Strategic Choice of Rural Revitalization

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Abstract

As a unified organism in the society, the development of countryside and city is actually interlinked. The rural revitalization strategy is put forward on the basis of rural rejuvenation, and the problem of agriculture and rural farmers is a key issue related to the national economy and people's livelihood. Under the economic development, the gap between urban and rural areas is widening, and the phenomenon of rural "hollowing out" is serious. Rural elite talents are transported to cities, and the rural residential population is basically characterized by aging or aging. Under the new era of urban and rural coordination and rural revitalization strategy theory, rural social development is facing new problems, on the basis of profound analysis of the problems facing rural development, to realize rural revitalization, accelerate industrialization, improve the quality-oriented new urbanization strategy, optimize rural resource allocation ability as the goal, explore the rural social governance system, solve the way of rural infrastructure construction and public service. Starting from the aspects of grass-roots organizations in villages, long-term ecological environment, and rural civilization, we will build "beautiful villages" to create an ecological and livable environment and attract rural society, promote the two-way circulation of innovative talent elements, and build a new pattern of mutual integration and interconnection between urban and rural development.

Keywords

Urban-rural coordination; Rural revitalization; Common prosperity; "Beautiful countryside".

1. Introduction

With the pace of reform and opening up, the economic aggregate has made a qualitative leap forward from before the reform and opening up, and the scale of the digital economy reached 3.92 billion yuan by 2020. The industrial structure, employment structure and urbanization development linked with the development of the digital economy have all undergone remarkable changes. The decline of local society has become a hot issue of economic and social development: the gap between the rich and the poor, urban rural transfer, rural development cannot keep pace with cities, and the deprivation of local social resources. In order to achieve rural revitalization, rural areas and cities must achieve mutual support under integrated development, and urban-rural coordination can drive economic and social development in the way of releasing the dividends of reform. The report to the 19th National Congress of the CPC took issues concerning agriculture, rural areas and farmers as the top priority in the work of the whole Party, and put forward the "implementation of the rural revitalization strategy".

2. Related Research on Rural Revitalization

2.1. Studies on Agriculture, Rural Areas and Farmers Since the Reform and Opening Up

Since the reform and opening up, the major meetings of how to build a moderately prosperous society in all respects and realize the great rejuvenation of the Chinese nation have made continuous adjustments and arrangements for issues concerning agriculture, rural areas and farmers.On July 1,2021, to celebrate the 100th anniversary of the founding of the Communist Party of China xi general secretary solemnly declared " after the party of the people of all ethnic groups, we achieved the first goal in one hundred, built a moderately prosperous society in an all-round way, historically solved the problem of absolute poverty, is toward building a modern socialist power in an all-round way of the second one hundred goals[1]." General Secretary Wen said that after building a moderately prosperous society in all respects, we should still "continue to strive and work for a long time"[2]. At the central rural work conference general secretary xi delivered an important speech pointed out that "national rejuvenation, rural revitalization", also said "steady the" agriculture basic keep "agriculture" basis is strain new bureau "ballast"[3], As a solution to the unbalanced and inadequate development in China, rural revitalization actually refers to optimizing the structure of rural resources, promoting the comprehensive and sustainable development of agricultural and rural industries, promoting the upgrading of farmers' consumption, and accelerating the development of rural infrastructure and public services as its work content [4].

2.2. Research on Urban and Rural Development Under the Vision of Rural Revitalization After the Reform and Opening Up

As a major strategy to promote national development, the urban and rural transformation, urban-rural integration and urban-rural integration under rural revitalization are all designed to deal with the problems of "hollowing out", "aging", "urban entry and village decline", "rural disease" and "anti-urbanization" in China's rural areas [5] The satisfaction of farmers' expectations and aspirations for a better life in rural revitalization is a major measure of the main contradiction of Chinese society [6]. In order to realize rural revitalization, some researchers have proposed to promote the development of modern agriculture, promote the diversified development of rural economy, promote industrial and commercial capital to the countryside, and finally focus on protecting the interests of farmers to better realize rural revitalization [7].

