

## Research on Agricultural After-sales Service in Backward Rural Areas Based on Public-Private Partnership Mode

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**Abstract:** With the accelerating pace of China's socialist economic construction, the theory of urban-rural unbalanced development has adapted to the development direction of productivity to a certain extent. Due to the intense radiation and driving effects of cities, coupled with the thoughtful analysis of cost-benefit theory, backward rural areas the labor force has gradually shifted to the city, and the current situation of idle agricultural land and backward agricultural services has emerged. In order to improve the resource utilization rate in relevant rural areas, the rural after-sales service is taken as an example to analyze the problems existing in the agricultural after-sales service in the backward rural areas in China and the economic, social and cultural value created by the agricultural after-sales service in rural areas after the fall of the PPP model. Put forward the PPP operation ideas and operation modes of agricultural after-sales service in backward rural areas.

### 1. Introduction

The Public-Private Partnership (PPP) model refers to a mode of the logical and practical operation of public infrastructure projects through the cooperation of government fiscal expenditures and social capital. The advantage of PPP is that it enables the partners to achieve more favorable outcomes than the expectations of a single party's investment, and to maximize the overall benefits: the government's fiscal expenditure is less, and the investment risk of the company is lighter. In China, the PPP model has been widely used in cities, but the areas involved in rural areas are still scarce.

In the backward agricultural service in rural areas, the PPP model can not only integrate government finance, private capital and the idle capital of the public, but also accelerate the operation of the project, and the flexible operation of agricultural after-sales service can enable the participating parties. Better coordinate their respective interests.

### 2. Current problems in agricultural after-sales service in backward rural areas in China

The following table shows the correlation analysis between the industrial types and the PPP model in rural areas of China (unit: one). According to the table content, the conclusions of the three aspects of the problem can be drawn. (As shown in Table. 1)

Table 1. Correlation analysis of PPP mode

Industry Type	Government-led	Business-led	Market-oriented	Total
Cultural Tourism	26	17	3	46
Manufacturing	22	8	4	34
Characteristic agriculture	13	6	4	23
Eco-tourism	9	6	0	15
Business logistics	7	2	3	12
Featured skill	7	6	3	16
Leisure and health	5	8	1	14
Agricultural Sightseeing	3	4	0	7
Sports and Health	3	1	0	4
Modern Business	1	1	1	3
Science and Education	1	3	0	4
Fashion Television	1	0	0	1
Financial Services	0	1	0	1
High-end technology	0	0	0	0
Agriculture Service	0	0	0	0
Total	98	63	19	180

### 2.1 The gap in the supply of agricultural after-sales services

The agricultural product supply market is efficient. The effective supply (consistent output of agricultural products) can meet the effective demand (the total demand for agricultural products in the whole economy), but due to its low circulation level, the corresponding added value of agricultural products is lower, which in turn leads to low levels of profitability. Therefore, improving the circulation level of agricultural products market and carrying out agricultural socialization services are extremely important for agricultural modernization and new business entities. With the rapid advancement of modern science and technology and the rapid development of Internet agricultural logistics, the level of agricultural development in backward rural areas is obvious. Improvement, but due to the lack of related security mechanisms in backward rural areas, the problem of heavy technology and light after-sales service has become increasingly severe. To promote the sustainable and healthy development of the modern agricultural economy in backward rural areas in China, the issue of after-sales service needs to be solved urgently.

### 2.2 Modernization of consumer agricultural after-sales service demand

In the context of consumption upgrading, agricultural product consumers pay more attention to agricultural after-sales service and consumer experience and pursue agricultural products with high quality, low prices, and good service. Under the modern e-commerce model, the corresponding speed of after-sales service in various industries has accelerated, and the demand for agricultural after-sales service has also emerged. It has opened up a modern agricultural service model for fine processing of agricultural products after-sales and strengthened the service awareness of the agricultural product supply market.

### 2.3 Decentralization of social capital investment motives

Due to the lag of the concept of government management, there are certain deviations in the investment motives of all aspects of social capital, which leads to inconsistencies in the direction of social investment. Investors tend to focus only on immediate interests and defy long-term interests, which will affect the PPP model to a certain extent. Implementation and effective promotion. At present, agricultural after-sales service in backward rural areas urgently needs to take the shared

win-win concept of General Secretary Xi Jinping as the guiding direction, integrate agricultural after-sales service projects based on PPP mode, effectively integrate the development ideas and implementation plans of various participating entities, and realize social benefits. The goal of optimization.

### **3. The economic, social and cultural value created by agricultural after-sales service in rural areas after the fall of PPP model**

In contrast to the above three aspects, the following will explain the importance of PPP model for rural after-sales service in backward areas from economic value, social value, and cultural value.

