

Focus on Rural Revitalization and Look Forward to a Happy Future

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Abstract

Accelerating the implementation of the strategy of revitalizing the rural economy with characteristics is an inevitable choice for China to embark on the new historical journey of comprehensively completing the modernization of a socialist country with characteristics. Due to a variety of factors, China's urban and rural development is very uneven, mainly reflected in the large income gap between urban and rural residents, and the development of rural undertakings is relatively backward. This is the most prominent contradiction in China's economic and social development at this stage, and it is also the biggest problem we are facing. In fact, we cannot completely escape these historical problems. The work report of the 19th National Congress of the Communist Party of China clearly proposed to accelerate the implementation of the strategy of revitalizing the rural economy with characteristics, which means that we must always adhere to and constantly take effective policies and measures to grasp and solve the problem of "agriculture, rural areas and farmers"

Keywords

Rural Revitalization; Urban-Rural Gap; Rural Undertakings; Three Rural Issues.

1. Background

In recent years, with the implementation of rural revitalization, the current implementation is as follows:; Focusing on the prosperity and development of Xuancharacteristic industries, improve the service water for the comprehensive development of modern agriculture in areas with Chinese characteristics; Take the realization of ecological health and livability as the key to development, and promote harmonious and healthy coexistence between people and nature in the community; To promote the construction of rural spirit and civilization as the guarantee of development, and to pool the positive energy of China's rural economic revitalization and development; Take effective rural governance as the political basis to promote the harmonious and healthy development of ecological villages; We will improve the service level of ensuring people's livelihood in poor villages based on building affluent villages.

However, there are still some problems in the actual development process of "agriculture, countryside and farmers" in recent years due to the influence of economy and concept. First of all, the agricultural production mode is not advanced, part of the land has not been used correctly, there are still contradictions between agriculture and natural resources, and the operation mechanism of agricultural products is relatively simple; Secondly, the rural income of each region is uneven, and there are large differences. There are more elderly and children in rural areas, and there is a lack of youth strength; In addition, the old rural concepts still exist,

hindering the development of new rural construction. Therefore, there are still problems such as relatively weak agricultural competitiveness of traditional rural production methods, lack of agricultural related technical resources in the early development of rural science and technology industrialization, lagging development of district and county rural industry revitalization and development planning, imperfect rural industry development mechanism, and non-standard land transfer behavior. Therefore, rural revitalization still needs to continue to develop.

The implementation of the rural revitalization strategy not only needs the strong promotion of the government, but also requires a large number of ambitious and capable talents to actively participate in the rural revitalization and carry out the rural revitalization social practice. We can focus on finding problems in the implementation of rural revitalization and thinking about relevant solutions. In a word, the rural revitalization social practice is conducive to the better development of rural revitalization. Therefore, as a new youth in China, in order to be more practical and have a close understanding of rural revitalization, our team decided to carry out field research on the villages around their hometown in the face of the effects of the current strategy and some problems that still exist.

2. Changes during Implementation

According to the survey results, we can find that many changes have taken place in the countryside during the implementation of the rural revitalization strategy, mainly in the economic, ecological and cultural aspects of the countryside, including the following three aspects:

2.1. Improve the Quality of Agricultural Development and Increase Farmers' Income

Rural revitalization, industrial prosperity is the first. In rural development, agriculture is the main direction. Obviously, in the past few years when the idea of rural revitalization was put forward, China has strengthened the development of agriculture, improved the quality of agriculture, developed green agriculture, carried out the development of modern agriculture, improved agricultural creativity, competitiveness and production quality, and made it a reality for a country with large agriculture to become a powerful agricultural country. Rural revitalization is the combination of agriculture and science and technology to improve productivity and production level. The supporting policies for rural revitalization have enabled large-scale agricultural production, improved standards and steadily improved the quality of cultivated land. At the same time, rural revitalization has expanded the export path of agricultural products, deepened the development of e-commerce, improved the sales system of agricultural products, and enhanced farmers' income.

2.2. Promoting Green Development in Rural Areas and Creating a Harmonious Environment

Rural revitalization, ecological livability is the key. Respecting nature, conforming to nature and protecting nature are the basic principles. Rural revitalization has promoted the development of rural natural capital. The people's prosperity and natural ecology are unified. Rural revitalization has unified the protection and repair of rural natural resources, making natural resources more complete. Greening activities are carried out to protect and restore resources. Revitalizing the countryside, strengthening the prevention and control of agricultural pollution, realizing the recycling of waste, reducing input products, and greatly improving the ecological environment. At the same time, rural revitalization has carried out activities such as livestock and poultry pollution treatment, comprehensive utilization of crop straw, and strengthened the construction of rural ecology.