2.3. Research on Key Strategic Elements Under the Horizon Of Rural Revitalization

As for how to implement rural revitalization, experts in the field of research continue to explore and summarize the strategic key points, clarify the strategic objectives of rural revitalization, implement the overall requirements, grasp the key elements and focus on the key problems, so as to follow the strategic path of rural revitalization [8]. Guided by the reality of rural development, the scholars point out that rural revitalization can be implemented in four directions; First, comprehensively deepen rural reform and join the innovative elements of mechanism and system, to promote reform and rural development through reform [9-10]. Second, accelerate the pace of rural agricultural industrialization, help rural revitalization there through industrial comprehensive play, develop rural regional economy, develop regional advantages in response to local conditions, improve farmers' subsidies, strengthen the professionalization of farmers and the relevant skills and knowledge training of business subjects.In the whole process of development, we will continue to enrich the team of grassroots cadre organizations, cultivate and develop a grass-roots working team of "agriculture, rural areas and farmers" who understands agriculture and villages, and continue to attract talents to start businesses in the countryside with a number of policies to help rural revitalization [11-12]. Third, we will integrate scientific and technological development into rural areas, make use of the primary productive force to support the construction of rural revitalization, and crystallization the fruits of scientific and technological modernization to achieve full sharing among farmers [13]. Finally, the construction of rural talent team. As the first resource of development, the countryside under the governance of competent people can achieve faster revitalization on the basis of the established resources. This is the development path that can be applied in various fields and is also known as the talent path [14].

As for the fundamental way of rural revitalization, there is also a conclusion, that is, we need to start from the mechanism of rural development, including the independent development of rural areas and the further improvement of governance [15] The 19th National Congress of the CPC clearly pointed out to "establish and improve systems, mechanisms and policy systems for integrated urban and rural development". On the top of the development relationship between countryside and city, after the two stages of "township supporting city" and "city leading township", China's urban-rural relations are also moving towards the direction of coordinated development [16].

2.4. Research on Coordinated Urban and Rural Development Under the Rural Revitalization Strategy

Regarding the coordinated development of urban and rural areas, as the basic social relationship of economic and social development, urban and rural relations and urban and rural issues have always attracted much attention from the academic research circles. Although the basic national conditions are different between countries in the world, rural problems are also many different. However, in the experience of Cong, there are both the harmonious coexistence between rural development resources and natural relations, the outflow of young and middle-aged labor force, the decline of agricultural economic aggregate, and the shortage of resources and environmental damage [17-18]. Both developed and developing countries have adopted corresponding policies and measures to support and promote urbanization construction and urbanization development [19].

In the report to the 19th National Congress of the CPC stressed the implementation of the "rural revitalization" strategy and focused on solving the problem of unbalanced urban and rural development. Urban-rural integrated development is based on the comprehensive integration of spatial layout and institutional supply, covering all economic, social and environmental aspects. The Ministry of Agriculture and Rural Affairs has studied and formulated a plan for the development of villages with weak collective economy in poor areas, and guided all localities to explore effective paths for weak villages to develop the collective economy by developing characteristic industries and revitalizing land resources [20]. Han Changfu, the Committee of Economy of the CPPCC National Committee, pointed out that "the rural revitalization strategy in the new era written into the Party Constitution is unprecedented, which has rich connotation of The Times and systematic requirements" [21].

From the above research summary, the development of rural revitalization is The Times, also the people, or meet the pursuit of a better life, based on the only road to rural revitalization of urban and rural development, for urban and rural development why to coordinate, how to coordinate theoretical research summary, this article tries from the background of rural revitalization, combined with the case of how to achieve urban and rural development and rural revitalization strategy of urban and rural coordinated development.

3. Why Must Rural Areas Be Revitalized

3.1. Is "Common Prosperity" Rather Than "Killing the Rich And Helping the Poor"

In order to pursue common prosperity, rural areas have carried out poverty alleviation projects under the coordinated development of urban and rural areas, and achieved historic new victories. For the loss of various factors of production "common prosperity" is a difficult project, the implementation of rural revitalization is not "kill rich and poor", xi Jinping stressed that "achieve common prosperity is not only an economic problem, but also related to the political problem", the country is an important people's foundation under the party, to achieve high quality common prosperity development is a relationship to consolidate the ruling foundation of affairs. The economic development mode at the expense of rural resources violates the original intention of sustainable development.

