

The Promoting Role of Rural Collective Property Right System Reform on Farmers' Income Increase

-- Taking Anhui Province as an Example

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Abstract

Document No. 1 of the Central Committee in 2023 pointed out that it is necessary to give farmers fuller property rights and interests, consolidate and improve the results of the reform of the rural collective property rights system, build an operating mechanism with clear property rights, scientific governance structure, sound management and reasonable distribution of proceeds, explore diversified ways to develop a new type of rural collective economy such as contracting out of resources, renting out of properties, providing intermediary services, and participating in assets, continue to deepen the reform of the collective forest rights system, and deepen the pilot demonstration of comprehensive rural reforms. system reform, and further promote the pilot demonstration of comprehensive rural reform. This paper starts from the reform of rural collective property right system, takes Anhui Province as an example, and studies the promotion effect of the reform of rural collective property right system on farmers' income in Anhui Province. The study concludes that: First, the reform of the rural collective property right system clarifies the ownership of collective assets, quantifies the collective assets into shares, and increases the property income of farmers. Secondly, the reform has led to changes in the structure of rural employment, with a large number of rural residents shifting their employment from the primary industry to the secondary and tertiary industries, and increasing their wage income. Third, the reform has broadened the farmers' business mode, optimized the business model, making the farmers' operating income increase. At the same time on the implementation of the reform of collective property rights system in Anhui Province and the actual situation of Anhui Province's own economic development, put forward relevant policy recommendations.

Keywords

Rural Collective Property Right; System Reform; Farmers' Income Increase.

1. Introduction

The most arduous and burdensome task in building a modern socialist country in an all-round way remains in the countryside. The greatest imbalance in China's development is that between urban and rural areas, and the greatest inadequacy is that of rural development; the modernization of agriculture and rural areas is still a shortcoming of the country's modernization. At present, China is at the historical juncture of continuously narrowing the gap between urban and rural areas and promoting the modernization of agriculture and rural areas. Compared with the rapidly advancing industrialization and urbanization, the pace of agricultural and rural development in China is still unable to keep up, and the problem of "one

leg being long and the other short" is more prominent. The proportion of China's agricultural added value in the total national economy is close to the average level of industrialized countries, but the modernization of agriculture is obviously lagging behind the development of non-agricultural industries, the proportion of the rural employed population in 2022 is still as high as 37.4%, the added value of the primary industry is 8834.5 billion yuan, accounting for only 7.3% of the gross domestic product (GDP), and the urbanization rate of the national permanent resident population at the end of the year has reached 65.22%. The modernization level of China's rural areas is clearly lagging behind that of towns, with the income ratio of urban and rural residents nationwide standing at 2.45:1 in 2022, and the ratio of consumption expenditures at 1.83:1; the infrastructure of rural areas in terms of road transport, water supply and power supply, and communications and logistics is clearly lagging behind that of towns; and the gap between urban and rural public services in terms of education, social security, and health care is even greater.

The most fundamental problem in promoting the modernization and development of agriculture and rural areas and increasing farmers' incomes is still in the countryside. As the economy develops, the gap between agriculture and other industries is widening, and the shortcomings of the collective property rights system in rural areas are gradually becoming apparent. The total amount of collective assets in China's rural areas has continued to increase, and has become an important material foundation for rural development and the common prosperity of farmers. As industrialization and urbanization accelerate, profound changes are taking place in the economic and social structure of the countryside, and problems such as unclear attribution of property rights to rural collective assets, unclear rights and responsibilities, and lack of strict protection are becoming increasingly prominent, eroding the basis of collective ownership in the countryside, and affecting the stability of rural society, making the reform of the system of collective property rights in the countryside an imperative.

2. Literature Review

Since 2017, China's Ministry of Agriculture and Rural Affairs and 16 joint conference member units, has deployed a total of five batches of pilot, covering all the country's agriculture-related counties and urban areas, by 2022, the reform stage has been basically completed. The reform of the rural collective property rights system has resulted in a total of 7.7 trillion yuan of inventory and verification of rural collective assets and 6.55 billion mu of collective land and other resources; a total of 900 million people have been comprehensively confirmed as members of rural collective economic organizations; and a total of about 960,000 organizations have been established in townships, villages and groups at the national level, and all of them have been registered in the agricultural and rural departments.

