

Research on the Path of Strengthening the Village Collective Economy

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Abstract: Based on the characteristics of the times and the connotation extension of the new rural collective economy, this paper analyzes the future trend of village collective economic development by analyzing the many constraints faced by China's rural collective economic development and the reasons for the dilemma of village collective economic development, and puts forward new paths and measures to strengthen the rural collective economy, improve the operation mechanism, and protect the rights and interests of farmers. Establishing a fair material data sharing mechanism, strengthening the protection of villagers' rights and interests, and adhering to the concept of sustainable development so as to achieve villagers' material prosperity, spiritual and cultural wealth, and high-quality industrial development are the path choices for strengthening the collective economy and promoting the common prosperity of the village.

1. Introduction

The Opinions of the CPC Central Committee and the State Council on Steadily Advancing the Reform of the Rural Collective Property Rights System issued on December 26, 2016. It clearly stated that “the rural collective economy is an economic form in which collective members use collectively owned resources and elements to achieve common development through cooperation and association, and is an important form of socialist public ownership economy.” Article 8 of the Constitution of the People's Republic of China stipulates that “rural collective economic organizations shall implement a two-tier operation system based on household contract operation and combining unified and separate operations. The cooperative economy in rural areas, such as production, supply and marketing, credit, and consumption, is an economy under the collective ownership of the socialist working masses. Workers participating in rural collective economic organizations have the right to operate their own plots, hills, household side businesses and raising their own livestock within the scope prescribed by law. ” At present, China has entered a critical period of rural revitalization, and developing and strengthening the rural collective economy is an important material foundation for promoting economic development and achieving common prosperity, and is the fundamental guarantee for strengthening and improving the organizational building of rural grassroots party organizations under the new situation, enhancing the cohesion and combat effectiveness of rural grassroots party organizations, and further consolidating the party's ruling foundation in rural areas.

2. The Dilemma Caused by the Insufficient Development of the Rural Collective Economy

After the implementation of the household contract management responsibility system in the vast rural areas of China, agricultural operations have been scattered, and most village collectives are not strong in economic strength, unable to develop secondary and tertiary industries to increase peasants' income, and unable to meet the needs of agricultural production and peasants' livelihood for various public goods. From the perspective of rural development, the development of the collective economy is not only an important means to promote the rural economy and increase

farmers' income, but also an important guarantee for maintaining effective rural and social governance[1].

2.1. Manifestations of the Weakness of the Collective Economy

Due to the constraints of historical and practical factors, China's rural collective economic development is still facing many constraints. First, there is no foundation for development. From the objective reality, some villages mainly operate the primary industry, the economic benefits of agriculture are relatively low, the village collective income sources are small, and it is difficult for the collective economy to achieve sustained and effective development. The lack of collective assets leaves rural development without resources and foundations, and even the normal operation of the village level is difficult to guarantee. Second, there is a lack of operating income. Especially in some remote and purely agricultural areas, there are no location conditions for attracting investment, and there is a lack of collective accumulation if they want to develop themselves, so the development is slow. Third, there is a lack of policy-based input mechanisms. In recent years, although the national policy investment in strengthening agriculture and benefiting farmers has been increasing, most of the policy support directly reaches households and people, and lacks a special policy guarantee mechanism for the development of the village collective economy. If the village does not have economic strength, how the cohesion of the village is enhanced? There is no money in the village, and how to serve the people, this is a big problem.

2.2. Absence of Public Services

The economy of village collectives is weak, and there is no money at the village level to do things, resulting in the widespread backwardness of rural infrastructure related to peasants' production and livelihood in terms of water, electricity, roads, and communications.

2.2.1. Lack of Rural Public Services Manifested in Production

First, infrastructure construction is backward. Farmland water conservancy and other infrastructure construction projects require supporting funds at all levels, and some need to be partially solved by village collectives themselves, but due to the weak economy of village collectives, they cannot come up with supporting funds, resulting in many village infrastructure construction projects being greatly discounted or simply abandoned. At the same time, due to the weak economy of the village collective, the original farmland water conservancy and other infrastructure lack effective management, aging and deactivation are common, and it is difficult to continue to play its due function. Second, the enthusiasm of rural residents to participate in rural infrastructure construction is not high. With the development of economy and society, a large number of young and middle-aged labour in rural areas have chosen to go to the city to work, and the remaining part of the people are unable to complete infrastructure construction and continuous maintenance, and at the same time, everyone's needs are different, and collective decision-making cannot form a unity, so the enthusiasm for construction is not high.

