

The Assistance of Digital Economy to the Revitalization of Rural China

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Abstract: In recent years, China's digital economy has rapidly developed and has been applied to lots of fields. Moreover, the development of digital economy is closely related to the strategy of rural revitalization. The realization of rural revitalization requires the meeting points between digital economy and rural revitalization. Therefore, we need to make the most of the advantages of digital economy and vigorously promote the development of rural revitalization. According to the implementation requirements of the rural revitalization strategy and the development of the digital economy, the author believes that digital economy is strongly connected to the industrial prosperity, targeted poverty alleviation and talent revitalization required by the rural revitalization, and efforts can also be made in these aspects in the future to promote a better combination between digital economy and rural revitalization.

1. Digital economy and rural revitalization

With the development of high and new technology represented by information technology, the digital economy which is characterized by informatization has a booming development and has been widely applied to other economic fields. According to *China's "Internet plus" index report (2018)*, the size of the country's digital economy was 26.70 trillion yuan in 2017, which was 17.24 % higher than the same period of last year. Nowadays, the development of China's digital economy has begun to change China's traditional economic structure and gradually become a new impetus of development.

As an agricultural country, China has a rural population of 900 million, accounting for 70% of the whole country. Therefore, agricultural development, people's livelihood improvement and rural revitalization are particularly important during the crucial period of finishing building a moderately prosperous society in all respects. The 19th national congress of CPC has put forward to carry out the strategy of rural rejuvenation, and In *the opinions of the CPC central committee and the state council on the implementation of the rural revitalization strategy*, the No. 1 document of the CPC central committee in 2018, the CPC central committee has made major decisions and arrangements for the work related to agriculture, rural areas and farmers.

It also has repeatedly mentioned "Internet plus", "modern agricultural action", "the implementation of digital rural strategy" and "digital rural agriculture" these words in the document.

It can be seen that the development of digital economy is more and more closely related to the implementation of rural revitalization strategy, so we need to use the opportunities to implement rural revitalization. It's also better for us to make full use of the advantages of digital economy to achieve the integration between the real economy and artificial environment and then to promote the process of rural revitalization.

2. Digital economy contributes to the revitalization of rural areas

2.1 Digital countryside and smart agriculture

To improve agricultural equipment and information technology. On the one hand, we should strengthen research and development of smart agricultural technologies and equipment, establish an agricultural remote sensing application system based on aerial drones and satellite remote sensing, and apply cloud computing, artificial intelligence and other technologies to agricultural production

so as to improve production efficiency. On the other hand, we will enhance monitoring, warning and releasing agricultural information to improve the work efficiency of comprehensive agricultural information office.

To foster new industries and new industrial forms. We can carry out comprehensive demonstration of e-commerce in rural areas, accelerate the establishment and improvement of a standard system for the e-commerce in agricultural products, and raise new industries and formats in rural areas. According to China's rural e-commerce development situation which is from less to more, from scattered distribution to the good trend of clustering, we can build comprehensive rural e-commerce demonstration and promote new industries in rural areas of new forms, such as the fast growth of the Taobao village. According to *the China Taobao village research report (2018)*, there were 3,202 Taobao villages and 363 Taobao towns in the country in 2018, which was 51% more than in 2017.

2.2 Poverty alleviation under the dividend of digital economy

Since the 18th national congress of CPC, the number of poor people in rural areas has been greatly reduced. Up to 2017, the number of people living in poverty has reached 30.46 million, 68.53 million fewer than that at the end of 2012. During the poverty alleviation meeting, President Xi stressed the need to ensure that all poverty-stricken areas and people living in poverty join together in building a moderately prosperous society in all respects by 2020. In recent years, although China has made remarkable achievements in poverty alleviation, it still faces great pressure in the coming years. Poverty alleviation needs to be combined with the "Internet plus" development strategy so as to provide effective solutions to poverty alleviation and prosperity through the digital economy. China's overall poverty alleviation work can make full use of the advantages brought by the digital economy to open up new ways for poverty alleviation in e-commerce, non-cash payment and other aspects, and turn the digital economy into a new engine for poverty alleviation.

E-commerce was first included in the "Ten Major Projects" released by the poverty relief office of the state council to promote the targeted poverty alleviation. It is more and more important to use e-commerce to promote the poverty alleviation. For many poverty-stricken counties where the sales of agricultural products are difficult due to inconvenient transportation and poor information, we can open up online sales channels of agricultural products and take the road of "Internet plus characteristic industries". However, each region in rural China has its own characteristics, so during the poverty alleviation, we should focus on the actual situation of each region and explore the poverty alleviation mode of featured e-commerce.

In the vast rural areas, people usually use cash, but due to the limits of time and space, the transaction rate is not high in rural areas, which brings a lot of inconvenience to rural people's life. The rise of non-cash payment can overcome the shortage of cash payment, which can greatly save transaction time, meet rural people's increasing personalized and diversified needs, and play a significant role in poverty alleviation.

2.3 Internet and rural talents' revitalization

To encourage talents to return home for construction. Up to now, the number of returning entrepreneurs in China has reached 7.4 million, including 4.4 million in agriculture and more than 50% of the projects are related to the application of information technology. The rise of the "home-coming construction fever" is attributed to national policies and strong support, but also inseparable from the popularization of the Internet and information technology. According to their own mastery of internet-related technologies, entrepreneurs can combine their own advantages with the trend of rural agriculture and devote themselves to new industrial models such as rural e-commerce and rural tourism.

To support rural talents' education and training. Although the infrastructural facilities of the rural education have been improved with the strengthening of infrastructure construction investment in rural education and the continuous educational assistance from non-governmental organization, there are still other problems. At present, rural education is still faced with the dilemma of lack of qualified teachers and inability to offer a large number of courses. Remote and online education

based on the Internet can be used as the line to connect impoverished and backward rural education with high-quality urban education resources together so as to keep the reserve of talents for rural revitalization.

3. The conclusion

Digital economy covers a wide range of areas, and rural revitalization also has a lot of focus. It is necessary to grasp the meeting points between digital economy and rural revitalization, and so as to maximize the role of digital economy in promoting rural revitalization. According to the requirements of the CPC central committee and the state council for implementing rural revitalization strategy and developing digital economy, the author believes that digital economy is closely related to the industrial prosperity, targeted poverty alleviation and talent revitalization required by the rural revitalization, and efforts can be made in these aspects in the future to promote a better combination of the two. The development of digital agriculture and smart agriculture contributes to the revitalization of rural industries. The dividend of digital economy can also help alleviate poverty, and the development of Internet promotes the revitalization of rural talents. However, the combination of digital economy and rural elements is not easy. The education level of rural villagers is generally low, most of whom are reluctant to accept new things and have a weak awareness on digital economy. At the same time, the rapid development of e-commerce requires professional talents, while the rural digital technology professionals are in short supply. Therefore, targeted measures should be taken in the face of these difficulties, such as greatly advertising digital economy and training more professional talents.

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