The ultimate goal of the reform of rural collective property rights is still to promote an increase in farmers' incomes, narrow the gap between rich and poor, and promote common prosperity. Studies have shown that the reform of the rural collective property rights system can play a role in promoting the development of the rural collective economy and driving farmers to get rich. Kong Xiangzhi and Mu Nana (2016) take the rural collective property right system reform centered on the "three changes" in Liupanshui City, Guizhou Province, as an example, to comprehensively improve the income level of farmers by increasing their rental income, operating income, and share dividend income, and at the same time explore the way for other less developed regions to carry out the reform of rural collective property right system. Fang Guitang (2014) suggested that it is difficult to raise the overall income level of farmers by relying only on their operating income, and that in order to achieve the purpose of increasing farmers' income, it is necessary to broaden the sources of farmers' income, and the reform of the rural collective property right system can broaden the channels of farmers' income, and

increase the income of farmers. Qi Zhisen scholars (2013) pointed out that the fundamental guarantee for the increase of farmers' property income is the reform of the rural collective property rights system, relying on deepening the reform of the rural property rights system, relying on the implementation of the property rights of farmers, especially the farmers' right to land management, the right to use the land, the right to use the residence base, the right to house property, etc., so that the farmers really have the right to legally own, possess, dispose of, dispose of these properties, so as to guarantee the increase of the property income of the farmers. The increase of property-based income of farmers is thus guaranteed. Scholars Luo Mingzhong and Wei Binhui (2022) found that the reform of the rural collective property rights system can not only increase the income of farmers, but also play a significant role in narrowing the urban-rural income gap in the county, but there is obvious heterogeneity in this role, that is, in the eastern part of the county, the economic development of the county, the reform of the rural property rights system has the strongest role in narrowing the urban-rural income gap. Zhang Hongyu et al. (2020) scholars concluded that the reform of the rural collective property rights system solved the problem of property rights belonging to rural assets, improved the allocation efficiency of rural factor resources, promoted the development of productive forces, and raised the level of farmers' income. Liang Chunmei and Li Xiaonan (2018) showed that the reform of the rural collective property rights system clarifies the ownership of rural collective assets, promotes the share-based income of farmers and thus promotes the increase in farmers' income; at the same time, the profound theoretical logic of the reform of the rural collective property rights system has a significant poverty reduction effect.

Integration of existing related research found that the reform of the rural collective property rights system can clarify the ownership of rural collective assets, so that farmers can give full play to the role of these assets, thereby increasing the property income of farmers; the reform of the rural collective property rights system can also improve the share income of farmers, so that farmers increase their income. This paper takes Anhui Province as an example to illustrate the role of rural collective property rights reform in promoting farmers' income.

3. Theoretical Analysis

The disposable income of rural residents in China can be divided into four parts: wage income, business income, net property income and transfer income. Among these, operating income accounts for the highest proportion of rural residents' disposable income, with wage income accounting for the next highest proportion. In recent years, the proportion of wage income in the disposable income of rural residents has been increasing, gradually approaching the operating income. Then what aspects of the reform of the rural collective property rights system affect farmers' income? The flow chart of the rural collective property rights system reform is as follows.

First, the reform of the rural collective property rights system promotes farmers' income growth by increasing their property income. The reform of the rural collective property rights system quantifies rural collective assets into shares and distributes them to farmers, who then receive dividends from the shares; at the same time, farmers can also use their own funds, land and houses to invest in shares through joint-stock cooperation, with the farmers receiving dividends, and the organization will rationally allocate resources to promote farmers' income growth. The reform of the rural collective property rights system verifies the number of rural collective assets and makes collective assets transparent, which is conducive to the verification of the stock, value and use of collective assets and the rational and efficient allocation of resources to promote the development of the collective economy. On the basis of clear verification of rural collective assets, the reform has quantified collective assets into shares and distributed rights to households, turning "villagers into shareholders" and increasing villagers'