2.2.2. Lack of Rural Public Services Manifested in Life

First, education and medical care are difficult to guarantee. Due to the weak economy of village collectives, most rural children can only be cared for by the elderly, and although some rural areas have kindergartens, they often have poor facilities and lack of teachers, which cannot meet the needs of rural residents. The basic medical conditions in rural areas are poor, and some village clinics are useless, making it difficult to provide basic medical services in a timely manner. Second, life service facilities cannot be provided. The water supply project implemented in remote areas is a major livelihood project, but due to the lack of money in the village, good things have not been done well. Due to the inability to provide daily management, there is an embarrassing situation of no one to take care of water pipes and have no money to repair them. Third, there is a lack of culture, entertainment, and labour. The cultural and sports entertainment activities during agricultural leisure are single, playing cards and gambling has become the main entertainment method, and the lack of cultural life of rural residents makes it difficult to improve the spiritual life

and happiness index of rural areas.

2.3. The Industrialization Dilemma of Land Fragmentation

After the reform and opening up, the household joint production contract responsibility system distributed land equally to each household, embodying the principle of fairness and mobilizing the enthusiasm of thousands of farmers, but at the same time led to land fragmentation. With the development of the times, the disadvantages of land dispersion have gradually emerged, especially in the difficulty of realizing large-scale operation and promoting industrialization.

2.3.1. Land Interests are Difficult to Fully Realize

Young and middle-aged peasants went to the cities to work, and in desperation, the land could only be cultivated by the left-behind elderly and women. Due to the scattered and fine fragmentation of land, the degree of scale, mechanization and intensification is low, and it is difficult to obtain scale benefits. Some land transfer contracts are signed for more than ten years or even decades, and the land circulation price remains unchanged for a long time, and farmers only receive simple land contracting fees, and it is difficult for them to enjoy value-added benefits. The dispersion of smallholder farmers often leads to high operating costs and a weak position in market competition. Moreover, farmers are scattered and sell primary products with low returns.

2.3.2. The Dilemma of Capital Flowing to the Countryside

As the blood of modern agricultural development, capital has a strong profit-seeking preference that makes rural land an investment object. Capital flowing to the countryside and enterprises going to the countryside are also facing difficulties: on the one hand, capital flowing to the countryside requires villages to have good infrastructure and public management conditions [2]. On the other hand, capital flowing to the countryside is to combine capital and land, so that the two can exert maximum economic benefits. However, at present, the land is scattered and the scale is limited, which cannot meet the needs of capital flowing to the countryside. Even if the circulation of land is concentrated to meet the requirements of capital flowing to the countryside, how to ensure the rights and interests of peasants in land contracting is also an urgent problem.

3. The Reasons for the Predicament of the Development of the Village Collective Economy

The collective economy not only has economic benefits, but also has a certain degree of public and public welfare, and has strong social and political benefits. The development of the collective economy is of great significance to the development of rural public undertakings, the strengthening of infrastructure construction, and the realization of social harmony and stability.

3.1. Subject of Property Rights is Fictitious

Although the current law stipulates that peasants are collectively owned, due to the vacant position of the subject of property rights, the individual peasants in the collective do not have a mechanism to express their rights and interests, and the peasant masses do not appreciate the benefits of collective economic development, so they show indifference to collective affairs, believing that collective economic development is a government act and has nothing to do with the people.

3.2. Organizational Form is Unclear

Rural party branches and village committees have always been regarded as important organizations of the rural collective economy, undertaking the internal social functions of rural collective economic organizations and external economic functions. However, the internal social function is of a public welfare nature, and the external economic function belongs to the market behaviour, and if the relationship between the two cannot be properly handled, it will inevitably lead to administrative means interfering in market behaviour, so that the market-oriented operation of the rural collective economy will be restricted and affected, and it will not be able to develop and

grow.

3.3. Village Collective Economic Distribution System is not Perfect

Due to information asymmetry, the annual income of the village collective economy is only known to a few village cadres, and the vast majority of villagers are unaware, and the income distribution system of the village collective economy is not transparent, resulting in the rural masses not having a high degree of trust in village cadres and not having a high enthusiasm and initiative to participate in the construction of the village collective economy [3].

4. The Trends in the Development of Village Collective Economies

4.1. Shift from Over-decentralization to Organization

Collective economic organizations belong to a type of socialist public ownership, in which land and other assets are jointly occupied by peasants in an administrative village, and peasants voluntarily join cooperative organizations and participate in various business activities according to their own conditions. The development of village collective economic organizations will have a certain impact on the stability of grassroots political power, the achievement of achievements in new rural construction, breakthroughs in the "three rural issues," and agricultural industrialization adjustments. Therefore, this organization should not simply be regarded as an economic issue, but should also be placed at the political level [4]. Especially in the new period of rural revitalization, it is necessary to seriously explore its new situation and new problems to ensure that the party's policy of benefiting farmers can be implemented, so that rural reform can achieve more superior results.