2.3. Prospering Rural Culture and Radiating Rural Atmosphere

Rural revitalization, rural style and civilization is the guarantee. Guided by socialist core values, rural revitalization has strengthened the cultural construction of farmers, improved their moral quality, promoted the construction of integrity, and improved their sense of social responsibility. The rural revitalization is based on the rural civilization, carries forward on the basis of inheritance, enriches the forms of cultural expression, and improves the cultural literacy of farmers. The rural scientific and cultural system has been improved, fully demonstrating the spirit of farmers in the new era.

However, while the rural revitalization strategy has brought good changes, it is not difficult to find that there are still some key problems in the current rural revitalization strategy through comprehensive observation and research results.

3. Reasons for Difficulties in Implementation

Through the questionnaire survey results (from) and offline survey results, we can see that people generally believe that the reasons for the difficulties in implementing the rural revitalization strategy are as follows: insufficient development of emerging industries, insufficient improvement of rural revitalization policies in various regions, relatively single industrial structure, lack of talents, large differences in urban and rural infrastructure conditions, insufficient government and financial support, and the aging of surplus labor force.

3.1. Insufficient Development of Emerging Industries

Inadequate capital investment, limited development, and the inability of emerging enterprises to develop vigorously is an important issue of the rural revitalization strategy in rural development. The farmers' own savings are not sufficient, the development motivation is insufficient, and they can not be well prepared for development. Moreover, the agricultural investment is large, the process is slow, the rate of return is low, and the development is limited. Farmers do not know enough about emerging enterprises, and the threshold of emerging enterprises is too high, which makes it difficult to develop. The attractiveness of related tourism industry is not enough, and the income cannot be greatly increased. Rural economic development is restricted.

3.2. Inadequate Policies for Rural Revitalization

The central government issued the general requirements, plans and tasks for the new era of rural areas in the implementation of the rural revitalization strategy, and made deployment and arrangements. However, due to the different levels of development in different regions, large differences in resources and different threats in development, it is impossible to use the same model for development, which shows that the rural revitalization policy is not perfect and lagging behind. In rural industries, the relevant preferential policies for industrial development are not matched, resulting in insufficient industrial preparation and slow development. Policies on technical support are relatively few, resources are not fully utilized, and rural development is limited.

3.3. The Industrial Structure is Relatively Simple

At present, villages and towns mainly focus on agricultural development, with a single industrial structure, relatively few types of industries, high output and poor quality. Once force majeure occurs, it may lead to low harvest and affect the overall development of rural areas. In the production of products, there are relatively few applications of science and technology, insufficient modern equipment, and a shortage of technicians. In the production of products, the market is relatively small, the products can not adapt to the market well, and the power of e-commerce development is insufficient, and the network can not be used well. Small

production scale, poor sales, few product types, and single structure are the main problems of the township industry in rural revitalization, resulting in low product economic efficiency and slow economic growth.

3.4. Lack of Talents and Aging of Surplus Labor Force

The main purpose of the rural revitalization strategy is to help rural development. However, in recent years, more and more young people choose to go out to work, and the majority of the rural surplus population is the elderly and children, resulting in the slow development of the rural economy and serious imbalance in the distribution of rural population. In order to encourage young people to return to their hometown for development, relevant government departments should issue corresponding support policies to attract young people to return to their hometown for development. However, according to the survey results, the reasons for the lack of talents include the large difference between urban and rural infrastructure conditions, the lack of employment environment, and insufficient policy and financial support.

4. Results

This questionnaire is mainly filled in by women, with men accounting for 30%. The respondents are aged between 18 and 30, mainly aged between 18 and 25. The sampling group of the questionnaire is generally young.

The survey results show that 21% of the respondents belong to cities, 39% to cities and 40% to rural areas.

More than half of the respondents have heard of the rural revitalization strategy, and believe that the rural revitalization strategy is closely related to themselves. Nearly 1/3 of the respondents say they understand it very well and think it is closely related to the rural revitalization strategy, while a few think it is not closely related, which indicates that the rural revitalization strategy is highly popular and the public knows it well.

With the gradual implementation of the rural revitalization strategy, 72% of the respondents think that the rural changes are huge, 22% think that the changes are small, and 4% think that everything is as before. It can be seen that the implementation of the rural revitalization strategy has a huge impact on the countryside.