income from share dividends. Secondly, the reform of the rural collective property rights system promotes farmers' income by raising their wage income. After the reform of the rural collective property rights system, farmers will land or other resources into the collective economy or rent, and then no matter whether the farmers go out to work or stay in the local enterprises, collective economy, can get wage income. At this time, the employment of farmers has shifted from primary to secondary and tertiary industries, and from agriculture to non-agricultural industries, and wage income has increased, thus increasing farmers' income. Finally, the reform of the rural collective property right system has increased farmers' operating income, which has led to an increase in farmers' income. The reform has broadened the way farmers operate and optimized the business model, and farmers can independently choose to operate restaurants, supermarkets, agricultural music, lodging, etc. to increase their business income. Or farmers still choose to engage in farming and planting, rural collectives can unify the scale of farming and planting, unified procurement of production materials, unified purchase of agricultural products, so as to obtain economies of scale, making the cost lower, and at the same time, farmers to carry out unified training, to promote the increase in operating income.

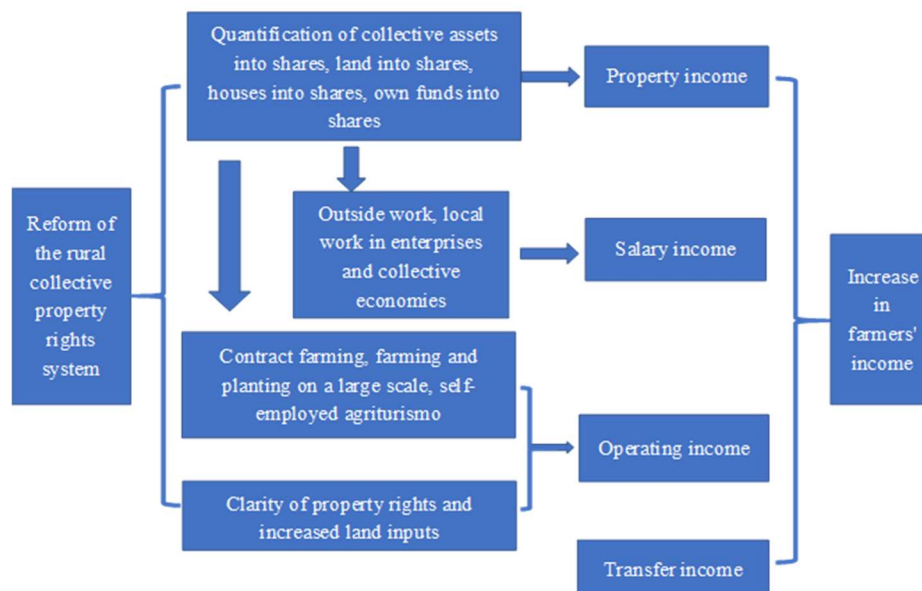


Figure 1. The rural collective property rights system reform

4. Analysis of Examples

4.1. Current Situation of the Reform of the Rural Collective Property Rights System in Anhui Province

Anhui Province is a large agricultural province, rural collective property rights system reform started earlier, in 2012 in Huangshan, Anqing and other places to carry out shareholding cooperation system reform pilot, in 2015 in the province to select 80 villages to carry out the pilot. 2016 end, the central government issued to promote the reform of the rural collective property rights system, Anhui timely development of the implementation of the views of the rural collective property rights system to promote the reform of the rural collective property rights system in a comprehensive manner. In accordance with the principle of "pilot first, typical lead the way", Anhui actively declare and promote the national pilot work, the first batch of pilot Tianchang City, "expanding the right to empower" as the core of the collective asset shareholding power reform pilot work, fully affirmed by the Ministry of Agriculture and Rural Affairs, and provide a reform model for the province and the country. It has provided a reform

model for the province and even the whole country; the second batch (Jingde County, Lai'an County, Fanchang County, Jinzhai County) and the third batch (2 cities and 10 counties) have completed the pilot tasks on time and passed the third-party assessment and acceptance by the state. 2019, the Central Agricultural Office and the Ministry of Agriculture and Rural Development formally approved Anhui Province as one of the 12 provincial pilot units in the country, and the pace of the reform of the collective property rights system in rural areas has been accelerated.

