

Research on the Path of Rural Economic Development under the Background of Rural Revitalization Strategy

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Abstract: Rural Revitalization Strategy is a policy to promote rural economy, find the right direction for the development of agricultural economy and increase driving force of development. However, in the actual implementation, problems of industrial structure, infrastructure, project financing and other situations lead to imperfect implementation of the policy, failing to well support the rural economic construction and affecting the development of rural economy. Therefore, in view of this situation, the local government needs to pay more attention, actively implement the Rural Revitalization Strategy, adjust the existing industrial structure, increase the construction of characteristic agricultural industry, introduce the application of modern equipment, promote the development of modern agriculture, implement the national policies, and build a sound industrial chain to drive the development of agricultural economy.

1. Introduction

At present, there are still many problems in the development of China's agricultural economy. Some backward rural areas, due to various reasons, do not enjoy the relevant national policies. In terms of agricultural development, they still maintain the traditional mode of operation and production, which limits the development of agricultural economy, resulting in a large gap between urban and rural development, affecting the overall economic development. Therefore, China has formulated the Rural Revitalization Strategy, with the development of rural economy as the primary goal. The policy is to formulate a sound development strategy combined with the development status of rural areas, promote the agricultural development in the direction of diversification and scale, form new industries, and promote the coordinated development of economy.

2. Problems in the Development of Rural Economy

2.1 Problems in Industrial Structure

Agricultural industrial structure is mainly divided into three types of industries. Part of the rural economy, in the development process, only pay attention to the construction of the first type of industry, which becomes the main source of rural economic projects. However, the third type of industry plays a smaller role, so it has not received more attention, leading to the imbalance of the development of agricultural industry. In some areas, agricultural products are unsalable, which seriously affects the income of farmers and causes huge losses.

2.2 Financing Difficulties of Agricultural Projects

Most of the farmers in rural areas have a low level of education and do not have a comprehensive understanding and cognition of project financing. Moreover, the rural industry has certain limitations in investment and financing. In addition, the remote areas and the industry have few advantages. Therefore, agricultural project financing is very difficult. In the process of development, problems such as shortage of funds often appear, leading to the whole industrial chain

unable to operate, which hinders the development circular economy. Moreover, due to the influence of traditional ideas, farmers are not willing to bear greater risks in operation, nor do they know how to use the existing funds to create greater use value, which can't reflect the value of agricultural industry and attract more enterprises with investment ability.

2.3 Imperfect Infrastructure Construction

In recent years, with the continuous development of science and technology, agricultural related machinery and equipment has also increased research and development efforts, promoting the development of agricultural mechanization. But for some relatively backward and remote rural areas, there is a widespread problem of agricultural machinery and facilities aging, and some areas even use traditional production methods. This situation has a direct impact on the quality and efficiency of agricultural production, resulting in huge losses. Some arid areas lack water irrigation, and land engineering construction is not perfect, which can't provide security and support, affecting the development of rural economy.

3. The Significance of Rural Revitalization Strategy

3.1 Conducive to Realizing Common Prosperity

At present, China's agricultural economic development is lagging behind with relatively weak industrial foundation, relatively simple economic structure, the lack of high-quality talents, unreasonable farmers' income, hindering the development of agriculture in the direction of modernization. It is necessary to implement the Rural Revitalization Strategy, adjust the existing industrial structure, reasonably increase the income of farmers, improve the agricultural industry chain through the implementation of various measures, further stimulate the vitality of rural economic development, eliminate the imbalance between urban and rural development, and realize common prosperity.

3.2 Conducive to Solving the Problem of Agriculture, Rural Areas and Farmers

The problem of agriculture, rural areas and farmers has been a problem in China for a long time, and the proposal of Rural Revitalization Strategy is to fundamentally solve the problem of agriculture, rural areas and farmers and adjust the trinity of agriculture, rural areas and farmers. According to the specific situation of agriculture, rural areas and farmers, it is necessary to formulate and implement a series of measures of Rural Revitalization Strategy, so as to gradually solve these problems and eliminate the obstacles of agricultural economic development.

