the land transfer, some villagers have realized the transformation from the primary industry to the secondary and tertiary industry, and have many incomes such as land rent, wages, investment capital accumulation, social security, pension, etc., promoting the diversification of villagers' income.

2.1.2. New Pattern of Farmland Infrastructure

Through changing the development concept, innovating the development mode and increasing investment, various agricultural enterprises such as group enterprises and family farms have been formed. Cooperatives and modern agricultural enterprises have effectively made up for the shortcomings of modern agriculture in the development of rural collective economy. At present, Xiaogang Village has introduced agricultural and industrial projects such as agriculture, forestry, industrial science and technology to inject new vitality into the development of modern agriculture in Xiaogang.

2.2. Economic Benefits of Modern Agriculture

At present, the development of modern agriculture in Xiaogang Village mainly develops grape industry and bisporus mushroom industry. In this case, the per capita net income of villagers reached 2000 yuan. There are 600 grapes growing wool in Xiaogang Village, with a net income of 2000 yuan per mu for the middle income. The village's grape income alone is 1.2 million yuan, accounting for 60% of the villagers' income; The annual net income of 10 villagers who grow edible fungi of agaricus bisporus is more than 15000 yuan for each household and each greenhouse, and the annual income of 70 greenhouses in the village reaches 1.05 million yuan.

2.3. Sales Channels of Agricultural Products

According to the survey on the sales mode of agricultural products in Xiaogang Village, 9% of them are sold by cooperatives, 21% by wholesalers, 5.5% by project processing or project sales, 35.5% by consumers, and 29% by consumers. For businessmen. This shows that the level of

modern agriculture in the organized Xiaogang Village is low, mainly production and sales. Therefore, modern agricultural organizations should be improved.

3. The Path Choice of Xiaogang Village's Economic Transformation

3.1. Innovation of Land Circulation Model based on Evidence

To "ensure property security, stabilize the contract law, and strengthen the right to use", we must adhere to the principle of "legality, voluntariness, and compensation", and encourage and guide agricultural leaders to transform land into deep rural agriculture. Use local industries to effectively accelerate the concentration of farmland to large farms and realize the large-scale transfer of rural land. The third State Council document in 2009 proposed to unify the urban and rural land use system, stabilize and improve the basic rural management system, and provide farmers with more comprehensive and safer land contracting. The existing land contract must remain unchanged for a long time. According to the principle of voluntary compensation stipulated by law, farmers must sign contracts, leases and exchanges, which is the first step to improve relevant policies and regulations and public supervision of land rights.

3.2. Constantly Improve Farmers' Skills and Constantly Transfer Surplus Labor

Creating more jobs for migrant workers is an important issue for sustainable economic development. Municipal enterprises should adapt to the new situation, take a new historical step, and maintain a sustained growth trend through structural adjustment, institutional innovation, and technological innovation. In particular, we should adapt to the needs of agricultural industrialization and focus on the development of agricultural processing industry, secondary product industry and warehousing, preservation, transportation and marketing.

3.3. An Important Solution for China's Agricultural and Rural Development is to Rely on Scientific and Technological Progress, as Well as Scientific Education

Strengthen agriculture today. China's rural agriculture and scientific and technological progress face two historical missions. We must constantly promote appropriate advanced, traditional and modern technologies, and we should thoroughly and gradually distribute the nine-year compulsory education in rural areas. For another 12 years, in order to actively develop agricultural higher education, vocational training and various forms of education, we must improve our cultural level. The technology of labor force and rural population in the global scope, otherwise the development and transformation of agriculture and rural areas will fail.

4. The Problems and Constraints Faced by Xiaogang Village's Economic Transformation

4.1. Lack of Ideological Understanding and Enthusiasm for Development

The ideology and concept of farmers are backward, some residents have weak personal awareness of rural reconstruction, and the cultural level of residents is low. Ideology and concept are backward, and participation in rural economic cooperation is low. In turn, due to China's economic ideology, Xiaogang Village's ideology is still limited to the mode of production under natural economic conditions. For more than 2000 years, they have been unfamiliar with modern agriculture and economies of scale, unable to change their ideology with the trend of the times. With the continuous development of modern civilization, as well as the establishment of a deeper level of spiritual civilization. The ideas and thoughts of rural residents have undergone tremendous changes, and the cultural level is also rising. However, some rural superstitions of feudalism and patriarchy are deep-rooted. They have a strong sense of small farmers, and they only pay attention to the immediate and local interests. Without legal

knowledge and weak legal awareness, they still violate laws and disciplines. There is also a certain gap between them and the requirements of creating a new form of socialist harmony, and the overall quality of residents needs to be further improved. On the other hand, the various development models adopted by Xiaogang Village have seriously damaged the interests of local farmers. At the same time, the residents' cultural level is not high, the overall quality is low, they are not satisfied with the status quo, and there is no entrepreneurial spirit of employees. Some village leaders did not realize how to actively think about how to link with the real village upgrading.