To reform, we must first find out the bottom of the family. Starting in 2017, Anhui Province, townships, villages, groups of different levels of collective economic organizations, to carry out a comprehensive inventory and verification of capital resources and assets. Through the inventory and verification, Anhui total inventory and verification of rural collective assets totaled 120.34 billion yuan, 53 billion yuan more than the original book assets (an increase of 78%), of which 26.04 billion yuan of operating assets; rural collective land resources 170 million mu, of which 149 million mu of agricultural land.

Confirmation of membership of rural collective economic organizations is a key link in the reform of the rural collective property rights system, Anhui clear definition of membership to "grasp a principle", that is, respect for history, taking into account the reality of the principle of procedural norms, the public acceptance, to consider "three factors" On the basis of the three factors to be taken into account, i.e., the relationship between household registration, the relationship between rural land contracting, and the contribution to the collective accumulation, etc., guidance will be formulated at the county level, and specific operational methods will be formulated at the village level.

By 2020, the province will have confirmed a total of 54.44 million members of rural collective economic organizations, accounting for 97.4 per cent of the total rural population. At the same time, Anhui has steadily promoted the construction of collective economic organizations, and actively pushed forward the "three-change" reform of turning rural resources into assets, capital into shares, and farmers into shareholders; as of the end of 2021, the number of villages in Anhui carrying out the "three-change" reform had reached 11,500, or 72.2%; a total of 2.48 million rural households and 9.424 million farmers had become shareholders through shareholding. By the end of 2021, 11,500 villages in Anhui Province had carried out the "three-change" reform, accounting for 72.2% of the total number of villages; a total of 2,480,000 households and 9,424,000 farmers had become shareholders through shareholding; villages participating in the reform had gained a total of 780 million yuan in income; and farmers participating in the reform had gained 1.71 billion yuan in property income, which had resulted in the development of a new path for rural revitalization.

4.2. Analysis of the Income of the Rural Population in China

For a long time, business income has been the main component of farmers' income in China. However, in recent years, wage income has accounted for an increasing proportion of farmers' income, and the structure and sources of farmers' income have changed dramatically in the course of continuous economic development. Most farmers have shifted from the primary to the secondary and tertiary sectors, and wage income has increased substantially.

During the period 2005-2021 in China, the per capita net income of rural residents has continued to increase, and the structure of its composition has changed, and from the point of view of the sources of income, the income of China's residents has the following characteristics. Business income is still an important part of farmers' income, but its share has declined slightly. Before 2015, business income was at the top of farmers' income, but from 2015 onwards, farmers' wage income is more than business income, and wage income has taken the main part of farmers' income. In 2005, business income accounted for 56% of farmers' per capita income, and in 2021, it accounted for only 34% of farmers' per capita income. In 2021, operating income

will account for only 34% of farmers' per capita income. In only 15 years, it has gone from accounting for more than half of the total to only one third in 2021.

Wage income has been increasing year by year, and its share has also been getting bigger and bigger; in 2005, farmers' wage income accounted for 36% of their per capita income, and by 2021, it will account for 42% of their per capita income; wage income has also risen from RMB 1,174.5 in 2005 to RMB 7,958.1 in 2021, an increase of more than seven times. The share of wage income reached 43% of farmers' per capita income in 2012, then fell to 38% in 2013, and then declined slightly in 2020 due to the impact of the epidemic, but overall, the share of wage income is still increasing year by year.

Both property income and net transfer income have been increasing year by year. the share of property income has been fluctuating between 2% and 4%, but the share of net business income has been increasing year by year in general. The share of farmers' property income was 2.7% in 2005, then rose in the following years to a high of 3.4% in 2010, then the share fell to 2.1%, and then rose back to 2.4% in 2021. In 2015, farmers' net transfer income was 4.5%, rising each year to 21.4% in 2020, before declining slightly in 2021.