4.2. Shift from Single Village Development to Group Development

With the improvement of the level of industrialization of the collective economy, the degree of meticulousness of the division of labour will become higher and higher, and it is necessary to realize the development of division of labour and industry on a wider scale. Generally speaking, rural collective economic organizations take administrative villages or natural villages as the basic scope, but the number of various resource assets owned by a single administrative village or natural village is often limited [5]. Therefore, the development of collective economy needs to boldly explore the development model of multi-village joint operation and enclave economy.

4.2.1. Explore the Multi-village Joint Operation System of Collective Economy

Local governments should encourage multiple village collective economic organizations to jointly establish multi-village cooperative collective economic organizations through joint funding, and realize the effective integration of multi-village resources in the form of rural shareholding cooperative associations or land shareholding cooperative associations, expand the space for collective economic development, and enhance the strength of collective economic development.

4.2.2. Encourage the Development of the Enclave Economy

Local governments should encourage villages subject to ecological protection restrictions, planning restrictions, lack of resources in the village or small development space to overcome the spatial limitations of collective economic and industrial development through the purchase of commercial and trade shops and the acquisition of shares in other village collectives or enterprises, and joint construction in different places[6].

5. Countermeasures to Strengthen the Village collective economy

5.1. Build a New Agricultural Management System

The new agricultural management system refers to the collective economy as the main body and unified management at the collective level as the lead. The collective economy as the main body means that the collective economy accounts for the highest proportion and is in a dominant position

among the various economic components of various natures in rural areas. Unified operation at the collective level is the leading, which means that the operation and management activities at the collective level lead guide and promote the overall situation of rural economic and social development. In terms of business entities, it is necessary to improve the functions and functions of village collective economic organizations and highlight the leading role of collective economic organizations; In terms of business methods, it is necessary to highlight the dominant position of collective operation and the basic position of family management; In the structure of the ownership economy, it is necessary to highlight the main body status of the collective economy and continuously enhance the competitiveness, influence, driving force and control of the collective economy. The village collective economy connects the decentralized operation of individual farmers with socialized large-scale production, uses the power of organization and cooperation to expand the limited nature of individual rationality, and realizes the free allocation of resources, so as to achieve organizational synergy and industrial synergy, promote the development of agricultural production in the direction of socialization, march to the depth and breadth of the industrial chain, realize the coordinated development of primary, secondary and tertiary industries, and promote new rural industrialization, urbanization and agricultural modernization.

5.2. Respect the Wishes of Farmers

The main body of village collective economic services is farmers, and the fundamental purpose is also to meet the needs of farmers, so when developing the village collective economy, we must fully respect the wishes of farmers. Whether it is agricultural modernization or the village collective economy, farmers are the main force in it, and only by respecting their wishes can we promote the effective development of the village collective economy. Therefore, as the internal cause of rural development, we must fully believe in the enterprising spirit and innovative power of farmers in enriching themselves, promoting rural prosperity and agricultural modernization, and always regard farmers as the main body of the development of various rural undertakings.

5.3. Strengthen the Building of Rural Grassroots Organizations

Village collective organizations refer to some organizations that can produce public functions, which are based on the public ownership of the means of production, village committees, village party branches, etc. belong to this type of organization, but different organizations bear different responsibilities and provide different services. Village collective economic organizations mainly manage land and collective assets, provide services to members of collective organizations in all aspects, and carry out comprehensive management of collective assets. Collective economic organizations can effectively promote the construction process of rural infrastructure, the popularization and application of modern agricultural science and technology, and the development of rural public welfare undertakings, further promote the appropriate operation of agriculture, further connect farmers with the market, and lead village collectives towards modernization.

5.4. Cultivate Collective Economic Leaders

Collective economic leaders refer to those who have outstanding comprehensive ability in the process of promoting collective economic development. Whether or not we can continue to cultivate core leaders and leadership groups with the spirit of dedication and collectivism plays a key role in the sustainable development of the collective economy and improving the internal management ability and level of collective economic organizations. Therefore, it is necessary to let outstanding cadres and leaders with dedication lead the whole village to a better future and achieve common prosperity.

6. Conclusion

Living a prosperous life is the fundamental starting point and final foothold of implementing the rural revitalization strategy, and is the yearning and demand of the rural masses for a better life. The development and growth of the village collective economy has a significant effect of enriching the

people, and its enrichment effect is not only reflected in the material dimension, but also in the spiritual dimension. In terms of mechanism, the village collective economy can affect the material prosperity of peasant households by increasing their property income and non-agricultural employment level, while the village collective economy mainly relies on public services and non-agricultural employment to improve the spiritual prosperity of peasant households.

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