

# Research on the Formation Mechanism and Cultivation Countermeasures of New Type Agricultural Management Subjects under the Background of Rural Revitalization

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**Keywords:** Rural revitalization; Agricultural management; Generation mechanism

**Abstract:** Vigorously develop new-type agricultural management entities that adapt to the current agricultural productivity, adopt modern science and technology, improve agricultural productivity, and solve the problems of traditional extensive management, so as to cultivate new-type agricultural management entities that are large-scale, intensive, organized and socialized. After the founding of the People's Republic of China, through a series of socialist transformation movements, such as land reform, agricultural collectivization and socialist education, the country fundamentally destroyed the economic and social foundation of the traditional squire politics, and the traditional rural sages completely withdrew from the historical stage of rural governance. The integrated agricultural management organization alliance, which is based on scale management and linked by interests, is an important organizational form to promote rural industrial revitalization. Insufficient rural development, lack of agricultural competitiveness, significant rural ecological environment problems, lack of Rural Endogenous governance capacity, and lagging rural infrastructure will hinder the process of agricultural and rural modernization. Therefore, the existing weak links in rural areas should not be ignored. Whether the short board problem can be effectively solved is an essential indicator to measure whether China can achieve the "two centenary" goals on schedule. This paper mainly promotes the great process of rural revitalization, and provides strong talent support for the smooth realization of the great project of Rural Revitalization in the new era through the promotion, development, generation mechanism and cultivation of new agricultural business entities.

## 1. Introduction

The problems of agriculture, rural areas and farmers are an inseparable whole, which is a fundamental issue related to the national economy and people's livelihood, and has always been highly valued by the Communist Party of China(CPC) [1]. Vigorously develop new agricultural management entities that adapt to the current agricultural productivity, adopt modern science and technology, improve agricultural productivity, and solve the problems of traditional extensive management, so as to cultivate new agricultural management entities that are large-scale, intensive, organized and socialized [2]. The report of the 19 th National Congress of the Communist Party of China pointed out that the problem of farmers in agriculture and rural areas is a fundamental problem related to the national economy and people's livelihood, and it is necessary to always take solving the "three rural issues" as the top priority of the whole party's work. After the founding of new China, through a series of socialist transformation movements such as land reform, agricultural collectivization and socialist education, the state fundamentally destroyed the economic and social foundation of the traditional squire politics, and the traditional villagers completely withdrew from the historical stage of rural governance. The strategic requirement of "agriculture, rural areas and farmers" in the new era is to implement Rural Revitalization [3]. The agricultural industrialization consortium is based on the division of labor and cooperation of new agricultural business entities such as leading enterprises, farmers' cooperatives and family farms. The integrated agricultural management organization alliance based on scale operation and linked by interests is an important organizational form to promote the revitalization of rural industry.

With the development of China's overall economy, a large number of surplus laborers have emerged in rural areas, especially as the industrial structure has gradually evolved from agricultural industry to industrial structure dominated by industry and service industry. Especially in biotechnology, it not only achieved a series of major breakthroughs in technical problems [4]. At the same time, it has made substantial progress in the industrialization of scientific research and technology, and realized the wide application of high-tech such as information technology and new materials in agriculture. Inadequate rural development, lack of stamina for agricultural competitiveness, obvious problems in rural ecological environment, lack of endogenous governance capacity in rural areas, and lagging rural infrastructure, which will hinder the process of agricultural and rural modernization [5]. Traditional villagers mainly rely on Confucian ethics and traditional township rules and regulations to mediate disputes and maintain rural social order, while new villagers mainly focus on the plight of current rural governance, actively participate in rural governance, carry out community integration and help rural revitalization [6]. Therefore, the existing weak links in rural areas cannot be ignored. Whether the short board problem can be effectively solved is an essential indicator to measure whether China can achieve the goal of "two centenaries" on schedule [7].

## 2. The Connotation, Characteristics and Related Theoretical Basis of the Main Body of Agricultural Management

### 2.1. The connotation of the main body of agricultural operation

Defining the concept of agricultural business entities effectively will help us define the scope of new agricultural business entities. Generally speaking, new agricultural business entities belong to the category of agricultural business entities. In this context, the report of the 18 th National Congress of the Communist Party of China clearly stated: "Cultivate new business entities, develop various forms of scale operations, and build a new agricultural management system that combines intensification, specialization, organization and socialization." Nature and human living space are linked by a community of common destiny. They affect each other. Human beings have the obligation to protect the ecological environment and natural species. The social production process should be based on the protection of nature [8]. Cultivating new agricultural business entities requires the participation of many departments, covering multiple disposal processes, and the construction of its cultivation mechanism is a complex and systematic project. And according to the chronological order, it is conceived in two stages. As shown in Figure 1.

