

# Research on the Path of Rural Public Service Equalization under the Strategy of Rural Revitalization

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**Abstract:** The report of the 19th National Congress of the Communist Party of China put forward the general requirements for the Rural Revitalization Strategy: “give priority to the development of agriculture and rural areas, follow the strategy of industrial prosperity, ecological livability, rural civilization, effective governance and prosperous life”. The implementation of the Rural Revitalization Strategy is an important measure to further promote the work of “agriculture, rural areas and farmers”, to resolve the major social contradictions in the new era, and to realize the full development of agricultural and rural areas and the integration of urban and rural areas. To promote the equalization of basic public services in urban and rural areas is an important measure to achieve the coordinated development of urban and rural areas. Farmers get an important guarantee of basic public services. At the same time, it can help to realize the strategy of rural revitalization, and enhance farmers' sense of gain, happiness and security.

## 1. Introduction

The most difficult and arduous task for building a moderately well-off society in all respects and a strong socialist modernization country in all respects lies in the countryside. The main contradiction in our society, that is, the contradiction between the people's growing needs for a better life and the unbalanced and inadequate development, is most prominent in the countryside. The strategy for rural revitalization put forward at the 19th national congress of the communist party of China was the major decision and arrangement for the work of “agriculture, rural areas and farmers” made by the CPC central committee with comrade Xi Jinping as its core, which deeply grasps the law of modernization and the changing characteristics of urban and rural relations, complies with the aspiration of hundreds of millions of farmers for a better life, which is also the general starting point for doing well the work of “agriculture, rural areas and farmers” in the new era. The implementation of the strategy of Rural Revitalization is an inevitable requirement for solving the contradiction between the people's growing needs for a better life and the unbalanced and inadequate development. It is also an important strategic deployment made by our party with a deep grasp of the law of modern development and with a focus on the overall economic and social development[1].

Since the reform and opening up, especially since the 18th National Congress of the Communist Party of China, through the continuous deepening of rural reform, great changes have taken place in agricultural and rural areas, and the living standards of farmers have been fundamentally improved. With the acceleration of urbanization and the integration of urban and rural development, the two-way flow of urban and rural elements, and the gradual narrowing of urban-rural differences, education, employment, social security and other public services closely related to people's livelihood have made remarkable achievements, which has promoted the historic changes in China's agriculture, rural areas, and farmers, laying a solid foundation for socialist modernization.

However, due to historical reasons, the situation of poor foundation, large population, weak economic basis and lagging development of agricultural and rural areas in China has not been fundamentally changed. In the process of economic and social development, structural readjustment, population flow and new expectations and requirements of people for a better life put forward new and higher requirements for rural public services. There is a big gap between urban and rural areas in China's public services, which affects the people's sharing of economic and social development

achievements to varying degrees, and also affects the realization of social justice and equity. In the process of building a moderately well-off society in an all-round way, we should strive to solve the problem that the rural public service lags behind the cities and towns, promote the equalization of basic public services, promote social fairness and justice, enhance the sense of gain, happiness and security of the people in the process of building and sharing development, so as to better solve the major social contradictions in the new era and realize the Chinese dream of the great rejuvenation of the Chinese nation.

## **2. Current situation of rural public service in China**

### **2.1 There is a Large Gap between Urban and Rural Basic Public Facilities**

Because for a long time, the reform for China's rural public goods supply system lags behind, there is a large gap in the supply of public infrastructure between urban and rural areas. Many public service facilities are mainly concentrated in the city, and the rural infrastructure construction is relatively weak. The rural public facilities such as drinking water, transportation, garbage disposal pool, toilet, farmland water conservancy facilities, and agricultural road hardening have poor basis, and the development lags behind city and town.

### **2.2 The Quality of Basic Education is Backward and the Education System is Imperfect**

Education is the biggest gap between urban and rural areas in basic public services, and will have a long-term impact on rural development. At present, the problems of the insufficiency of educational investment and the inequity in education in rural areas have not been fundamentally solved. There is a significant gap between rural schools and city schools in school running direction, teacher allocation, teaching management, and student development. There are great differences in the allocation of teachers between urban and rural areas, and the overall quality of rural education needs to be improved.

### **2.3 Backward Development of Medical and Health Care and Inappropriate Distribution of Resources**

A large number of high-quality medical and health resources in China, such as medical equipment, high-tech and high-level medical and health talents, are mostly concentrated in cities and towns. There is a large gap between urban and rural medical and health services. Nearly 70% of the country's population has less than 30% of the country's total public health resources. The number of hospital beds per thousand rural residents is far below the average level, about a quarter of the number of hospital beds per thousand urban residents. Although in recent years, the investment in rural medical and health care has been increasing, but it is still far below the level of cities and towns. The facts that the resources of rural medical and health care are relatively insufficient, the medical facilities and equipment are relatively backward, the number of medical personnel is small, and the level of business is low, affect the majority of farmers to enjoy safe, effective and convenient medical and health services on the spot.