4.3. Analysis of the Income of Rural Residents in Anhui Province

The trend in per capita income of rural residents in Anhui Province from 2005 to 2021 is generally consistent with the trend in per capita income of rural residents in the country as a whole, but the specific changes in per capita income of rural residents by source are different from those in the country as a whole. Dividing the per capita income of rural residents in Anhui Province by source has the following three characteristics.

The value of wage income shows a rising trend year by year, and the ratio of wage income to per capita income shows an inverted "U" shape, with the ratio of wage income to per capita income rising and then declining. In 2005, the ratio of wage income to per capita income for rural residents in Anhui Province was 38%, and then it gradually increased in the following few years, with the ratio reaching a maximum of 46% in 2013. In 2013, it peaked at 46 percent, and then began to decline year by year, reaching only 34 percent in 2021, 4 percent lower than in 2005.

Net operating income also shows a numerical trend of increasing year over year and a decreasing trend in the percentage of net operating income year over year. Net operating income increased from \$1,499 in 2005 to \$6,795 in 2021, but the percentage of net operating income decreased from 56% in 2005 to 36% in 2021. Comparing wage income to net operating income, net operating income is higher than wage income in all years except 2013, when wage income of \$3,733 was higher than net operating income of \$3,681.

Farmers' property income has risen from 45 yuan in 2005 to 392 yuan in 2021, and net transfer income has risen from 86 yuan in 2005 to 4,812 yuan in 2021. The proportion of property income in farmers' per capita net income has been low, and its impact on farmers' income has been limited. Property income has been on an overall upward trend, with only one fallback occurring between 2014 and 2015, and then rising until 2021. Net transfer income, on the other hand, has been on the rise, accounting for 3% in 2005 and 26% in 2021, and the increase in net transfer income has also contributed to the increase in farmers' income.

4.4. Promotion of Farmers' Income Generation Through Reform of the Rural Collective Property Rights System in Anhui Province

Farmers' income in the province reached 18,368 yuan in 2021, a 156.5 percent increase from 2012 (7,160 yuan). Meanwhile, the province's farmers' income has moved forward in the national rankings, from 18th in the country in 2015 to 11th in 2021, making it the province with the most advancement in the country. The gap between the province's farmers' income and the nation's has gradually narrowed. In terms of absolute gap, the gap between Anhui and the

nation was 601 yuan in 2015, shrinking to 563 yuan in 2021. In terms of the relative gap, the income of rural residents in Anhui was equivalent to 94.7% of the national level in 2015, and by 2021 it will already be equivalent to 97% of the national average (18,931 yuan), narrowing the relative gap by 2.3 percentage points.

Anhui Province has implemented various measures to increase wage income, such as realizing the employment of surplus labour as soon as possible; advancing the full coverage of agricultural products processing parks in farming counties and districts, and promoting local employment and flexible employment; and further standardizing the development and management of public welfare posts in villages, and striving for a substantial increase in the number of public welfare posts. Property income does not account for the main part of farmers' income, but the increase in property income for the increase in farmers' income also has a big role in promoting. Anhui Province will enter the agricultural production "big trusteeship", accelerate the transfer of land, vigorously develop about 300 acres of continuous piece of moderate scale operation, promote the use of unused rural residential base and unused farmhouse revitalization, vigorously develop the village-level collective economy, and promote the rural "three changes" reform. The implementation of operational income growth action, the construction of special brand food, edible fungi, Chinese herbs and other advantageous characteristics of agricultural products base, promote the "one county, one industry"; the development of rural tourism, leisure agriculture and other new industries and new business forms, so that more value-added income to stay in the countryside, left to the farmers, and vigorously cultivate a new type of agricultural business main body. In the transfer income enhancement action, we will guide rural workers to go out for employment in an orderly manner; improve the rural social security system, and gradually raise the "8+1" comprehensive assistance standard; carry out early warning and monitoring of the rural low-income population, and effectively implement the assistance and help to form a long-term growth mechanism; and implement the agriculture-related support and subsidy policies.

