

# Countermeasures for Economic and Social Development in Post-Epidemic Period From the Perspective of Rural Revitalization

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## ABSTRACT

At the beginning of 2020, the novel coronavirus (COVID-19, coronavirus disease 2019) pneumonia epidemic gradually broke out across the China. The strict prevention measures adopted by governments at all levels effectively restrained the continuous spread of the epidemic. However, under this special control, the national economic development was severely impacted in the short term. It is difficult to resume work in the early stage of industry and agriculture, the service industry has suffered heavy losses, and the role of consumption and investment in driving economic development has weakened. The outbreak of the epidemic has also directly exposed China's shortcomings and problems in social governance such as public health services and grassroots emergency management. It is an urgent need to promote the modernization of the governance system and governance capabilities. Based on the strategy of rural revitalization, this research proposes countermeasures and suggestions from three aspects: industrial integration development, public health services and emergency management, in order to help the recovery and improvement of Chinese economic and social development during the post-epidemic period.

*Keywords: rural revitalization, post-epidemic period, economic and social development, COVID-19 (coronavirus disease 2019)*

## I. INTRODUCTION

2020 is the year when a well-off society will be achieved in all respects, the year when the fight against poverty will finally win in an all-round way, and the year when the novel coronavirus pneumonia epidemic broke out. The epidemic has undoubtedly had an impact and impact on Chinese economic and social development. In terms of economic development, since Wuhan implemented closed-off management measures on January 23, special epidemic control measures such as strict traffic control, closed isolation, and delayed resumption of work and production have been implemented across China. Shops closed, factories shut down, industrial and agricultural industry chains were interrupted, and the sharp decline in population flow had a serious impact on service industries such as transportation, tourism, and catering. Economic revenue had plummeted, and the stimulating effect of consumption and services on economic development had weakened. At the level of social governance, the epidemic is also a test of the public health system and emergency management system of various regions,

exposing the vacancies and shortcomings in public health services and social governance of various regions, which creates opportunities for the soundness and improvement of the public health system and emergency management system in various regions, and promotes the modernization of the national governance system and governance capabilities.

The report of the 19th National Congress of the Communist Party of China first proposed the implementation of a new strategy for rural revitalization, and regarded it as one of the seven national strategies for the decisive victory in building a moderately prosperous society in an all-round way and building a modern and powerful socialist country[4]. Zhang Xiqi pointed out that the implementation of the rural revitalization strategy and the promotion of agricultural and rural modernization is a major strategy to guide China's rural reform in the new era, opening a new era of China's rural reform and development, and accelerating China's agricultural and rural development reform [5]. Jiang Heping, Yang Dongqun, etc. pointed out that under severe prevention and control situations, the adoption of "one size fits all" strict prevention and

control measures in some places has brought about a negative impact that cannot be ignored on Chinese agricultural development [6]. The direct impact of the epidemic, coupled with a series of special control measures, will have a significant impact on the entire chain of agricultural production and operation and various fields, which will have serious consequences for Chinese agricultural production and the supply of major agricultural products. In addition, the epidemic has more directly exposed social governance problems in rural areas of China in the public health service system, local emergency management system, and ecological environment improvement. Therefore, while resolutely winning the people's war for epidemic prevention and control, it is also necessary to plan and promote the prevention and control of rural epidemics and rural revitalization as a whole to help the recovery and improvement of economic and social development.

Therefore, this research focuses on solving the problem of economic recovery and orderly restoration of production and life in China as soon as possible in the post-epidemic period. Based on an in-depth analysis of the impact of the epidemic on China's economic and social development, this research proposes targeted and operable policy recommendations from the perspective of promoting industrial integration, improving the public health system, and strengthening emergency management based on the perspective of rural revitalization. This article is mainly divided into four parts: the first part introduces the research background and proposes research questions, the second part specifically elaborates the impact of the epidemic on economic and social development, the third part proposes policy recommendations, and the fourth part is the research summary and prospects.

## **II. ANALYSIS ON THE IMPACT OF THE EPIDEMIC ON ECONOMIC AND SOCIAL DEVELOPMENT**

### *A. The impact of the epidemic on economic development*

The sudden epidemic has impacted Chinese economy in terms of consumption, investment, import and export, and employment. The short-term unemployment rate has risen and prices have risen. According to data released by the Chinese National Bureau of Statistics on April 17, preliminary calculations showed that the Chinese gross domestic product in the first quarter was 20,650.4 billion yuan, a year-on-year decrease of 6.8%. In terms of industries, the added value of the primary industry was 1,018.6 billion yuan, a decrease of 3.2%; the added value of the secondary industry was 7363.8 billion yuan, a decrease of 9.6%; the added value of the tertiary industry was 12,268 billion yuan, a decrease of 5.2%.