4.2. Inadequate Development of Agricultural Economic Cooperation Organizations

Rural economic cooperation organizations in Xiaogang Village are mainly decentralized organizations. There is little contact between members and no industrial chain has been formed. It is only used for production, processing and sales, and the partner is Lingmao. In addition, the development and operation of established economic cooperation organizations mainly depend on the government, entrepreneurs and individual entrepreneurs. Some large companies with low starting points are small and cannot use Xiaogang Village brand. Low market share and weak market competitiveness. Only one village in Xiaogang Village did not help the neighboring village to become rich. Business groups and cooperative organizations led by foreign GLG are determined to reduce the value of services and accumulation. Even villagers bought the land. Except for a little ransom, they have no commercial income and support. As there is no accumulation, all income is drawn by foreign companies and economic cooperation organizations. The ability to develop industrial operation and unite farmers to resist market risks of agricultural products is limited. In addition, the cohesion is insufficient and the market competitiveness is low.

4.3. The Educational Level of Agricultural Technology Popularization is Very Low

First, the quality of technicians is not high. Some technicians have outdated ideas and lagging knowledge structure. We do not accurately understand the trend of agricultural development, nor do we have a thorough understanding of new achievements in agricultural technology. The agricultural technology they have mastered can no longer meet the requirements of the times. At the same time, employees did not actively contact local farmers. At present, there is no in-depth theoretical research.

Secondly, the budget for agricultural technology extension is insufficient, and the current national agricultural development prospects are good. The government has increased its investment in agricultural technology extension systems. In particular, technical development and staff training are needed. Therefore, it is easy to lack funds, which will eventually have a negative impact on the promotion of agricultural technology.

Third, the security mechanism of agricultural technology stations in the county is not perfect. The agricultural technology popularization infrastructure is not perfect, and the technical equipment is relatively backward. The effectiveness of the media is also low, and the popularization of housing insurance and agricultural technology is not enough. The promotion of the guarantee mechanism is still insufficient to effectively attract high-quality talents. Finally, there are some limitations in the construction of agricultural technology extension system.

4.4. Decentralized Land Transfer Forms are Difficult to Meet the Requirements of Modern Agricultural Scale

The main sales form of agricultural products is farmers' independent management. The agricultural production and crop production schemes are also determined according to the spot market prices. However, this agricultural production mode, which is produced by farmers and

sold directly in the market, makes small farmers in small port villages vulnerable in the "big market" of agricultural products. The production and sales of agricultural products are not only small in scale, low in efficiency and efficiency, but also not limited to the production and sales of agricultural products. In addition, it is difficult to avoid the impact and risk of agricultural product market price fluctuations. Generally speaking, there are two ways to market agricultural products in small port settlements: transportation and sales of agricultural products. In other words, farmers or producers of agricultural products are responsible for the logistics of agricultural product sales, and then conduct personal transactions with consumers through the municipal agricultural product market; Second, the product marketing mode is through multi-level distribution channels. In other words, through agricultural intermediary agencies at all levels, the ownership of agricultural products is transferred to the sales channels, and agricultural products enter the wholesale, retail and agricultural product markets at all levels.

5. Countermeasures and Suggestions for Promoting Xiaogang Village's Economic Transformation

5.1. Promote the Healthy and Rapid Development of Agricultural Economic Cooperation Organizations

5.1.1. Create a Good Environment and Vigorously Introduce Agricultural Science and Technology Talents

The development of agricultural economic cooperation organizations needs a large number of agricultural science and technology talents, and there is a lack of such professionals in Xiaogang Village. Therefore, Xiaogang Village can encourage college students to come to the local area to establish agricultural companies, and provide support to reduce their barriers to entrepreneurship in Xiaogang Village, and provide them with preferential policies, so that college students can find there is huge development space in Xiaogang Village. At the same time, attract them to join the rural economic cooperation organizations, so that they can lead local farmers to become rich and promote the development of local modern agriculture.