## **3. Exploration on ways of equalization of rural public services in China**

Some experiences of developed countries can be used for reference in the development of rural public services in China. In the past one hundred years, the United States has made great efforts in agricultural education, scientific research, promotion and improvement of farmers' quality, and constantly increased investment in order to cultivate outstanding talents in modern agriculture. After World War II, the Japanese government formulated a series of policies to encourage enterprises to invest in rural areas and attract the employment of surplus rural labor. At the same time, Japan attaches great importance to agricultural education, vigorously develops various levels of agricultural education, and the quality of farmers has been generally improved. According to the current situation of rural development in China, we can provide more fair and high-quality public services through the following measures.

### **3.1 Provide Policy Support and System Guarantee**

The government is the main body of providing public services. In order to effectively realize the equalization of urban and rural public services, we should increase the government's policy support, invest more financial funds in the field of rural public services, and establish a stable financial input guarantee system for rural public services. The government should further optimize the expenditure structure of public finance and give priority to the public service projects that meet the most urgent needs of the masses and provide the weakest supply. At present, we should increase the expenditure on education, social security, medical and health care, social provision for the aged and other aspects. Efforts should be made to promote the equalization of basic public services, and to institutionalize, standardize and normalize the support of developed regions to less developed regions. We should improve the way of distribution and form a diversified supply mechanism for basic public services.

### **3.2 Further Improve Rural Productivity and Accelerate Rural Economic Development**

The improvement of rural basic public service level is closely related to the development of rural economy. Therefore, the fundamental to improve the level of rural basic public service and narrow the gap between urban and rural areas is to accelerate the development of rural economy. To build a moderately well-off society in an all-round way, we should constantly improve rural productivity, increase farmers' income, speed up the pace of adjustment of agricultural industrial structure, put the solution of the “three rural” problem in the priority position of national economic development, attach great importance to and strengthen the fundamental position of agriculture in a strategic way, and adjust the industrial structure of agricultural and rural economic development. Focus on the cultivation of characteristic industries, implement skills training for labor force from poor families and resettlement of poor labor force, and drive farmers to achieve long-term stable income increase, so as to ensure that they have industries and incomes.

### **3.3 Establish a Team of Professional Talents**

We should strengthen the cultivation of practical professionals in the field of “agriculture, rural areas and farmers”, and improve the ability to provide services to rural professionals. Encourage social talents to actively participate in rural construction, and encourage professional talents to return to work in their hometown. We should implement the talent support plan for the “three regions” (remote and poverty-stricken areas, frontier ethnic areas and old revolutionary base areas), further promote the work of college student village officials, and implement the plan of “three supports and one support” and the plan for the growth of college graduates at the grassroots level according to local conditions. We should support local institutions of higher learning and vocational colleges to make comprehensive use of education and training resources, flexibly set up specialties, innovate talent training models, and support the cultivation of a number of agricultural professional managers, brokers, rural artisans, cultural talents, and intangible cultural heritage inheritors. We should train “village officials” and “able people” in vocational and technical schools and poverty alleviation reading classes, give full play to the major role of the common people, stimulate internal impetus, and ensure that material poverty alleviation and spiritual progress go hand in hand. Cultivate professional talents for Rural Revitalization and make rural agriculture truly sustainable

### **3.4 Increase Intellectual Support**

We should make full use of the resources of scientific research institutions and colleges and universities, establish targeted think tanks in poverty-stricken villages, explore the “1 + n” talent support model, and create a new situation of school local cooperation. To explore technical training for villagers and provide intellectual support; to give full play to the professional advantages of colleges and universities, to carry out thematic training such as poverty alleviation, education and medical treatment, disaster prevention and mitigation; to build talent training base, deepen cooperation in scientific research projects, Take advantage of the leading role of scientific research talents, to build a platform for industry university research cooperation, promote the transformation

of scientific and technological achievements, and improve the ability of independent innovation. Carry out activities such as “looking back and helping back”; infrastructure construction supporting programs; vigorously promote the “three revolutions” of rural garbage, sewage and toilets, accelerate the improvement of rural living environment, transform scientific research achievements into productivity in rural areas, promote industrial development and independent knowledge brand construction, build a win-win pattern, and constantly improve the villagers' sense of gain and recognition.

### **3.5 Innovating the Supply Mode of Rural Public Goods and Establishing a Diversified Supply Mechanism**

Rural Revitalization can not be separated from external support. We should mobilize the forces of all sectors of society, introduce non-governmental capital through multiple channels, build a diversified supply mechanism of rural public goods with public finance as the main body and the participation of all sectors of society, and improve the level of rural public services. Rural pure public products, such as environmental governance, compulsory education, etc., are provided by the government; rural quasi public products, such as agricultural science and technology promotion, small and medium-sized water conservancy projects, etc., can be provided by the government and private mix. We should guide more financial resources to support rural revitalization.

In a word, by effectively promoting the equalization of rural public services, making up for the shortcomings of people's livelihood, ensuring that the fruits of reform and development benefit all the people in a more equitable way, is conducive to alleviating the current social problems in China, promoting social harmony and stability, promoting the revitalization of rural areas and building a moderately well-off society in an all-round way, and fully reflecting the development concept of “people-centered”.

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