817 The Central Financial Work Conference made arrangements for promoting common prosperity. "Xi said in an important speech and stressed that common prosperity is an essential requirement of socialism and an important feature of Chinese modernization. We should adhere to the concept of people-centered development, and promote common prosperity in high-quality development."" Common prosperity " is the long-term ideal of the Chinese people and the original aspiration and long-term goal of the Chinese revolution and construction. It can be solemnly put forward as a strategic task of the country, indicating that my society has gone through wind and rain, dealing with multiple challenges, but has been moving in a fundamental general direction, with no yaw. However, the doubts and doubts in the society also follow. Realizing common prosperity is the goal, but whether it is of the same significance as the "big pot of rice". The answer is that China's pursuit of common prosperity will never be the so-called "cycle" of major policies. China can never follow the old road of "big pot of rice" and pursue egalitarianism, let alone common prosperity does not mean "killing the rich and helping the poor".

Under the requirements of "common prosperity" rural revitalization compared with poverty engines has quality and quantity difference, in poverty crucial and rural revitalization can further achieve the goal of common prosperity, why say the rural revitalization of "common prosperity" is not "rich", poverty crucial is to solve absolute poverty, and rural revitalization is the relief of relative poverty. There are 40,497 villages in China and 662,238 village-level administrative units. It is still an extremely difficult task to achieve targeted poverty alleviation in absolutely poor villages, let alone the counterpart assistance for economically underdeveloped villages. Therefore, "fish and fishing", "poverty alleviation" and "revitalization" are obvious that "revitalization" is more scientific.

3.2. Flesh and Blood Ties Rather Than Emotional Labels

Since ancient times, the word popular has been the evaluation standard under the leadership of leader politics. As the ancient saying goes, "the world that wins the hearts of the people", "water can carry a boat and can also overturn it", or compare the king to "fish", and the people to "water". Ancient, modern, Chinese and foreign countries are everywhere. The CPC is a party of the "people" s own, not independent of the people. Therefore, the relationship between "party heart" and "people's hearts" is a relationship and an indispensable part. Therefore, it is a responsibility and an obligation to integrate the Party with the people's lives and meet the people's yearning for a better life. Serving the people wholeheartedly is the soul of the CPC's whole line, principles and policies.

Rural revitalization is a strategic choice to maintain flesh-and-blood ties between the Party and the people. If rural revitalization is not carried out, the result will only be the social contradictions under the two levels of differentiated society, or even gradually derive social

separatist forces. With the combination of theory and practice, rural revitalization is not only a central document. Only by putting its implementation can the company achieve the goal of overall comprehensive and healthy development. Therefore, serving the people wholeheartedly and effectively solving the problems concerning agriculture, rural areas and farmers is a strategic policy complementary to the Party's basic position.

3.3. Economic Revitalization Is Also the Revitalization of Culture

A country's bare economic power will not grow into a superpower. Whether a country is strong is measured by its comprehensive national strength such as economic, political and cultural strength. As a big agricultural country with agricultural civilization, local culture has been deeply integrated into the heritage of the nation. More than ten or twenty years ago, China had a large number of rural villages in poverty, and is also affected with the development of the outside world, making the originally closed villages into "value doubts" about themselves.

Culture is to support rural development in the form of cultural heritage, whether in terms of industrial prosperity or ecological livability. Without cultural deepening, the industrial prosperity will not be able to achieve healthy and sustainable development. There are many poverty-stricken villages in Guizhou, especially in the southwest, among which Baixingyao Village in southern Guizhou takes "Yao embroidery and maple fat dyeing" as the traditional culture interspersed under the industrial development, and the traditional embroidery technology integrates the originally abandoned yew and wild vegetables and wild fruits into embroidery with traditional embroidery technology. Rural industry development is realized with embroidery technology. It not only means economic income, but also means self-affirmation under value recognition. The establishment of rural cultural confidence complements China's culture. When General Secretary Xi Jinping in Wuyi City, Fujian Province, Xi Jinping said about cultural confidence: "Without 5,000 years of Chinese civilization, there is no our path to success today. "Cultural confidence is a basic and deep cultural force, so the development and revitalization of rural areas is also the revitalization of culture. The revitalization of culture also needs the help of rural revitalization.