4.5. Analysis of the Reasons for the Lagging of Farmers' Income in Anhui Province

Firstly, the level of farmers' employment and mass entrepreneurship is not high. Analyzing the structure of farmers' income across the country, it is found that wage income accounts for a larger proportion of the total, and is positively correlated with the total. In 2021, the proportion of farmers' wage income in the total in Anhui Province was 34.67%, and the levels of the country, Jiangsu and Zhejiang Provinces during the same period were 42.04%, 48.93%, and 60.81%, which exceeded those of Anhui Province by 1,589, 6,740, and 15,065. From the point of view of the number of market players, as of the end of December 2021, the number of various types of market players in Zhejiang, Jiangsu and Anhui provinces were 868, 13,589.9 and 6,608,700, respectively, and the level of mass entrepreneurship in Anhui province is low.

Secondly, the development of rural economic industries is not optimal. In the past two years, due to the world economic recession foreign trade export contraction, the domestic economic pattern of drastic adjustments, the urbanization stage law and the new crown epidemic and many other factors, there is a large number of rural workers into the city back to the phenomenon of rural industry is the main channel for the employment of returnee rural migrant workers. 2021, the number of returnee rural migrant workers in Anhui province is more than 6 million, the province of agricultural products processing main body is close to 7,000, absorbing In 2021, the number of returning rural migrant workers in Anhui Province will exceed 6 million, and the number of agricultural product processing subjects in the province will be close to 7,000, absorbing less than 1.2 million rural migrant workers, while the number of agricultural product processing subjects in the country during the same period will be more than 200,000, absorbing more than 30 million rural migrants.

Thirdly, the strength of the rural collective economy is not strong. After years of development, the rural collective economy has achieved certain results in promoting agricultural efficiency, rural construction and farmers' income, and has become an important driving force in China's rural economic and social development. As of the end of 2021, there were 16,356 villages (including farming communities) in Anhui Province, and there were only nearly 1,200 villages with village-level collective economic income of more than 500,000 yuan, accounting for about 7.6%. During the same period, the proportion of villages with village-level collective economic income of more than 500,000 yuan was nearly 50% in Zhejiang Province, and the proportion of villages with village-level collective economic income of more than 500,000 yuan was more than 30% in Jiangsu Province.

5. Suggestions

5.1. Promote the Increase of Farmers' Wage Income

Firstly, actively promote the reform of the collective property right system of farmers, to ensure that every household and every farmer is involved, and to integrate the resources, in order to ensure the increase of the collective economic benefits. Then, promote the transformation of the employment structure of rural residents. Rural residents can choose not to engage in agriculture, and then enter the rural collective or other enterprises to work, increase the wage income of rural residents, so as to achieve the purpose of promoting the increase in farmers' income. Finally, support farmers' entrepreneurship and innovation. Focusing on supporting the entrepreneurship and innovation of rural migrant workers, college students, retired soldiers, agricultural scientists and other personnel returning to their hometowns, we will increase the reform efforts of simplifying government and decentralization, combining administration with optimization of services in the agricultural field, and create a good environment for "double creation". Implementing the action of rural migrant workers returning to their hometowns to start businesses, upgrading the functions of the existing rural migrant workers' entrepreneurship parks, business incubation bases, and service platforms for creators, and providing one-stop services. It has implemented the project of cultivating entrepreneurial innovation subjects who return to their hometowns, encouraged and guided rural migrant workers who have accumulated a certain amount of capital, technology, management experience and sales channels to return to their hometowns to carry out entrepreneurship, and carried out entrepreneurship training and business counseling for returning to their hometowns every year. Qualified entrepreneurship and innovation projects have been included in the scope of policies to strengthen agriculture, benefit agriculture and enrich agriculture, and preferential policies on market access, finance and taxation, financial services, land and electricity, entrepreneurship training and social security have been further implemented to support rural entrepreneurship and innovation.

