

The Difficulties and Policy Suggestions of Implementing Rural Revitalization in Jingzhou

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Abstract. In 2018, the Central Document No.1 "*Opinions of the Central Committee of the Communist Party of China and the State Council on Implementing the Rural Revitalization Strategy*" fully deployed the implementation of the rural revitalization strategy. Taking this opportunity, Jingzhou, as the "land of grain granary and the land of fish and rice", should accelerate the construction of the rural revitalization demonstration zone in Jiangnan Plain. To this end, after investigations, visits, discussions and comprehensive information, the main problems in the process of rural revitalization in Jingzhou City were summarized, and some thoughts and suggestions were drawn, hoping to provide some effective solutions for the great revitalization of Jingzhou. Break the policy.

1. Jingzhou's implementation of rural revitalization

Under the premise of fully considering the operability and representativeness, the research team selected the typical villages of Jingzhou City for investigation and combined with relevant information, and considered that the following six outstanding problems need to be solved urgently.

1.1 The construction of modern agricultural industrial system is slow

The agricultural modernization industrial system focuses on the optimal development and utilization of agricultural resources, as well as the rationalization of agricultural industrial structure, industrial chain extension and value-added. Jingzhou is located in the hinterland of Jiangnan Plain. The development of agricultural resources has achieved results, but there is still much room for development in optimizing industrial structure and industrial chain extension. First, the industrial structure is unbalanced, focusing on plantation and aquaculture. Second, the agricultural product industry chain is short, the proportion of industrial integration is low, and the proportion of rough processing of products is high, resulting in low added value of products and a decline in farmers' income.

1.2 The problem of agricultural brand building is outstanding

Agricultural brand building has always been the key development area of Jingzhou agriculture, but according to the research situation, the problem is still outstanding. First, agricultural brands are "more than perfect". "Brands" are different from "trademarks". "Brands" are not generated by registration, but should rely on product features and differentiation. Second, the brand construction structure is unreasonable, there are many rough-processed products, and there are few products with fine processing and circulation. Similar to the small hummus, Baiyunbian, Honghu glutinous flour and other products with high added value, the brand effect is better, professional, quality production of the lack of featured brands.

1.3 Rural infrastructure and public service systems need to be improved

The survey found that some modern rural infrastructure is still lacking and the damage is more serious. Dry up farmland, muddy roads and wires are still in existence. In the field of public services, rural areas have a larger gap than cities. Farmers are less satisfied with pension, medical care and education; rural lack of public cultural service infrastructure such as township cultural station and radio and television, lack of cultural career practitioners, unable to meet farmers'

effective demand for culture; lack of rural information services and poor communication conditions, The low penetration rate of the Internet and the lag in information acquisition are likely to lead farmers to make wrong decisions.

1.4 Agricultural production costs rise and farmers' enthusiasm declines

The rise in agricultural costs is reflected in all aspects of agricultural production. The first is the increase in input costs in the early stage of farming, including farmland management costs and infrastructure costs. The second is the increase in labor costs, fertilizer and pesticide inputs, and agricultural machinery costs during the farming process. Third, the cost of machinery investment, labor, storage and sales increased in the late stage of farming. The rising cost of agricultural production has reduced the immediate interests of farmers. Many farmers have been forced to go to cities to work, which has seriously hampered the enthusiasm of farmers.

2. The difficulty of implementing rural revitalization in Jingzhou

According to the survey, there are many obstacles and challenges in the implementation of rural revitalization in Jingzhou City. Among them, highlighting six major difficulties and difficulties, we need to accurately grasp and prepare for long-term struggle.

2.1 Strengthening the talent support for rural revitalization

Farmers are still the main body of the countryside, and the cultivation of new professional farmers is an important support for rural talents. First, we must emphasize "newness". We must not stay at the level of knowledge structure in the past. We must not simply learn from past experience and technology. We must constantly learn about new technologies, new management, new operations, and new products to maintain sustained competitiveness. The second is to highlight the "professional". The occupation must be a long-term stable work with a certain professional nature. To engage in a certain industry, it is necessary to focus on the professional knowledge and technology of this industry and continuously improve the technical content.

2.2 Implementing the relevant policies and system construction of the "Three Towns Project"

The "Three Township Project" is an important focus for rural revitalization, but the relevant policies are still not perfect. First, adhere to the rural customs culture to guide the citizens to the countryside. In the process of rural transformation, it is necessary to formulate relevant protection policies according to local conditions to avoid the loss of rural customs culture. Second, deepening the land reform policy encourages people to return to their hometowns and give them preferential conditions for returning to their hometowns. Third, in combination with the emerging agricultural business entities, the leading enterprises can play their role, increase rural employment, promote the linkage of urban and rural enterprises, unite villages and enterprises, accelerate the flow of factors, and realize the prosperity of enterprises.