In terms of consumption, since the outbreak of the epidemic coincides with the Spring Festival holiday, large-scale population movements and gatherings need to be avoided due to the need to prevent and control the epidemic. Various localities have successively controlled people's travel and transportation operations. Various entertainment venues such as cinemas and shopping malls were closed or strictly controlled business hours, scenic spots were closed, and income from catering and accommodation consumption, tourism and leisure consumption, cultural and entertainment consumption, etc., has been greatly reduced. The total retail sales of consumer goods was 7,788 billion yuan, a year-on-year decrease of 19%. In terms of investment, in order to reduce the concentration of personnel and the shortage of raw materials in various places, infrastructure investment projects in many places have been stagnant. In the first quarter, Chinese national fixed asset investment (excluding farmers) was 8,414.5 billion yuan, a year-on-year decrease of 16.1%. In terms of import and export, due to the obstruction of the circulation of production factors such as raw materials and labor, delays in resuming production, logistics lags, and delays in order delivery, import and export pressures continue to increase. According to data from the National Bureau of Statistics, the new export order index and import index in February were 28.7% and 31.9%, respectively, declining 20.0 and 17.1 percentage points over the previous month.

### *B. The impact of the epidemic on social development*

The outbreak of the epidemic has brought major challenges to the social governance system, exposing social governance issues in China in the prevention and control of the epidemic, such as an incomplete public health service system, uneven grassroots emergency management capabilities, and inadequate public opinion guidance, publicity and education. There is an urgent need to make up for the "shortcomings" and effectively promote the modernization of the social governance system and governance capabilities. Luo Zhiheng pointed out that the early-stage response to the epidemic reflects the deficiencies of some local governments in information disclosure, emergency medical care, and urban management. In addition, the inadequate and untimely monitoring of population flow destinations and residence time by big data in various places is directly related to the effectiveness of prevention and control of the source of infection [7]. At the same time, because there are data barriers between government information at all levels and localities, it caused duplication of grassroots work and misplacement of information, which greatly reduced the efficiency and quality of social governance.

### **III. IMPLEMENTATION OF RURAL REVITALIZATION TO PROMOTE ECONOMIC AND SOCIAL DEVELOPMENT IN THE POST-EPIDEMIC PERIOD**

#### *A. Improving the level of agricultural modernization and promoting industrial integration*

*1) Strengthening infrastructure construction:* First, on the basis of vigorously developing high-standard farmland construction and improving the quality of cultivated land, it is necessary to vigorously promote the transformation and upgrading of agricultural mechanization, and accelerate the mechanization of major crops and the full mechanization of specialty industries. Second, it is also necessary to improve the level of the entire chain infrastructure configuration of "primary processing — sorting and packaging — cold storage — storage and transportation", and unblock the product sales and transportation channels of farmers' cooperatives, supply and marketing cooperatives, and leading enterprises. At the same time, it is a necessity to support supply and marketing cooperatives, postal express and other companies to build logistics outlets in rural areas to unblock agricultural products transportation channels. In addition, in order to improve the level of agricultural modernization, all regions should create smart agriculture construction and development models, and accelerate the popularization and application of modern information technologies such as the Internet of Things, big data, blockchain, artificial intelligence, and 5G in the agricultural field.

*2) Promoting the integrated development of rural industries:* At present, Chinese modern agriculture has entered a period of rapid development, and the reform of the supply-side structure has been accelerated, and the innovative development model has become a strategic guide for the development of modern agriculture in various regions. First of all, in view of the low utilization rate of resource development in rural areas, the simple type of industry and the low added value, all localities can rely on the development of the primary industry to accelerate the integrated development of intensive processing of agricultural products, rural tourism and ethnic cultural industries, extend the industrial chain, and promote the improvement of agricultural quality and efficiency and the continuous increase of farmers' income. Secondly, in the post-epidemic period, in order to ensure the smooth advancement of the rural revitalization strategy, the government has successively introduced a number of favorable agricultural policies. Rural areas should seize the opportunity of policy and resource tilt, advocate a cooperation model between the government,

farmers and social capital, reach strategic cooperation agreements with major e-commerce platforms and logistics and transportation companies, unblock online and offline channels for the circulation and sales of characteristic agricultural products and materials and talents required by characteristic industries, and restore and improve the level of economic development in rural areas.

#### *B. Improving the rural public health system and improving the level of medical and health services*

First, to learn from the experience and lessons of the epidemic prevention and control work, it is a must to popularize public medical and health knowledge in all aspects, do a good job in the publicity and prevention of major diseases and infectious diseases and training and education on effective methods to prevent major diseases and infectious diseases, advocate good and correct hygiene and health habits, reduce panic caused by rumors, and increase public awareness and consciousness of prevention and control of public health emergencies.

Second, in response to the problems of weak capacity, rigid mechanisms, and low efficiency of disease control institutions at all levels in the prevention and control of this epidemic, and after the infrastructure construction of grassroots prevention and control institutions, governments at all levels should promote the construction of standardized rural health centers (offices), accelerate the comprehensive medical reform at the grassroots level, promote the construction of grassroots medical and health centers, popularize telemedicine services, and enhance the capacity of grassroots medical services with the new "Internet + medical health" medical model. At the same time, it is necessary to accelerate the creation and establishment of a working model and working mechanism that closely integrates medical institutions and disease prevention and control institutions, provides continuous services, and effectively connects, so as to realize the resource sharing of medical materials, technology and talents, connect the whole process of "monitoring and early warning — prevention and control — medical treatment", and improve the national public health service and emergency management system. In addition, the current public health and disease prevention and control technology innovation capabilities are insufficient, and the independent research and development capabilities of some major disease treatment drugs are still quite weak. Governments at all levels should unblock data sharing and transformation and application channels, and encourage and promote collaborative research cooperation in scientific research, disease control, and clinical treatment.