4. Path of Rural Economic Development under the Background of Rural Revitalization Strategy

4.1 Vigorously Adjust Industrial Structure and Develop Characteristic Economy

Under the background of Rural Revitalization Strategy, in order to promote the development of agricultural economy, it is necessary to first implement the policies of the strategy, adjust the existing agricultural industrial structure, eliminate the imbalance of the development of agricultural industrial structure and develop characteristic economy. It is necessary to implement corresponding policies according to local characteristics and problems to be solved, speed up the transformation and upgrading of agricultural economy, and broaden the development path of agricultural economy. In the aspect of industrial structure, three types of industries should be developed to ensure the balance of structure. Especially for the third industry, local government can give some support, improve the attention of farmers, and encourage farmers to participate in the production and operation of the third industry. It is also important to excavate local characteristics, vigorously

develop characteristic industries, establish agricultural industry demonstration park and spread outward with the demonstration park as the center, expand the planting scale of characteristic industries, make reasonable planning and layout, formulate scientific modernization development plan to attract more enterprises to participate in the investment of agricultural development and give certain financial support, so as to realize the characteristic economy to promote the development of agricultural industrial structure.

4.2 Multi-Industry Integration to Promote Coordinated Development

In the development process of agricultural industry, there are various problems such as single structure and weak foundation. Therefore, under the background of Rural Revitalization Strategy, we can promote the development of agricultural economy and realize coordinated development through multi-industry integration, such as the integration of agriculture and culture, tourism, science and technology and other industries. With the integration of local culture, we can vigorously develop the characteristic agricultural industry, and then set up the agricultural products exposition, propagate with the help of the media, invite agricultural experts, journalists, planting experts and other experts to participate in the agricultural products exposition, so as to expand the popularity of the regional agricultural industry. With the integration of science and technology, we can establish experimental network in many regions, transmit the development information of agricultural planting to the network, realize network supervision, and rely on the Internet to realize the industrial chain construction of agricultural products processing, storage, transportation and sales to realize network sales. With the integration of tourism industry, we can increase the construction of local characteristic agriculture, plant greenhouse, plan agricultural area and make it become a major local feature, and actively publicize with the help of tourism, so as to attract more tourists, drive the surrounding economy, and promote the development of agricultural economy.

4.3 Introduce Modern Machinery and Equipment to Promote the Development of Modern Agriculture

With the continuous development of science and technology, agricultural related machinery and equipment has also increased research and development efforts, and the speed of upgrading has been accelerated. In view of this situation, the local government should give some support, introduce some modern equipment with high degree of mechanization to apply in agricultural production, so that farmers realize the importance of modern equipment for agricultural development and production, and change the traditional production and management mode and ideas. The government can invite some experts to give lectures or practical guidance in rural areas to impart more practical experience to farmers, so that farmers have a certain development thinking, understand the specific situation of the agricultural market, carry out development and construction with new ideas in the new era, and promote the development of rural economy in the direction of large-scale industrial operation. In addition, the local government should actively respond to the call of the state, implement the national policies, vigorously construct water conservancy projects, provide water and electricity guarantee for agricultural development, help farmers solve the main problems faced by agricultural development, and promote the modern development of agricultural scale.

4.4 Implement Various National Policies and Build a Sound Industrial Chain

In order to promote the development of China's agricultural economy in the direction of modernization, China has actively studied the successful experience of some advanced countries, carried out localization reform, formulated relevant policies according to the problems existing in the development of agricultural economy, and integrated information technology into the agricultural economy combined with the characteristics of the current era development, relying on information technology to realize the communication and contact of each link. The government

should strengthen communication and contacts with some enterprises, give certain policies and support efforts, so that these enterprises and farmers sign long-term contracts and agricultural products can directly enter the processing and production links, and then be preserved and transported by advanced science and technology. Then, according to the order needs of the sales platform, the products are transferred from various warehouses, and directly delivered to consumers. This perfect industrial chain not only promotes the sustainable development of agriculture and constructs agricultural circular economy, but also reasonably increases the income of farmers and solves various problems such as unsalable agricultural products. Under the background of the new era, the industrial chain promotes the development of traditional agricultural industry operation mode in the direction of modernization.

5. Conclusion

In a word, the most fundamental purpose of the Rural Revitalization Strategy formulated by the Party and the state is to solve the three rural issues, narrow the gap between the rich and the poor, increase farmers' reasonable income, and promote the development of agricultural economy. With the support of the state and the government, the development of rural economy has gained more support and eliminated various obstacles encountered in the development. With the development advantages of the new era, information technology has been introduced to solve the problem of unsalable agricultural products with the help of the new marketing mode of e-commerce marketing. By integrating with various industries, the development channel of agricultural economy has been widened, promoting the development of the local economy as a whole and improving the living standards of farmers which develops in the direction of modernization.

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