#### **3.1 Economic value**

After the fall of the PPP model, the after-sales service in rural areas has achieved the effective integration of the primary industry and the tertiary industry to a certain extent, and has accurately positioned the modern agricultural product demand market, and improved the circulation level of the agricultural product supply market. Extend the agricultural product industrial chain, increase the added value of related agricultural products, improve the economic benefits of modern agriculture, facilitate the upgrading of related industries in agriculture, continuously develop the industrial structure towards deep processing and high value-added, and promote the sustainable and healthy agricultural products market in backward rural areas. At the same time, this has enabled the effective functioning of agricultural products enterprises in backward rural areas, reduced the silent cost of agricultural products enterprises, gradually improved the production and operation strategies of enterprises, expanded the depth of agricultural products supply market, and expanded the cognitive capacity of agricultural products supply market. The industrial agglomeration of related agricultural products enterprises, the realization of economies of scale, the promotion of mass innovation, and entrepreneurship.

#### **3.2 Social value**

Population mobility is not only a simple population problem but also a systematic social and economic issue. The project of after-sales service of agricultural products in backward rural areas based on PPP model has attracted the return of after-sales service human resources in high-quality rural areas. It has alleviated the problem of idle rural land resources and improved backward rural areas. Land use efficiency; avoiding the emergence of agricultural cultivation culture; creating employment opportunities in rural areas, catering to the current trend of encouraging social workers with knowledge, capital and ability to return home to innovate and start businesses. It is conducive to the sustainable and healthy development of agricultural areas; it alleviates the rural social problems caused by left-behind children and empty-nest older adults in rural areas and is conducive to satisfying the harmony and stability of rural families in backward areas, making them feel more at home and in their hometown. There are also poems and distances. To a certain extent, the return of rural residents who lived in the city has also eased the pressure of excessive concentration of population in central cities and realized the social benefits of backward rural areas. At the same time, the industrialization of agricultural products has supported the agriculturalization process in backward rural areas and improved the urbanization level of the entire city.

#### **3.3 Cultural value**

After the fall of the PPP model, the after-sales service in rural areas in a short period of time, the promotion of after-sales service extended the industrial chain of the agricultural product supply market, and solved the urgent need for consumers to sell after the modern market economy, and increased the rural The effective dissemination and promotion of local high-quality culture, to enhance consumers' brand loyalty to the agricultural products, from short-term variable material demand to long-term stable brand dependence, to meet the spiritual needs of modern agricultural products consumers; Residents' sense of belonging to rural culture in rural areas and the sense of urban residents' recognition of excellent culture in rural areas are conducive to effectively

implementing the scientific development concept, promoting the overall progress of society and the all-round development of people, and accelerating the building of a harmonious socialist society. Furthermore, based on upholding and developing Xi Jinping's new era of socialism with Chinese characteristics, the Chinese dream of realizing the great rejuvenation of the Chinese nation will be realized.

#### **4. PPP operation ideas of agricultural after-sales service behind rural areas**

The following is a different perspective on the PPP operational framework for rural after-sales services.

##### **4.1 Participation of all parties and multiple interactions**

The PPP model (the model of government and social capital cooperation) is a long-term cooperative relationship established in the field of infrastructure and public services. The usual model is that social capital undertakes most of the work of designing, constructing, operating, and maintaining infrastructure. Effectively integrate government investment, private capital and the idle capital of the public and expand the financing channels of the agricultural products industry. All parties can participate in the formulation of agricultural after-sales service development in relevant backward rural areas together with government departments. The plan comes up to enable all participating entities to achieve a win-win and efficient cooperation model, and cooperate, coordinate, and effectively supervise.

##### **4.2 Gathering capital, comprehensive development of agriculture**

The multi-party investment of private capital and the public's idle funds into the agricultural after-sales service sector in backward rural areas is an effective way to alleviate the pressure on the government's fiscal expenditure, promote the sustainable and healthy operation of agricultural products after-sales service projects, and maximize the benefits of all parties. The project of agricultural after-sales service in backward rural areas is different from the advanced agricultural after-sales service project in rural areas. It is a systematic renewal project. The important high-end scientific investment in agriculture, the improvement of agricultural infrastructure and supporting facilities need to be It is not a single agricultural after-sales service project. In a short period, the idle funds of all parties in the society were gathered, and the comprehensive development of all aspects of backward agricultural areas was realized. The supply of agricultural products was developed in the direction of modernization, science, and technology, and the industrialization of agricultural products was realized, supporting the backward rural areas. The new rural construction process and the polarization effect of agricultural modernization.

##### **4.3 Transforming government functions and realizing the service-oriented government**

During the operation of the PPP model, the role of the government should be between the makers of agricultural after-sales service policies and the operators of agricultural after-sales operations. The government should rationally transform government functions, strengthen the construction of service-oriented government, and properly and effectively supervise and manage the operation of agricultural after-sales services in backward rural areas, play its leading role in the operation process, and achieve targeted and fundamentally simple implementation. Political power, improve the level and ability of government public services. At the same time, the government should focus on improving the information disclosure mechanism so that the relevant government, enterprises, NGOs, and the public can play a good supervisory role.