5.1.2. Improve the Competitiveness of Agricultural Economic Cooperation Organizations

Standardize agricultural economic cooperation organizations, train and guide newly established organizations, and organize agricultural experts to give professional training and guidance to the leaders of agricultural economic cooperation organizations, so that they can acquire relevant laws and regulations and skills, thus promoting the healthy and rapid development of agricultural economic cooperation organizations. We should give full play to Xiaogang Village's brand advantages according to its characteristics. The name "Xiaogang Village" is known to the people all over the country. The brand of Xiaogang Village can be used to improve the competitiveness of products. At the same time, use diversified service platforms to help develop the market. The agricultural economic cooperation organization in Xiaogang Village should cultivate its own sales team, solve market problems, and promote the connection between agricultural production and market in Xiaogang Village.

5.2. Promote the Development of Agricultural Products Deep Processing Industrial Park

5.2.1. Development Goals

By 2030, complete the supporting facilities within square kilometers of the park, increase the tax revenue and increase the openness to the outside world. Consolidate the leading position of the project area in the provincial development zone, and strive to become a national

agricultural product deep processing industrial park with strong competitiveness and significant characteristics in the central region.

5.2.2. Industry Development Direction

Vegetable deep processing industry chain; Relying on the jade vegetable industry, we will vigorously develop dehydration, quick freezing, processing vegetables and condiments and other deep processing projects to achieve the direction of high value-added deep processing, and strive to improve its storage, insurance, segmentation, packaging, distribution and other levels. Actively develop the production of pickles, and improve the market rate of clean vegetables in Yangtze River Delta cities.

Feed processing industry chain: Relying on livestock and poultry breeding industry in Xiaogang and surrounding areas, with the goal of comprehensively developing the rich corn, rice and black bean processing by-products in Fengyang, attract enterprises to build feed processing projects in Xiaogang Village by attracting investment, and vigorously develop special feed for breeding pigs, formula feed, pellet feed, expanded feed, etc.

Rice and wheat industry chain: guide and support existing enterprises to expand the production scale of rice and wheat processing through new construction, reconstruction and expansion, and improve the quality of rice processing in Xiaogang Village. Further strengthen the comprehensive utilization of the by-products of wheat processing in Xiaogang, vigorously develop rice bran oil, actively develop nutritious rice fruits, nutritious porridge, extruded rice products, rice wine, convenient, tourism, leisure food, etc., and enhance the value of the whole industrial chain.

5.3. Strengthen the Construction of Scientific and Technological Service Team

Through investigation, it is known that the lack of modern agricultural science and technology service personnel in Xiaogang Village, especially talents with high professional titles and high academic qualifications, restricts the development of modern agriculture. Therefore, the following measures should be taken to strengthen the construction of modern agricultural science and technology service team: cooperate with universities and strive for foreign aid. For the urgently needed professionals in agricultural biotechnology, agricultural facility technology, agricultural economic management, agricultural information technology and so on in Xiaogang Village, we can adopt the way of cooperation with agricultural colleges and universities in related majors, targeted training, and at the same time improve the welfare of college students who come to work, attract excellent talents, and input fresh blood for future development; Local cultivation. Make full use of the entrepreneurial organization and system of Xiaogang Village to strengthen the training of local talents. Relevant professional courses can be added to the existing agricultural vocational and technical schools in Fengyang County, and universities and local experienced technicians and managers can be invited to give lectures on the stage, so as to cultivate the agricultural technical backbone and management talents urgently needed in this demonstration area. Xiaogang Village needs to comprehensively improve the comprehensive quality of farmers, especially to cultivate their knowledge and cultural level, so that they can have comprehensive professional ability, and can directly apply these modern new technologies, new ideas and new methods to agricultural production, services, technology, management, etc. Therefore, it is very necessary to cultivate new farmers with good comprehensive quality and excellent professional skills, and realize the self hematopoietic function of agricultural system talents, Revitalize rural talents. In Fengyang County, there are many local talents who know some aspects of agricultural technology in the countryside. However, the value of local talents has been seriously restricted due to the scattered distribution and independent fighting.

5.4. Implement Modern Production Technology Training for Characteristic Industries

Characteristic agriculture plays a very important role in the development of modern agriculture in Xiaogang Village; The characteristic planting industries of Xiaogang Village include grapes, gourds, blueberries, etc. For this, Xiaogang Village should grasp the characteristics of the first industry and carry out some technical training on characteristic agricultural planting, including grape breeding, strawberry greenhouses, vegetable industrialization training, etc. Secondly, the farmers engaged in planting in Xiaogang Village are relatively old and have rich experience in planting grapes and gourds. However, this group has a strong sense of small-scale farmers. Xiaogang Village should actively take some measures according to this situation and farmers' interests in agricultural planting, including material and spiritual rewards to mobilize their enthusiasm and initiative to participate in agricultural technology training, so as to improve agricultural production efficiency.

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