4. The Only Way to Implement Rural Revitalization

4.1. People-Oriented Is the Key to Rural Revitalization

Over the past half-century, urbanization has been highlighted as the most prominent feature of global changes, and in China, the urbanization rate increases by almost 1% a year. The following problems of resources and energy, talent and labor force, and unbalanced regional development have poured out. The problem of unbalanced development in many areas has even further deepened social contradictions and caused dissatisfaction. Many rural areas are not only facing an aging population, but also facing a poor living environment, inadequate industrial development, insufficient overall development impetus, and a lack of leading cadres. It is difficult to develop in rural areas without their own competitive advantages and industrial chain and modern agricultural technology. It is generally believed that the outflow of rural population and the urban direction transfer of rural talents are all related to rural conditions, and the urban and rural development as a social unity must be coordinated.

Implementing the rural revitalization strategy is an inevitable choice for a new journey of building socialist modernization in an all-round way. The development of cities benefits from the transportation of talents, and rural revitalization must rely on the governance of competent people. In the process of urbanization, talents gather to central cities, and all kinds of mobile resources in rural areas are also transported to cities. The pace of national modernization process needs economic support for cities. Through the "township support", talents provides a large number of cheap production factors for the construction of rural areas. The influx of

migrant workers into cities will make great contributions to towns, and towns will support rural development and promote the urbanization transfer of surplus rural population and labor force.

4.2. Poverty Alleviation Is the Focus of Rural Revitalization

As a rural area with a weak economic foundation, poverty alleviation is an effective link with rural revitalization. As a key link to the common prosperity of urban and rural people, it is the only way for rural people to achieve poverty alleviation. In 2021, China's absolute poverty problem has been solved historically, so far the process of the great rejuvenation of the Chinese nation from comprehensive well-off to common prosperity, the development of industrialization and urbanization accelerated the accumulation of social wealth, "Matthew effect" under the stronger imbalance and "rural disease", it is also reflected in the medical care, education, and basic public service supply. Under the "rural disease", rural excessive loss of resources, and make the rural areas gradually decline. In the central cities of big cities, and the employment situation under the "crowding effect" is severe. However, even by the phenomenon, the younger generation still has the yearning for big cities. The development of urban cities relies on the supply of ecology, energy resources and agricultural products provided by rural areas, the development of urban areas cannot be separated from the progress of rural areas, rural revitalization is actually the revitalization of rural areas, and the current decline of rural areas is also related to the national progress under the process of urbanization. There is a "excessive" quantitative relationship between the flow of rural working population to cities.

About excessive explanation, namely the loss of rural population caused by "hollow" phenomenon, and strong years of "aging" phenomenon, as the core essence of the scientific concept of development, "people", grasp this view, the rural revitalization is "people" this element, so can make the following assumption, rural revitalization can keep a certain population scale, retain a certain proportion of light labor, with "people" as the core driving force, combined with the first productivity "technology" make rural industry combination, service facilities upgrade, governance system.

4.3. Green Development Is the Premise of Rural Revitalization

With "people" as the core to promote rural revitalization coordination development problems, for the new stage of development, 2021 for the central document of rural revitalization, to promote the realization of common prosperity under the coordination to promote rural green revitalization, with historical experience, confirm the only way of rural revitalization for green revitalization.

Rural areas serve as the biggest support foundation of the ecosystem, Green development is on the premise of sustainable development, Under the foothold of the concept of ecological civilization, Rural revitalization not only requires a certain number of talents to enter, Under the guidance of "leading goose" and "leader", fixed residence also needs to give full play to the main role of social residents, and give full play to the role of the function of the government and the function of the market, We will resolutely uphold the two bottom lines of development and protection, do not cross the security red line, and build a solid defense line of ecological security, We will implement green rural revitalization. In the process of implementing rural revitalization, We must adhere to the basic state policy of resource conservation and environmental protection, Adhere to sustainable development, We will firmly follow the path of revitalization and development of production, prosperous living and a sound ecological environment, We will accelerate the development of a resource-saving and environmentfriendly society, To form a new pattern of modernization of harmonious development between man and nature, We will push forward efforts to build a beautiful countryside, We will make new contributions to ecological rural security.