##### **4.4 Increase financial innovation and improve project effectiveness**

Based on the PPP model, the investment in agricultural products after-sales service projects in backward rural areas is enormous, and the investment period is relatively long. The traditional bank credit model is challenging to meet its financing needs effectively. It operates on the agricultural fund platform, introducing insurance funds, bank funds, and international development finance

funds. At the same time, it can issue a certain amount of bonds on the after-sales service of agricultural products in backward rural areas and solve the problem of insufficient investment in agriculture-related investment in the region. While increasing the financial product innovation of PPP projects for agricultural products after-sales service, we must pay attention to strengthening financial risk prevention work and actively promote the sustainable and healthy development of the PPP project.

### 5. PPP operation mode of agricultural after-sales service behind rural areas

The following is the specific application of the retail industry in the backward rural areas under the PPP mode.

#### 5.1 Government-led

The PPP operation mode of agricultural after-sales service behind rural areas is the focus of innovation of this PPP operation mechanism. The PPP model is based on the government's financial investment and the social capital of the parties. Based on the concession agreement, a particular purpose entity SPV (Rural Development Service PPP Development Project Company) is established. The PPP development project company manages the rural after-sales service PPP project. Responsible for the financing, operation, and maintenance of the project, a series of agricultural after-sales services, the assets and rights are transferred to the government after the deadline. (As shown in Fig. 1)

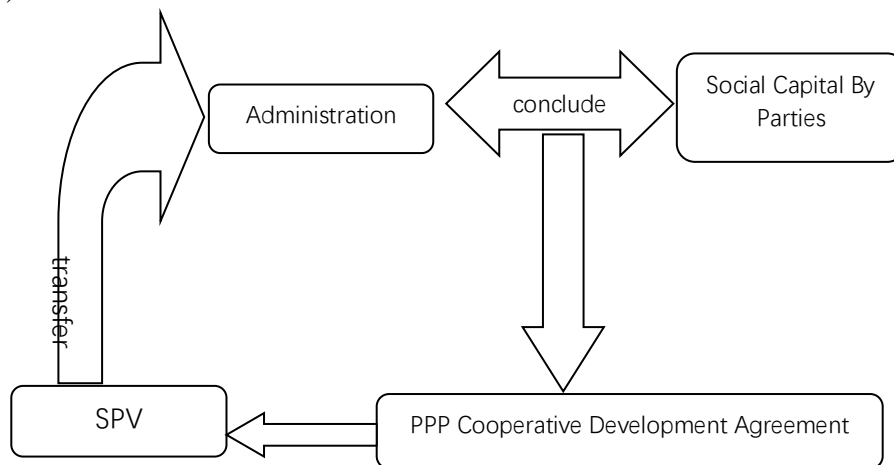


Figure 1. Government-led PPP mode.

#### 5.2 Market-led

A joint venture between the government finance and various social capitals to establish a PPP model project company for agricultural after-sales service in backward rural areas. The equity invested by them is the equity capital of the project company. There is no transparent operating entity. The project company establishes a development fund and assumes corresponding risks. (As shown in Fig.2)

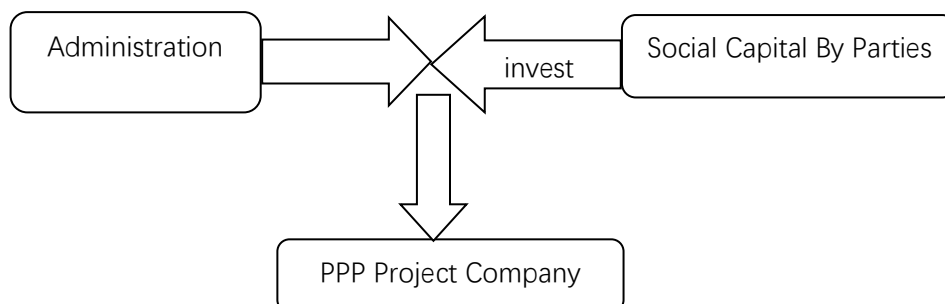


Figure 2. Market-led PPP mode.

## 6. Conclusion

Based on analyzing the problems existing in the agricultural after-sales service in backward rural areas in China, this paper puts forward a practical operation method to improve the PPP mode of agricultural development in backward rural areas (backward agricultural after-sales service). The results show that the selection of PPP mode for agricultural development in backward rural areas needs to be analyzed according to the existing economic development level and the social status of the region, and choose the appropriate PPP operation mode to promote the sustainable and healthy development of the local economy and society.

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