55% of the respondents are most concerned about the development of rural economy, 24% are most concerned about the development of rural environment, 17% are most concerned about the development of rural education, and 4% are most concerned about the development of rural medical care. Rural revitalization should not only promote the rural economy, but also pay attention to the rural ecological environment. Therefore, balancing economic development and ecological protection is an important point for rural revitalization strategy.

43% of the respondents believe that fostering new industries and developing rural economy is the key to rural revitalization, 40% of the respondents believe that it is to improve the comprehensive quality of residents and get rid of poverty ideologically, 10% believe that it is to improve the employment rate and increase income, and a small number of respondents believe that it is the key to create an ecological and livable new village. It can be seen that promoting the development of rural economy is the goal of most people.

Most of the respondents believe that rural revitalization needs to be improved in rural culture and education, medical security, road construction, industrial structure innovation, and more than half of the respondents believe that green area needs to be improved.

When referring to whether it is difficult to go to school and see a doctor in the village, 35.48% of the respondents think it is, 38.71% think it is not, and 25.81% of the respondents say they are not clear. It can be seen that in the process of implementing the rural revitalization strategy,

the problems in rural education and medical care have indeed been improved to a certain extent. However, there are still areas that need to continue to improve.

In view of the problems in rural education and medical care that need to be improved, our second survey results show that 40% of the respondents believe that the investment in rural medical care and education should be increased, nearly 30% of the respondents believe that the construction of hospitals and schools in various regions should be increased appropriately, and more than 30% of the respondents believe that medical and educational talents can be introduced.

According to the survey, we generally know that agriculture, forestry, animal husbandry, fishery and farming and breeding are the main industries in rural areas, accounting for 26% and 33% respectively. In addition, catering and accommodation accounts for 12%. E-commerce and product manufacturing accounted for 9% respectively, tourism and leisure accounted for 8%, and education accounted for 3%. From this we can see that the rural industrial structure is still dominated by traditional industries, and the main industrial structure is relatively single.

Under the current employment situation, the respondents who are willing to return to their hometown for entrepreneurship and employment and those who are not willing to return to their hometown for entrepreneurship and employment hold half respectively. Among the reasons for not wanting to go back to their hometown to start their own businesses, 80% of the respondents believe that urban employment opportunities are more and conditions are better, while the infrastructure of their hometown is poor and there is no business environment. More than half of the respondents believe that government policies are not in place, which also plays a significant role. Therefore, we investigated measures to promote college students to return to their hometown for employment. More than 70% of them believed that the introduction of relevant national policies to encourage and accelerate infrastructure construction and provide a good employment environment were important measures to promote college students to return to their hometown. It can be seen that it is important to provide a good environment for young people to return to their hometown for entrepreneurship and employment.

If they start their own businesses and get employed in rural areas after graduation, about half of them choose to engage in tourism and leisure services and e-commerce industries, including rural live broadcasting and rural Taobao, nearly 1/3 of them choose to engage in catering and accommodation, education and information industries, including agricultural technology and software, and 1/4 of them choose to engage in agriculture, forestry, animal husbandry and fishery, farming and breeding, and product manufacturing.

Regarding the construction of "agriculture, rural areas and farmers", 53% of the respondents think that the local government attaches great importance to the construction of "agriculture, rural areas and farmers", 21% of them think that the local government attaches more importance to the construction of "agriculture, rural areas and farmers", 11% of the respondents think that the local government does not attach importance to the construction of "agriculture, rural areas and farmers", and 15% of the respondents are not clear about it.

In terms of specific measures taken by grass-roots party organizations to respond to the decisions and deployment of the CPC Central Committee, more than 70% of the respondents believed that it was to add infrastructure, actively repair roads and promote rural economic development, while about 30% of the respondents believed that it was to visit and help poor households.

As for the work of grass-roots party organizations in responding to the decisions and deployment of the Central Committee, 35.48% of the respondents believed that it was to implement and improve the rural security mechanism, 25.81% of the respondents believed that it was to strengthen civilization construction, 35.28% of the respondents believed that it was

to integrate existing rural resources to maximize the use of resources, and 3.23% of the respondents said they were not clear.

For the difficulties in the implementation of the rural revitalization strategy, more than 80% of the respondents believe that it is a lack of talents and government and funds, 70% of the respondents believe that the surplus labor force is aging, and 60% of the respondents believe that it is inconvenient transportation. After the second supplementary survey, we learned that 64.52% of the respondents thought that the aging was relatively serious, 16.13% thought it was very serious, and 19.35% thought it was not too serious. This shows that the aging of surplus labor force is indeed a major difficulty in the implementation of rural revitalization.