5. We Will Explore the Path of Rural Revitalization

5.1. Talent Revitalization Provides Strong Support for Rural Revitalization

In the perspective of the rural development situation, the development model of "leading the wild goose" and "leader" as the "locomotive" is an effective development path. In order to play the role of the market under the market economy, the government adopts the means of macrocontrol to stimulate the market vitality. Talent team is the inexhaustible source of power for construction.

(a) we need to improve the rural talent revitalization system. In order to help the two-way circulation of urban and rural talent factors, on the one hand, it is necessary to carry out the policy and system construction of rural talent introduction and training system, strengthen the talent training system, and ensure the supply of talents. On the other hand, rural talent work should be carried out in different departments with different and good pairs..

(b) we need to highlight the focus of rural talent revitalization.We should not only enrich the ranks of rural grass-roots cadres, but also strengthen the ranks of rural professionals, especially support the training of a number of agricultural professions.Rural craftsmen should not only cultivate the management talents of scientific and technological personnel, but also discover skilled craftsmen. Rural revitalization and construction need attractive leaders and dreamers who have action.It includes "agricultural makers" and "Tian Xiucai".

(c) we need to improve the development of rural community-level social governance organizations. It can be learned from the current situation of the construction of grass-roots Party organizations that China's rural grass-roots Party organizations have obvious problems in the age structure and level of education of Party members and cadres. The CPC Central Committee also pays great attention to this, emphasizing that they must do a good job in the building of grass-roots Party organizations and ensure the strength of the organizations. General Secretary Xi Jinping has stressed that Party branch secretaries are the "locomotive" that the Party's policies and work can be implemented at the grassroots level. The Party members we choose must be able to conscientiously implement the Party's principles and policies, have a strong sense of responsibility, be fair and decent, have openness and dedication, and have certain cultural knowledge and ability.

(d) we should broaden the channels for introducing talents. The development of the city benefits from the inflow of talents, and the matching and implementation of positions under the talent inflow is indispensable. In order to promote coordinated development and promote policy implementation, rural revitalization construction can take advantage of regional geographical advantages and colleges and universities. The radiation effect of universities can be used to recruit talents, let talents play a leading role, accelerate the transformation of regional new economy and old kinetic energy, and improve the quality of regional development with higher standards and higher positioning.

5.2. Ecological Agriculture Lays A Solid Foundation for Rural Revitalization and Development

The current economic and social development has entered a new era, socialist modernization construction agricultural modernization also into the lane of high quality development, to help ecological livable rural construction build "beautiful countryside", led by developing agriculture, adhere to the "agriculture-oriented" development concept: adhere to the green development direction, build green production system, construction of agri-commercial brigade ecological high value function development system, realize the real green development. (a) we need to uphold the concept that clear waters and green mountains are gold and silver mountains. We must respect, conform to nature and protect nature, give priority to conservation, give priority to natural recovery, and uphold the boundary of natural ecological

security.We will further implement the strategy of sustainable rural development, improve the overall mechanism for coordinating rural ecological progress, build a rural ecological civilization system, promote the all-round green transformation of rural economic and social development, and build a modernization of harmonious coexistence between man and nature.We will accelerate green and low-carbon development in rural areas.We will strengthen territorial space planning and use control, implement space control boundaries for ecological protection, basic farmland, and urban development, and reduce the occupation of natural space by human activities.

(b) the traditional agricultural model has no longer been fully adapted to the needs of rural revitalization.Rural revitalization is a great project with scientific phase and sustainable development. The destruction of the environment and ecology in traditional agriculture is not conducive to the long-term planning of rural construction. Therefore, the enthusiasm of many young people and rural youth is constantly reduced.To this end, a new mode of rural agricultural development is constructed from the overall system, and the e-commerce industry chain and logistics and transportation chain under the science and technology and Internet big data are introduced to promote the modernization of agricultural industry.Through the extension of industrial chain and functional value exploration, agriculture will make a qualitative leap in its organizational form and management mode, and agricultural modernization will be realized at a higher level.

