Current Situation and Countermeasure Analysis of Rural Cooperative Economic Organizations in China

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Keywords: Rural Cooperative Economic Organization; Problem Analysis; New Rural Construction

Abstract: Rural cooperative economic organizations are an important part of the new rural management system and an important channel for realizing the modernization of rural areas. The support of government departments at all levels in China for rural cooperative economic organizations is also growing. Develop rural cooperative economic organizations through subsidy funds, tax reduction and exemption, and promulgation of policy support documents. The areas involved in rural cooperative economic organizations are also developed from traditional agricultural cultivation to tourism, agricultural machinery and other industries. The cooperation content also extends to the downstream of the agricultural industry chain such as deep processing and sales of products. Rural cooperative economic organizations have broken down regional barriers and achieved a wide range of development based on products and market. Although the reform and opening up has provided an unprecedented opportunity for the development of rural cooperative economic organizations, the development of rural economic cooperative organizations in China started relatively late. Although it has gone through a period of rapid development, it still faces many practical problems. This paper mainly discusses the development of rural cooperative economic organizations in China.

1. Connotation of Rural Cooperative Economic Organization

Rural cooperative economic organizations refer to small-scale peasant producers who take farmers as the main body to jointly engage in specific economic activities on the basis of voluntary mutual assistance, equality and mutual benefit. Its main objective is to maintain and improve their own production and living conditions, and in the process of cooperation must comply with the relevant rules and regulations within the organization and laws and regulations. Rural cooperative economic organization is a form of economic organization with specific connotation, which embodies strong voluntariness and autonomy. It is a voluntary association of a group of farmers with common needs and some scattered weak individuals in market operation. Its production activities are based on voluntary cooperation and freedom of advancement and retreat. Adhere to the belief of fairness, justice, solidarity and mutual assistance for democratic management, mutual assistance and win-win. Compared with other economic organizations such as ordinary enterprises, the profit objective of rural cooperative economic organizations is to serve members of the organization. In order to improve farmers' economic income and improve the living standards of farmers. It can be seen that the rural cooperative economic organization is in line with the requirements of the essence of socialism and is one of the important forms of realizing public ownership.

2. The Practical Significance of Developing Rural Cooperative Economic Organizations

In the process of developing new countryside, the development significance of rural cooperative economic organizations is mainly embodied in the following aspects:

Firstly, rural cooperative economic organizations play an important guiding role in poverty alleviation in rural areas. Poverty alleviation and poverty alleviation is one of the important tasks of governments at all levels. The development of rural cooperative economic organizations can play an important guiding role in rural poverty alleviation. A large number of rural disabled people usually

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occupy part of the land. After the development of rural cooperative economic organizations, these people can join the cooperative organizations as capital. The problem of extensive land management can be avoided to the greatest extent, and the interests of this part of the poor population can be improved. In addition, the government's temporary relief for the poor cannot fundamentally solve its poverty problem. The development of rural cooperative economic organizations can form an economic entity with a certain scale, and small farmers can connect to the big market through cooperative organizations. Compared with operating alone, it can obtain more economic benefits. Therefore, rural cooperative economic organizations can play an important guiding role in rural poverty alleviation.

Second, the development of rural cooperative economic organizations is an important channel for the development of agricultural industrialization. Under the background of economic globalization, the development of world agriculture and rural economy is developing in the direction of internationalization, marketization and integration. The small-scale peasant economy of one household cannot adapt to the development requirements of the market economy. The development of rural cooperative economic organizations can promote the development of rural economy from micro-management to large-scale management. The application of advanced large-scale agricultural machinery in rural cooperative economic organizations has greatly improved rural production efficiency. Wider information sharing can help farmers get more market demand information and improve the planning of agricultural production. Thus, the development of rural cooperative economic organizations can innovate the agricultural management system and promote the construction process of rural modernization.

Thirdly, build a harmonious rural society. The establishment of rural cooperative economic organizations is based on voluntary participation, equality and mutual benefit. The members of the organizations come together on the basis of common interests. Each member belongs to the same common interest body, which is conducive to the formation of a harmonious relationship of mutual trust, mutual respect and mutual help among members. And because the members of the rural cooperative economic organization belong to the same common interest, everyone is a decision maker and everyone is a manager. The implementation of a democratic management system within the organization has, to a certain extent, improved the process of democratization in rural areas. Effectively solve social contradictions in rural areas and build a more stable and harmonious rural society.

Finally, improve public services in rural areas. The backwardness of rural social and economic development is largely due to the serious shortage of rural public service. The welfare supply of government departments cannot fundamentally meet the actual needs of rural development, and rural areas must rely on their own strength to change this situation. The development of rural cooperative economic organizations follows the principle of "privately operated, privately operated and people benefiting". The benefits generated by rural cooperative economic organizations can not only dividend the members of the organization, but also improve some public service projects. Then it provides the necessary external conditions for the development of agriculture, promotes the development of agriculture and improves the life of farmers.

3. Problems in the Development of Rural Cooperative Economic Organizations in China

Although the development of rural cooperative economic organizations in China has achieved remarkable results since the reform and opening up, there are still some problems in the actual situation as follows:

3.1. Concept problem

At present, peasants in our country still have more serious small-scale peasant ideology. The concept of agricultural production and operation still stays at the stage of self-production, self-marketing and decentralized management, and they have less interest in rural cooperative economic organizations. At present, the scale of rural cooperative economic organizations is generally small and cannot obtain obvious economic benefits. Therefore, many farmers have a

wait-and-see attitude towards the development of rural cooperative economic organizations, and their enthusiasm for participation is not high. In addition, government departments and agricultural departments in some regions are not fully aware of the importance of developing rural cooperative economic organizations. On the one hand, the development of rural cooperative economic organizations depends on the enthusiasm of the peasants, and they do not have the necessary guidance and support. On the other hand, it is believed that the existing supply and marketing cooperatives and credit cooperatives can meet the needs of rural economic development and are unwilling to spend too much energy in developing rural cooperative economic organizations.