When referring to the specific expectations of the rural revitalization strategy, more than 70% of the respondents are more expected to improve the rural living standard and narrow the urban-rural gap, 60% of the respondents are expected to change the rural landscape, vigorously build and protect rural culture, and 40% of the respondents are expected to increase the transparency of government affairs in the construction process.

With regard to the significance of the rural revitalization strategy, 74.32% of the respondents believe that they have promoted the construction of rural infrastructure, 68.92% of the respondents believe that they have promoted the quality and green agriculture, 54.05% of the respondents believe that they have accelerated the process of rural urbanization, 52.7% of the respondents believe that they can fundamentally solve the "three rural issues", 44.59% of the respondents believe that they are conducive to promoting the excellent traditional Chinese culture, 37.84% of the respondents think it is the embodiment of "bottom line thinking" in the new era of international competition.

To sum up, it can be concluded that the development of the rural revitalization strategy is steadily advancing, the achievements are gradually highlighted, and will be fully implemented in the future.

5. Recommendations

As for the results of this survey, we found several very significant problems, and we also put forward relevant countermeasures to these problems. They are carried out from the aspects of politics (policy, rural governance organization mechanism), economy, industrial structure, ecological environment, population (labor force, talents), medical care, culture and education, and infrastructure.

5.1. The Government Actively Provides Policy Support

The government can improve the preferential support policies for technology, capital, information, talents, markets, channels, land, laws and regulations involved in rural revitalization. Increase the scale of financial investment in rural revitalization and development, and provide material support for rural development.

By integrating social resources, the government can guide the industrial and commercial enterprises with advantages and capabilities to participate in the rural revitalization construction, organically combine the capital, talents, institutional resources of enterprises with rural natural resources, land resources, characteristic resources, etc., and take the new rural industry development mode of joint development of commerce and agriculture.

The government can also play its macro-control role to promote the market-oriented development of agricultural products through the rational guidance and planning of the market, while supervising the certification of ecological agricultural products and coordinating the relevant problems in the development process.

5.2. Promoting the Reform of the Rural Collective Property Rights System

We should continue to deepen the reform of the rural collective property rights system, increase reform efforts, and make the scale of the collective economy continue to grow.

The government can give full play to the powerful role of the media and do a good job in publicizing the reform, so as to improve the understanding and cognition of village cadres and farmers on the importance of the reform of the rural collective property rights system, thus improving the enthusiasm of village cadres and farmers to participate in the reform of the property rights system, and ensuring the effective promotion of the reform.

In terms of expanding the scale of collective economic development, the government can adjust measures to local conditions and formulate regional differentiation policies based on the development level of different regions. For example, North China, Central China, East China and other regions with good collective economic development should pay more attention to creating a more free and fair market competition environment under the premise of a better agricultural foundation, while northeast, northwest, southwest and other regions with backward collective economic development should strengthen policy and project support to better develop their agricultural economic foundation.

5.3. Cultivate Leaders of Rural Party Organizations

In the new development stage, it is crucial to establish a long-term mechanism for appointing the First Secretary. It is the leader of the grass-roots party organization and plays an important role in better developing rural human resources. Improving this mechanism can provide political guidance for young people, so as to better guide young talents to invest in rural revitalization, which is an important step in implementing the rural revitalization strategy. Through strict assessment, the First Secretary selected as the leader of the grass-roots party organization, who is responsible and capable of serving the people conscientiously, guides the broad masses of farmers to better invest in the cause of rural revitalization.

5.4. Optimize Investment Mechanism

Compared with urban residents, the quantity and quality of basic public goods and supporting infrastructure enjoyed by rural residents are significantly different from those of urban residents. There are still hundreds of millions of rural residents in China, and we can't believe that the problems of rural villages will be solved naturally after urbanization. Economic and social transformation is a long process, not an overnight process, We need to be patient enough, so one factor that cannot be ignored when we want to implement rural revitalization is that we should establish a long-term mechanism for investing in rural areas.

At the same time, since the new rural construction movement, the central and local governments have continuously increased their investment in rural roads, water conservancy, human settlements improvement, and the construction of beautiful and livable villages. However, these investments are mainly driven by policies, and the specific implementation depends on project funds. The central and local governments have not made long-term plans according to economic development, farmers' needs, economic structure, population distribution and other changes, nor have they established a long-term investment mechanism. Without a long-term investment mechanism, local and grass-roots governments cannot make reasonable planning and investment. In some areas, road construction is suspended and delays are serious. At the same time, the lack of long-term investment mechanism has also led to the lack of funds for road maintenance, management and maintenance, sewage and garbage treatment facilities, rural infrastructure can not play a full role, and the utilization efficiency is not high.

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