(c) we will make farmers richer and more prosperous.On the top of the modest income increase of traditional farming and breeding industries, we will vigorously develop rural industries, and guide farmers to find local and nearby jobs, so that farmers can share more in the value-added income of the industrial chain through a variety of interest linkage methods.For example, the agricultural industrialization consortium that is guiding the development is an important way to drive farmers' employment and increase income.Through the development of rural industries, gather more resources to rural areas, prosper the industry, infrastructure, living conditions, ecological environment, and achieve rural prosperity.

5.3. Cultural Empowerment Nourishes the Spirit for Rural Revitalization

Developing rural culture plays an important role in the implementation of the rural revitalization strategy. China poverty battle won a comprehensive victory, in order to further consolidate the achievements of the party and state formulated a series of rural revitalization policy, more highlights the importance and urgency of rural revitalization, under the combination of ideological education and party history education deeply cultivate contemporary youth construction life patriotic feelings and concept, from the spirit, value training level for university construction, further cultivate the initial link of the chain, will love agriculture, understand agriculture in the form of the young generation of consciousness.

(a) the implementation of the rural revitalization strategy should not only meet the material needs of farmers, but also meet the spiritual needs of farmers, truly let the cultural bacon cast the soul, and make people nourish the mind. We will empower rural revitalization and lead contemporary farmers to have a high spirit in cultural nourishment, so that farmers can have a greater sense of participation, gain and happiness in rural revitalization. We will actively develop cultural resources, help rural revitalization and build a beautiful China. To actively develop rural cultural resources, carry promote traditional rural culture must adhere to the leadership of the Party; to adhere to strict protection, scientific development, pay attention to carry forward the excellent traditional rural culture; to promote the socialist core values, dig deeply, carefully refined, constantly summarize, vigorously inherit the excellent cultural spirit contained in rural culture.

(b) the issue of urban-rural relations, including three dimensions: urban-rural integration, urban-rural complementarity, and urban-rural integration. The integration of urban and rural

development is a multi-dimensional integration, including development planning, infrastructure, public services and social governance.Market integration, infrastructure, public services and social governance; after development, urban and rural relations are complementary, complementary, cultural features, cultural characteristics and spatial distribution; integration is the two-way flow between urban and rural areas, two-way flow of resources, capital and talents.Only by thinking about urban and rural development from different perspectives of integration, complementarity and integration can we truly promote rural revitalization.

(c) as a big agricultural country, it is a form of living in small communities. The countryside is the foundation and soul of China's survival and development, which embodies the common feelings of the Chinese people, and the wisdom and strength in the agricultural civilization lasting for thousands of years cannot be ignored.Rural revitalization is an important part of the great rejuvenation of the Chinese nation, and cultural revitalization plays an important role in it.Education and knowledge to be closer to agriculture and rural areas, education subject can go deep into rural institutions, carry out agriculture-related professional, further develop rural culture, leading cadres should have the feelings of grass-roots life, grassroots life experience, establish the link of nostalgia, drive and gather all talents, with the power of culture knowledge to the countryside and hometown.

6. Conclusion

In order to fully embark on a new journey to build a strong modern socialist country, a rural revitalization strategy is an inevitable choice. The coordination between unbalanced and inadequate urban and rural development cannot solve or alleviate social contradictions. We need to change the situation of rural lag behind urban development, solve the problems of "hollow villages" and "rural diseases", improve the construction of rural infrastructure and public services, and establish and improve a talent echelon for rural social governance. Need to constantly form and improve the strategy of rural revitalization strategy of urban and rural coordinated development policy, with culture, ecology, development, health keywords as the vane, in the "leader" "guest" key elements under the leadership, completely change rural one-way urban elements flow mode, build urban elements two-way flow of organic circulation system.Rural revitalization is a systematic project, in a short period of time economic law development, rich life can not really achieve the common prosperity goal of rural revitalization strategy, change concept, improve ability, optimize structure, cultivate talent only in these aspects, to realize the Chinese dream of the great rejuvenation of the Chinese nation to provide a strong foundation support.

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