2.3 Beautiful rural construction

The beautiful rural construction design has a wide range, not only the rural appearance is neat, but also requires rural ecological livability, social harmony and civilization, and effective governance. First, increase rural infrastructure construction, improve the public service capacity of villages and towns, and accelerate the construction of new countryside; second, carry out comprehensive environmental improvement, improve the production and living environment of villages and towns, implement green development and greening projects; third, promote good morality and make excellent Family style and civilized rural style are integrated into the construction of rural spiritual civilization. Strengthen rural social management and village self-government functions, and comprehensively promote village affairs openness and democratic management.

2.4 Agricultural science and technology promotion and application

Agricultural science and technology can effectively increase food production, increase farmers'

income, and increase agricultural efficiency. However, the promotion and application of agricultural science and technology still have obstacles. First, the peasants generally have a low level of education. A transition from a small-peasant ideology to a modern scientific ideology requires a certain transition period. Second, the connection between the innovation of agricultural science and technology and the actual agricultural production has been misplaced, and the effect of agricultural technology use is not obvious, and it cannot be truly converted into productivity. Third, the rural grassroots working environment is difficult, the funds are lacking, the employees lack initiative, the simple preaching is the majority, the follow-up technology is less updated and guided, and the promotion efficiency is reduced.

3. Suggestions on the implementation of rural revitalization in Jingzhou

3.1 Adhere to the peasant's main body status and activate the vitality of various business entities

First, institution building is the foundation. Standardize rural organization management and system construction, and truly use national policies in rural areas for farmers. Second, insist on safeguarding the basic rights and interests of farmers. The participation of farmers and the proportion of farmers sharing income are the criteria for measuring rural construction activities. Third, people-oriented. It is necessary to upgrade the farmers' professional knowledge and organizational management level to meet the new requirements of agricultural development. The peasant is the main body and the business subject is the new impetus. It is necessary to give the business entity a sense of security, protect the rights and interests of various operating entities in accordance with the law, and severely crack down on the behavior that damages the rights and interests of the operating entities. Accelerate the marketization of agricultural production factors such as knowledge, information, capital, and technology, accelerate the circulation of factors, and create a favorable market environment for business entities.

3.2 Accelerate the implementation of the "Three Towns Project" and promote the integration of urban and rural development

The "Three Towns Project" is an important starting point for Jingzhou to realize rural revitalization. It is expected that the beef nose will achieve the great rejuvenation of Jingzhou. Strengthen the propaganda of rural customs and culture, guide "citizens to the countryside", promote the integration of urban and rural culture, deepen the three reforms of rural land separation, rural collective property rights system, rural production and management system, and encourage "ability to return home" "Promoting urban and rural talents and information integration; carrying out "100 enterprises and one hundred villages" and "thousands of thousands of households", promoting "enterprise prosperity" and promoting the integration of urban and rural industries and corporate culture. Guide urban elements to effectively connect with rural resources, urban residents and rural residents interact effectively, and urban enterprises effectively drive rural industries to stimulate new developments in urban and rural integration.

3.3 Improve infrastructure and public service systems to improve the living environment

Clarify the functions and responsibilities of the government, strengthen the status of government investment, and guide the diversified investment of the society, and establish a system of responsibility for leading cadres and performance appraisal. Plan the construction of rural infrastructure and public service system to the blueprint for economic and social development, and highlight key points. Intensify the implementation of the "toilet revolution", scientifically separate the breeding areas and living areas, comprehensively deal with manure and livestock manure; steadily promote the construction of "beautiful villages", strengthen planning, protect rural rural scenery and humanistic environment, and gradually improve the living environment.

3.4 Strengthening the construction of characteristic agricultural brands to ensure food security

Relying on the development of characteristic industries, grasping the quality of the industry and building the industry brand. In accordance with the "one industry, a leading brand" idea, encourage enterprises to create high-quality brand. At the same time, actively participate in various agricultural exhibitions and production and marketing docking activities, and carry out agricultural product processing brand creation publicity activities. Gradually reduce the ratio of roughing and finishing, implement the quality strong agricultural strategy and the fine product brand promotion plan, strengthen the quality and safety supervision of agricultural products, and focus on ensuring food security.

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