3.2. Defects in organizational structure

In the actual process of development of rural cooperative economic organizations, there are some structural defects in their internal organizations, whether they are spontaneously established by farmers or established by the government to promote and guide external forces. Although rural cooperative economic organizations spontaneously established by farmers have strong participation subjectivity, there are still some problems such as lack of legal and policy environment, insufficient technical and financial support. The lack of management experience in internal organizational staff has led to loose internal management and inadequate development mechanisms. However, the participation of rural cooperative members in rural cooperative economic organizations established by external power is not high, and it will have strong dependence on the organization. There are still problems in the organization that lack scientific decision-making, weak execution, and low operational efficiency.

3.3. Institutional system construction needs to be improved

The development of rural cooperative economic organizations should be oriented towards standardization and standardization, and an important indicator for evaluating whether their management is regulated is whether they follow the basic principles of cooperatives. The basic system of the cooperative includes voluntary, democratic, service, etc., and the profits are returned to the general curse. However, in reality, most rural cooperative economic organizations only have certain factors in the basic principles of cooperatives. In particular, the “one person, one vote” system is almost difficult to implement, and a few people have mastered the management and decision-making power of rural cooperative economic organizations. Common members can only submit to management and cooperate with decision-making. In addition, many rural cooperative economic organizations have not established a sound operation charter, not only the property rights system is chaotic, but also the division of responsibilities is unclear. Once disputes occur, members will only safeguard their own interests, which is not conducive to the healthy operation of the organization.

4. Countermeasures for the Development of Rural Cooperative Economic Organizations

In view of the problems existing in the development of rural cooperative economic organizations in China, the following aspects are suggested to be improved:

4.1. Actively change ideas

Attitude determines action. To improve the development efficiency of rural cooperative economic organizations in China, we must change our concepts and improve our understanding of the role of rural cooperative economic organizations. First of all, we should educate and train the staff of government functional departments, enhance their sense of responsibility and service, adhere to the peasant-oriented, and strengthen the guidance and services for the development of rural cooperative economic organizations. Secondly, we should do a good job in the propaganda and education of peasant members, popularize market economy knowledge to them, and help peasants realize the benefits of participating in rural cooperative economic organizations. And realize that it is the product of the development of market economy, enhance the farmers' legal concept and contract awareness, and have the corresponding awareness of market economy risk prevention.

Finally, strengthen the talent training of cooperative organizations to provide adequate talent protection for the development of rural cooperative economic organizations. Strengthen the education and training of village cadres to improve their organizational management capabilities and scientific and cultural literacy, and regularly organize professional training activities. Infuse it with modern agricultural technology and business management knowledge, and improve the self-management and development capabilities of cooperative organizations. In addition, it is necessary to strengthen cooperation with higher education institutions and functional departments to carry out various agricultural and forestry knowledge education to improve the overall quality of the members.

4.2. Optimize organizational structure

Whether the organizational structure is sound will play a decisive role in the function of the organization. The modern enterprise management model can be applied to rural cooperative economic organizations, such as the council, the board of supervisors, and the member representative assembly. This enables rural cooperative economic organizations to better play their own functions. Governments and departments at all levels should strengthen the quality education and business training of their members, and improve the standardization and institutionalization of the management of rural cooperative economic organizations. The proportion of provident fund, public welfare fund and risk fund should be determined according to the actual situation in rural areas so as to perfect the benefit distribution system of rural cooperative economic organizations, improve the attractiveness and cohesion of the organizations, continuously improve the interests of farmers and attract more members to join the organizations. Then realize the diversification of equity development, and gradually explore a more just and reasonable system of interest distribution.

4.3. Improve the support of government departments

On the one hand, we must strengthen the support of funds. Incorporate subsidies from agricultural cooperative organizations in the regional budget, introduce advanced agricultural technology and machinery and equipment, and cultivate cooperative private brands. Simplify the loan procedures of rural credit cooperatives, implement preferential policies for agricultural cooperatives, and strengthen the credit management of rural cooperative economic organizations. Relevant departments must earnestly implement management responsibilities and obligations, implement corresponding policy subsidies for income tax and business tax generated by rural cooperative economic organizations, and optimize the construction of a soft environment. It is strictly forbidden to abuse power against rural cooperative economic organizations and to impose arbitrary charges and fines in order to create a good external environment for the development of rural cooperative economic organizations. On the other hand, financial support should be strengthened. Cooperatives that meet the credit conditions can be regarded as the priority support objects of financial institutions at all levels, providing them with priority financial support and simplifying loan interest rates. In rural areas where conditions permit, it is necessary to actively attract the share funds of rural communities, set up farmers'mutual fund cooperatives, innovate credit guarantee procedures and guarantee methods, and help cooperatives effectively solve the related fund problems.

In short, in the process of agricultural industrialization development, the development of rural cooperative economic organizations is the only way. In order to develop new rural areas and promote economic development in rural areas, we must face up to the problems in the development of rural cooperative economic organizations. Fully recognize the important role of rural cooperative economic organizations and formulate a sound agricultural cooperative development model based on the actual conditions of rural areas.

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