5.2. Improve the System of Equal Employment for Urban and Rural Workers

It has improved the "three-in-one" service mechanism for rural migrant workers, including vocational training, employment services and labor rights protection, and has implemented a system of equal employment and equal pay for equal work for rural migrant workers and urban workers. The government will strictly investigate and deal with the withholding and defaulting of migrant workers' wages. Deepen the labor docking cooperation between the Anhui River and the northern part of Anhui Province, and carry out multi-level and multi-form labor docking within the province. Organize and carry out "Spring Breeze Action", "Recruitment Week for Private Enterprises", "Employment Assistance Month" and other special activities for employment services, send jobs, policies and information to the countryside, and guide migrant workers to transfer employment in an orderly manner. The government has also organized special employment service activities, such as the "Private Enterprise Recruitment Week" and

"Employment Assistance Month," to send jobs, policies and information to the countryside and guide rural migrant workers to transfer their employment in an orderly manner. The program to upgrade the vocational skills of rural migrant workers continues to be implemented, and the relevance and effectiveness of vocational training is gradually being improved. The construction of grass-roots employment service platforms has been strengthened, and services have been extended to villages, gradually forming "half-hour employment service circles in rural areas". When formulating compensation and resettlement programs for land expropriation, specific measures to promote the employment of expropriated farmers should be clearly defined.

5.3. Encourage and Regulate Industrial and Commercial Capital Investment in Agriculture and Rural Areas

Policies and measures to guide and regulate industrial and commercial capital investment in agriculture and rural areas are being implemented. Where industrial and commercial capital invests in the construction of high-standard farmland, ecological public welfare forests and other contiguous areas of a certain size, it is permitted to utilize a certain percentage of the land to carry out sightseeing and recreational tourism, agricultural product processing and distribution, and other business activities, on the premise of complying with the laws and regulations on land management and the overall land-use plan, applying for land-use approval for construction in accordance with the law and insisting on the conservation of land and intensive use of land. Explore the establishment of mechanisms such as government and social cooperation and government purchase of public welfare services, relax the access thresholds of rural public service organizations, and support the entry of industrial and commercial capital into the rural living service industry. It has strengthened the supervision and risk prevention of commercial and industrial enterprises leasing land contracted by farmers, and has established a sound system of qualification examination, project review and risk guarantee funds.

5.4. Optimize the Structure of Rural Industries and Promote a Sustained Increase in Farmers' Business Income

We are implementing and improving supportive policies in the areas of finance and taxation, credit, insurance, land use and project support, and vigorously cultivating new types of agricultural management and service entities. Deeply promote family farms, farmers' cooperatives and agricultural socialized service demonstration and creation activities, focusing on supporting family farms of moderate scale, regulating the construction of farmers' cooperatives and fostering specialized service organizations. Explore the pilot reform of marketing loans for large-scale food production enterprises. Actively implement the "one family, one field", guiding farmers to realize continuous operation on a household basis through the exchange of contracted land and other means. Improve the land transfer service system, and guide farmers to voluntarily and orderly transfer of land management rights in accordance with the law. Increase support for agricultural production hosting services, and vigorously develop service-driven operation based on land hosting. Vigorously develop the rural leisure and tourism industry, promote the deep integration of agriculture and tourism, education, culture, health care and other industries, organize and implement leisure agriculture and rural tourism enhancement projects, and actively create national and provincial leisure agriculture and rural tourism demonstration counties and demonstration sites. Vigorously develop agricultural e-commerce, support the construction of agricultural e-commerce platforms and rural e-commerce service sites, implement the express to the countryside project, promote trade, supply and marketing, postal services, e-commerce interconnection, and strengthen the construction of the logistics system from the village to the township. In-depth implementation of information into villages and households project, guiding ordinary farmers, all kinds of new

agricultural business subjects and e-commerce enterprises to establish multi-forms of joint venture collaboration, to realize the interactive development of online and offline.

Acknowledgments

This research is funded by Key Project of Humanities and Social Sciences of Anhui Provincial Department of Education (SK2021A0273), Anhui Province Philosophy and Social Science Planning Project (AHSKY2022D092).

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