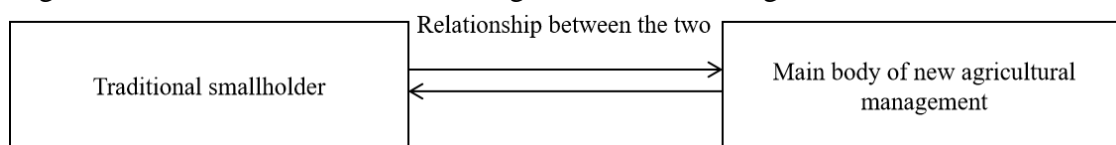


Figure 1 The relationship between new agricultural business entities and traditional smallholders

Any behavior that destroys the ecological environment can't realize the sustainable development of society. Promote the effective flow of funds. Support leading enterprises to provide loan guarantee and advance fund services for the production and operation of family farms and farmers' cooperatives. The third is to strengthen the cooperation of talents, technology and information [9]. In a word, whether from the national policy orientation, the practical needs of Rural Revitalization in the new era, or the specific practice of the existing sages to help rural revitalization. The role of promoting China's agricultural and rural modernization can not be ignored [10]. Through typical demonstration and policy support provided by proletarian political parties, we can fully mobilize the enthusiasm of farmers and let farmers realize that agricultural cooperatives are safeguarding their interests, so as to further expand the proletarian team.

### 2.2. Types of agricultural business entities

From the definition of the new agricultural business entity, we know that the purpose of its

production is to realize the commercialization and industrialization of agricultural products, that is, the operation link of the new agricultural business entity not only includes production and operation activities. It also includes business activities such as processing and service in the production of agricultural products. The main body of new agricultural management is put forward on the basis of household contract responsibility system, which has the advantages of scale economy and high degree of specialization, and overcomes the problems of scale constraint and inefficient production capacity of traditional household contract responsibility system. Obviously, the development of agriculture can provide a stable food supply for the people and is an important guarantee for maintaining social stability. The leading enterprises have small scale, poor capital structure, weak market competitiveness and poor ability to resist market risks. The leading position of transporting production and operation factors and providing business model to agricultural production is not prominent, resulting in insufficient traction for the development of the consortium. Therefore, from the perspective of business entities in all links, the types of new agricultural business entities can be mainly divided into: large professional planting and breeding households, family farms, farmers' cooperative organizations and agricultural leading enterprises.

### 3. The Institutional Environment Produced by the Agricultural Industrialization Consortium

#### 3.1. Grassroots practice

Suzhou City, Anhui Province is one of the earliest areas in China to form a consortium. A new agricultural industry model with leading enterprises, participation of many farmers' cooperatives and family farms, and integration of service and income has been established, and its practice has been promoted throughout the province. The model of "company+intermediary organization+farmer" is based on the model of "company+farmer", with an intermediary organization in the middle. In order to improve the stability of their interest connection, it is necessary for agricultural leading enterprises to organize scattered farmers with the help of intermediary organizations, forming a model of "company + intermediary organizations + farmers". As shown in Figure 2.

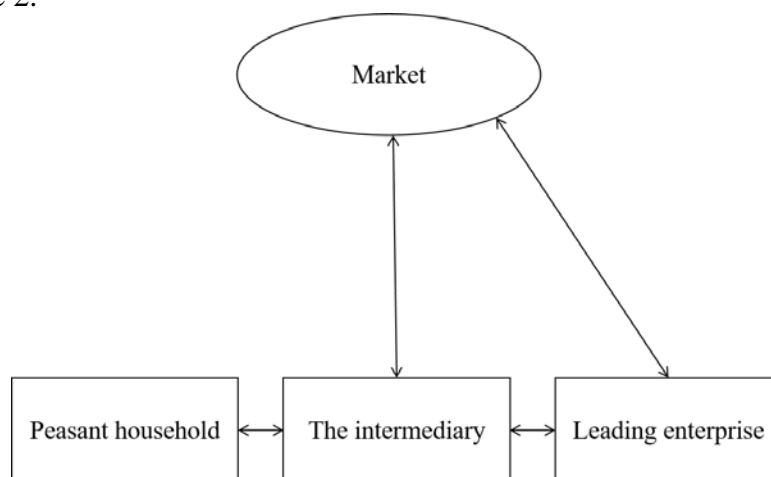


Figure 2 "Company + Intermediary Organization + Farmer" Operation Mode

The main body of new agricultural management gives full play to the advantages of talents, capital and technology, comprehensively utilizes various production factors, promotes large-scale production, improves production efficiency, increases farmers' income, and obtains better economic and social benefits. Secondly, agriculture has laid the necessary material foundation for industrial development. Deng Xiaoping believes that the raw materials and labor required for industrial development are inseparable from the supply of agriculture. The two have a relationship of mutual promotion, and we should pay attention to the role of the basic position of agriculture in promoting industry. At the same time, Hebei, Ningxia, Inner Mongolia, Jiangxi and other regions have also carried out similar exploration and practice.