Third, as one of the weaker links in the public health service system in rural areas, each township government should strengthen the construction of a team of professional rural doctors, and appropriately simplify the recruitment procedures for medical graduates with a bachelor's degree or above or general practitioners who have received standardized training by residents. For fresh college medical graduates who have been hired to work in difficult and remote rural areas, they will be given tuition compensation during the university period and national student loan compensation. At the same time, it is a need to create one-on-one training programs between developed regions and medical and health institutions, regularly carry out medical frontier research training and technical guidance for rural doctors, organize rural doctors to study in cooperative hospitals, establish long-term cooperative relations, and provide support in technology, materials and talents for rural medical and health institutions.

*C. Improving the rural emergency management system and enhancing the crisis response capacity of the organizations*

1) *Improving the construction of rural emergency management system:* In response to the problems of weak organizational leadership, insufficient material security, and weak prevention and control capabilities exposed by the rural emergency management work in this epidemic, governments at all levels need to accelerate the establishment and improvement of the emergency management organization system, institutional system, prevention and control system, responsibility system and guarantee system, realize the normalization of emergency management work, and comprehensively improve emergency management capabilities from five aspects: monitoring and early warning, decision-making and command, social mobilization, emergency support and public opinion guidance.

2) *Building an emergency response command platform system:* The first is to conduct a systematic and comprehensive survey of emergency resources in various regions, so that they can be registered and know well. The second is to establish a unified deployment and use mechanism for emergency resources to ensure that they are managed in peacetime and can be deployed and used in emergency situations. The third is to promptly promote the construction of the government's emergency command platform system to enhance emergency decision-making and command capabilities. At the same time, it is necessary to use the construction of provincial emergency command platforms as a benchmark, unify standards, and realize

the interconnection and information sharing between various specialized platforms and between specialized platforms and provincial and state command platforms. This not only saves costs, reduces repetitive construction, improves resource utilization, but also guarantees the timely, rapid and effective emergency command to the greatest extent.

3) *Strengthening emergency management publicity and training:* The first is to carry out crisis education in the national education system. All localities should speed up the implementation of crisis education in schools of all levels and types, train and dispatch professionals to schools for organized, planned, and diversified crisis response training, improve students, faculty, and other crisis prevention awareness and capabilities, and improve crisis management level of the schools. The second is to carry out diversified crisis education in rural areas, communities, and other social organizations. Relying on village committees, Red Cross and other organizations and groups, through volunteer activities, publicity meetings, etc., popularize crisis prevention knowledge, raise people's crisis moral awareness, and enhance mutual trust and self-restraint. The third is to pay attention to the initiative and autonomy education of some people. Through the establishment of a crisis knowledge base, the use of mass media and other forms, it can achieve full coverage of public crisis publicity and education, popularize basic knowledge about the new crown pneumonia, and raise the public's vigilance and awareness of this type of infectious virus.

#### **IV. CONCLUSION**

The fierce COVID-19 pneumonia epidemic has brought difficulties and challenges to the realization of the annual economic and social development goals and tasks, and has also hindered the implementation of the rural revitalization strategy. However, through rational analysis of the impact of the epidemic on Chinese economic and social development, it can be seen that the negative impact of the epidemic is only short-term and will not change the situation of China's economic and social development. Moreover, it is precisely because of the outbreak of the epidemic that profound changes have taken place in various areas in terms of policies, production and lifestyles, industrial models, and public service provision, forcing reform and innovation. Under the guidance of the rural revitalization strategy, first, it is necessary to start with the development of modern agriculture to promote the development of industrial integration; secondly, it is also necessary to improve the public health service system to ensure the level of rural medical and health services; finally, it is of great need to improve the organization's crisis response and management

capabilities, and establish a full-coverage emergency management system to help the recovery and improvement of economic and social development in the post-epidemic period.

From the perspective of rural revitalization, this research objectively analyzes the impact of the epidemic on China's economic and social development, and proposes corresponding solutions to the key issues exposed, which enriches the practical results of the rural revitalization strategy and the research results of the economic development and social governance in the post-epidemic period to a certain extent. However, this study still has the following shortcomings: First, the theoretical support is relatively insufficient; second, the proposed countermeasures still need to be further tested by empirical research before their universality and operability can be proved. In response to the above shortcomings, this study will continue to pay attention to the impact of the epidemic on economic and social development, and at the same time establish close contacts with grassroots governance personnel, empirically test the feasibility and scientific nature of the countermeasures, and make further corrections and improvements.

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