

## Research on Agricultural Industrialization Development and Government Public Service Countermeasures in New Urbanization Process

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**Abstract:** The development of agricultural industrialization and the rise of modern agriculture have laid a solid foundation for the development of rural urbanization. Public service is related to everyone's right to subsistence and development and is a basic right that citizens should enjoy. Since the reform and opening up, China's new urbanization has entered a brand-new development period. More often, people tend to define public services in non-political and non-economic service fields. These public services cannot or cannot be effectively provided by enterprises or individuals through the market mechanism. They can only be provided by the government or mainly by the government. The continuous promotion of new urbanization brings opportunities for the development of public services, but also puts forward higher requirements for public services. Starting from the significance of the development strategy of agricultural industrialization, this paper discusses the importance and necessity of building a service-oriented government in the process of urbanization, discusses how to promote the development of agricultural industrialization under the premise of a service-oriented government, and puts forward the government's public service countermeasures.

### 1. Introduction

The construction of a new socialist countryside requires that the focus of our country's reform and development gradually shift to the countryside in the future, and that the rural work should focus on solving the problems of full employment of farmers and increasing their income. The development of China's rural economy has overcome the shackles of traditional agriculture in the past, and the establishment of an economic system based on household co-production contracts has promoted the first leap in China's rural reform and development [1]. As a grass-roots government that directly contacts the public, the supply of public services is its main duty. Government public services refer to various services such as national defense, foreign affairs, administration, science and technology, education, culture, and health provided by the government to fulfill its responsibilities, overcome market failures, optimize resource allocation, meet social public needs, and create common conditions for the production and operation of enterprises and the people's lives in the economic and social development [2]. With the deepening of practice and theory, all circles in our country have begun to reflect on various problems in the urbanization construction. The proposal of a new urbanization road requires us to comprehensively examine the development stage and bottleneck faced by urbanization [3]. The continuous advancement of new-type urbanization not only brings opportunities for the development of public services, but also puts forward higher requirements for public services.

With the continuous development of the market economy and the acceleration of the development of rural agricultural industrialization, the contradiction between high social benefits and low economic benefits in rural areas has become increasingly prominent [4]. Urbanization is a comprehensive economic and social phenomenon. It is not just that a large number of people in the economy are employed in the secondary and tertiary industries, the production factors are concentrated in cities, and the social division of labor is further deepened [5]. More often, people tend to define public services in non-political, non-economic services. These public services cannot or cannot be effectively provided through market mechanisms. They are provided by enterprises or individuals, only by the government, or mainly by the government [6]. To speed up the construction

of a well-off society in the countryside, we must take the development of the rural economy, increase farmers' income as the core, and the establishment of modern agriculture as a breakthrough. From the perspective of agricultural industrialization to promote the development of rural urbanization, studying the dynamic mechanism of rural urbanization development will help us to rationally build and continuously optimize the dynamic system of rural urbanization development in China on the basis of summing up historical experience [7]. Based on the significance of agricultural industrialization development strategy, this paper discusses the importance and necessity of building a service-oriented government in the process of urbanization, and discusses how to promote the development of agricultural industrialization under the premise of service-oriented government, and proposes government public service countermeasures.

## 2. Correctly Understanding the Significance of Promoting Rural Urbanization

The development of small towns should be based on the existing county towns and the established towns where conditions permit. Scientific planning and rational distribution should be combined with the development of township enterprises and rural service industries. Judging from the current development of the rural economy, the development of agricultural industrialization has become the key to drive the rural economy. Urbanization, as a product of the development of human society to a certain historical stage, is a comprehensive economic and social phenomenon, which puts forward more and higher requirements for government administration [8]. The development of human society is first and foremost the development of human beings. Public service is a prerequisite for human development and is also an important part of human development. Strengthening the development of agricultural industrialization is conducive to the scientific upgrading of agricultural related industries. From the perspective of the development of agricultural industrialization, the further development of market economy and the marketization and internationalization of agricultural industry have promoted the expansion of agricultural industry functions and the upgrading of related supporting agricultural industries [9].

Urbanization is an inevitable trend when social economy develops to a certain stage. Only through urbanization can the national economy change from a dual economic structure to a unified economic structure, so that the national economy as a whole can form a consistent development plan and promote the sustainable development of the national economy. Reasonable planning is the foundation of rural construction and plays a crucial role in rural construction. Any scientific research method is not exclusive but universal. Figure 1 is a schematic illustration of the general law of rural development.

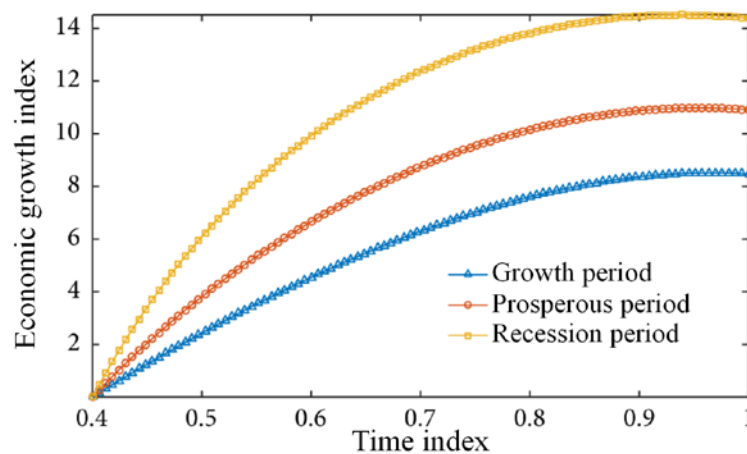


Fig.1 General Laws of Rural Development

The development of rural urbanization depends on the input of national construction funds, and on grassroots agricultural township enterprises or individual economy, thus forming a bottom-up development model to promote the development of rural to non-agricultural urbanization. The accelerated development of the process of rural agricultural industrialization has given birth to a