### 3.2. Top-level design

The 18th National Congress of the Communist Party of China proposed to build a new agricultural management system combining intensification, specialization, organization and socialization. The local government should attach great importance to the function of Xian culture in rural revitalization, vigorously publicize and cultivate Xian culture in the construction of urban culture and local culture, and activate the spirit of urban people's dedication to their hometown through the power of culture. Agricultural modernization should not only be limited to agricultural mechanization, but also give full play to the effectiveness of science and technology and improve the utilization rate of science and technology in agricultural production, so as to bring hope to China's agricultural modernization. As a new agricultural management organization alliance closely linked with industry, factors and interests, the operation mechanism of the consortium effectively amplifies the advantages of scale operation, promotes the organic unity of economic benefits, ecological benefits and social benefits, and highly meets the general requirements of industrial prosperity in the Rural Revitalization Strategy. As shown in Figure 3.

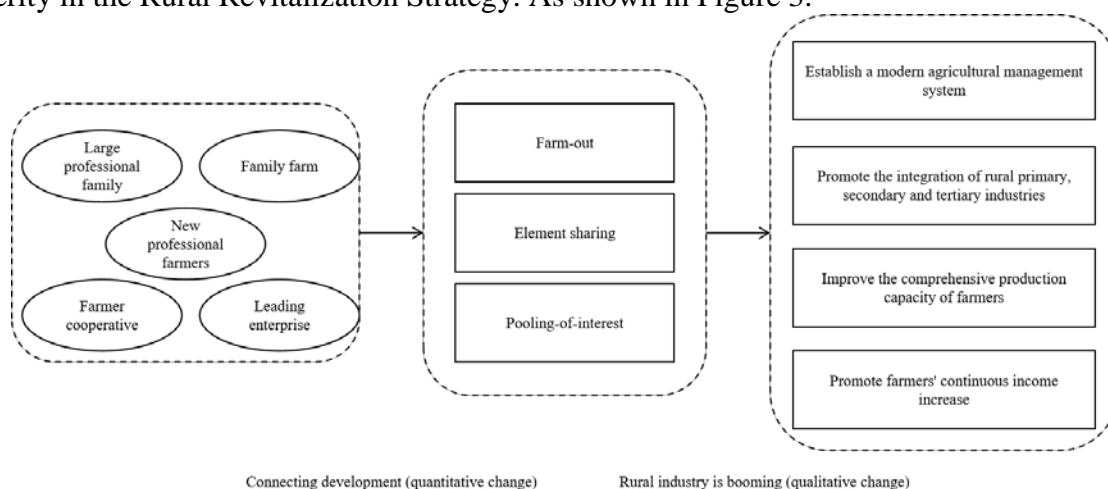


Figure 3 Operation mechanism of agricultural industrialization consortium

Among them, family farms are formed under the premise of the rapid development of specialized agricultural division of labor. The main labor force is family members, and the main source of family income is farming. It is a new agricultural management organization with market-oriented, specialized, intensive, organized and socialized production and management. Since the eighteen Congress, the Central Committee of the CPC Central Committee with Comrade Xi Jinping as the core has set up the top-level design of the Consortium for the cultivation of new agricultural business entities, the construction of a new agricultural management system and the promotion of the integration and development of the 123 industries in rural areas.

### 4. Conclusions

With the deepening of agricultural supply-side structural reform, poverty alleviation and rural revitalization strategy, it has become a strategic choice to accelerate agricultural modernization to give play to the leading role of new agricultural business entities in the reform. Misunderstanding of concepts leads to improper behavior of local administrative departments. For example, what is the difference between the concept of family farm and family management, large-scale farming and commercial farms? Otherwise, local administrative departments will easily lead to blind follow-up policies and cultivate "family farms" under their understanding. Firstly, it mainly summarizes the historical experience of rural development and recognizes that the process of rural construction needs to pay attention to the role of science and technology in agricultural production, the main position of farmers and the relationship between urban and rural areas. To give full play to the role of talents in rural revitalization, we need to build a talents team with noble morality, outstanding ability and love the cause of their hometown. However, the cultivation and generation of sages can

not be achieved overnight, but a relatively slow development process that needs the gradual breeding of political, economic, institutional and cultural environment. Finally, from the perspective of connection, this paper comprehensively analyzes the internal relationship between the causes of generation, and holds that the Rural Revitalization Strategy is the logical result of stimulating the endogenous development power of rural areas and promoting the balanced development of urban and rural areas.

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