number of township enterprises based on agricultural production. Under the market-oriented operating environment, they have gradually realized the formation of agricultural industrialization management mode. At the same time of rapid economic development, China's public services have made great progress in both quantity and quality. Environmental problems are typical external negative effects in economic activities. Market mechanism itself is difficult to overcome and is an important area of government intervention. Rural urbanization mainly refers to the process of rural socio-economic development in which various elements of rural areas continue to gather in rural towns, rural entrances continue to transform into urban population, urban areas continue to expand, and the quality continues to improve. The formation of agricultural industrialization production base promotes the promotion of agricultural labor productivity and commodity rate of agricultural products. When farmers lose the land they live on, they are faced with social security problems such as pension, unemployment and medical care. Social security service has the property of public goods, which can not be completely solved by enterprises and individuals through the market mechanism, but mainly provided by the government.

### 3. Countermeasures of Government Public Service in China's New Urbanization Process

Since the founding of New China, China's urbanization has experienced several twists and turns. After the reform and opening up, China has entered a stage of rapid development. Judging from the essential characteristics of urbanization, the key issues of urbanization are how to transfer rural labor force to non-agricultural labor force, how the transferred labor force can continue to survive and develop in new industries, how various elements of urbanization can form an organic whole and obtain the driving force for sustainable development, and how to guarantee farmers' income from land property rights. Judging from the current situation of urbanization, the livelihood security of landless peasants is not optimistic. They still have many problems to solve in terms of employment skills and employment direction. The healthy development of cities and towns requires the government to provide all kinds of public services needed to promote the progress of science and technology in cities and towns and to train all kinds of professionals needed for the development of cities and towns [10]. The country's urbanization process is advancing rapidly, and small towns are springing up all over the country. However, judging from the development of small towns, most of them still have problems in urban dynamic development.

The formation of rural industrial production bases has created conditions for the commercialization and large-scale development of agricultural products, and has also improved rural labor productivity and commodity conversion rate. No resource can function independently as a factor of production. Only when natural resources are combined with social resources can they be transformed into productive forces with use value and value. Figure 2 shows the contribution of different resources at different stages of rural development.

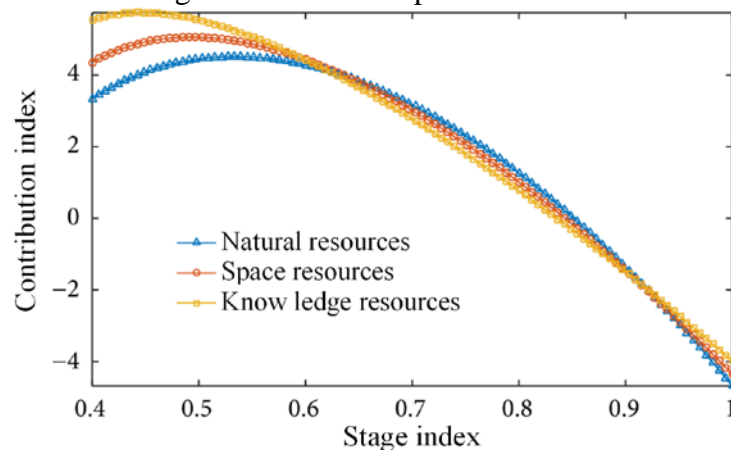


Fig.2 Contribution of Different Resources At Different Stages of Rural Development

Accelerating the process of urbanization is one of the important characteristics of China's economic and social development in the 21st century. However, at this stage, there is still a certain

gap between the scale, structure and quality of public services provided by the government in the process of urbanization and the inherent requirements of this historical process. The scale and level of government public services should be commensurate with the scale and speed of China's urbanization. Otherwise, it will delay or hinder the historical process of urbanization. Leading enterprises in the development of rural industrialization not only play a powerful role in connecting the preceding with the following and guiding the docking of agricultural production and market economy, but also are a strong driving force to promote the rapid development of rural economy [11]. In the process of urbanization, the government should pay attention to protecting the interests of vulnerable groups such as farmers and the urban poor, maintaining social stability and reflecting social fairness. Under the background of new urbanization, the demand for public services at the grass-roots level is on the rise, while the development of public services correspondingly lags behind the economic development. New urbanization requires overall planning of urban and rural development, which brings opportunities for the development of vast rural areas. The government is an important part of our country's political power as a connecting link between the past and the future. The focus of government public services should be to reflect social fairness, provide basic and equal public goods services for residents, and narrow the gap between urban and rural areas.

#### **4. Conclusion**

The quantity and quality of government public services have a profound and extensive impact on every aspect of every citizen's daily life. Perfecting the supply of government public services is the primary task of grass-roots governments. The new public service theory clarifies the government's responsibility more clearly on the conceptual level and advocates to position the government's role as service. Industrialization is the foundation of urbanization and urbanization is the result of industrialization, so the problem of urbanization is fundamentally related to industrialization. The farmers who are engaged in the related occupation and family main business of agricultural industrialization have strong willingness to enter the city. This is because agricultural industrialization can bring higher economic income, and they are the main force in the process of urbanization. The key to the success of new urbanization lies in the improvement of public services. At present, it is urgent to build a service-oriented government by strengthening the construction of software and hardware, so as to provide a strong guarantee for the smooth transformation of urbanization. There is still a long way to go for the grass-roots governments in the process of new urbanization, including the district level governments and the sub district offices under their jurisdiction to improve the supply capacity and level of public services.

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