

# Research on Effectively Promoting Rural Revitalization in the New Era and New Journey

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## ABSTRACT

To revitalize the nation, the countryside must be revitalized. The contradiction of unbalanced and insufficient social development is becoming increasingly prominent. The urgent reality of gradually moving towards the goal of common prosperity and the urgent requirement of realizing the Chinese dream of the Chinese nation's great rejuvenation urgently need a new era and a new journey to effectively promote rural revitalization. Its importance is self-evident. There are many ways to effectively promote rural revitalization in the new era and new journey, but basic path is that we must adhere to the leadership of the Communist Party, the people first, independent innovation and the Chinese road in order to better help realize rural revitalization.

**Keywords:** *New Era, New journey, Rural revitalization*

## 1. INTRODUCTION

In the report of the 19th National Congress of CPC in 2017, it was proposed for the first time that the "Rural Revitalization Strategy" should be kept pace with other strategic development, and put on the agenda as the general focus of the "three rural" work in the new era. In the new era of unprecedented changes in the world in a century, China's rural development is facing both opportunities and challenges. How to do a better job in rural construction? This is a problem that needs to be further solved in the new era. Based on the new development stage, comprehensively promoting China's Rural Revitalization with the new development concept provides an action guide for solving the problems of "Agriculture, Rural Areas and Farmers", which is not only the top priority in rural work in future, but also the only way to accelerate China's agricultural and rural modernization.

## 2. THE IMPORTANCE AND NECESSITY OF EFFECTIVELY PROMOTING RURAL REVITALIZATION IN THE NEW ERA AND NEW JOURNEY

On February 20, 2019, the people's daily commented in the article "Decisive victory in building a moderately prosperous society in all respects and promoting the all-round revitalization of the countryside": "Without

agricultural and rural modernization, there would be no national modernization. Without rural revitalization, there would be no great rejuvenation of the Chinese nation [1]." It can be seen that villages are the important part of the country's modernization and great rejuvenation of the Chinese nation. It plays a key role in its development. At present, the rural population base is large. China has won an all-round victory in the battle to get rid of poverty and solved the problem of basic food, clothing and warmth. By comparison, the development between villages and towns and between villages and villages in various regions is still relatively unbalanced. From the table of per capita disposable income of relevant residents published in the database of the National Bureau of statistics, it is not difficult to find that there is a large gap in per capita disposable income between urban and rural residents. In 2019, the per capita disposable income of urban residents was 42359 yuan and that of rural residents was 16021 yuan, with a difference of 26338 yuan; In 2020, the per capita disposable income of urban residents was 43834 yuan and that of rural residents was 17131 yuan, with a difference of 26703 yuan. In the past two years, the gap between urban and rural residents' per capita disposable income has exceeded 25000 yuan. Although we are also trying to narrow this gap, this unbalanced and insufficient development situation is still severe, which puts forward new requirements for effectively promoting rural revitalization in the new era and new journey.

In the new era, we will strive to achieve the second Centennial goal and continue to move forward towards the grand goal of realizing the great rejuvenation of the Chinese nation. Common prosperity will be the main problem to be solved on the new journey. The common prosperity we talk about is not a uniform common prosperity, it is also a common prosperity that no one can be less and no nation can fall behind. Everyone should share the fruits of development, although this task is full of long-term, arduous and complex. However, we firmly believe that under the leadership of the Communist Party of China, we have ability and confidence to achieve common prosperity. However, looking at the current reality of rural development, in the past, we only needed to "Engage in Development" wholeheartedly. There is still a gap in solving the problem of quality development of rural revitalization. We still need to work hard and make great efforts. After paying attention to solving the problem of "yes or no", our development can not only meet the "Basic Development Needs". We should gradually turn to the problem of "good or bad" of development, ask for quality and practical results from Rural Revitalization and development, and pay more attention to rural social governance reform, rural people's livelihood guarantee, rural fairness and justice at the same time. This puts forward a new proposition for effectively to promote rural revitalization.

### **3. THE BASIC PATH OF EFFECTIVELY PROMOTING RURAL REVITALIZATION IN THE NEW ERA**

There are many methods to realization rural revitalization, we must adhere to the Communist Party's basic theory, basic line and basic strategy, based on the new development stage, implement the new development concept, build a new development pattern, promote high-quality development, and jointly promote the prosperity of the people, the prosperity of the country and the beauty of China[2].

#### ***2.1. Adhere to the Party's Leadership, Strive To Promote Rural Revitalization and Achieve Remarkable Results***

Over the past 100 years, the Communist Party of China has led the Chinese people in great struggle. After long-term practice, it has accumulated valuable experience in the "Ten Insistences", the first of which is to adhere to the party's leadership. History has proved time and again that the victory of the revolutionary cause and the great achievements attracting worldwide attention must be inseparable from the leadership of the party. Only the Communist Party of China can save China and develop China. In order to achieve results in the Rural Revitalization of the new era, we must continue to strengthen the Communist party's leadership,

rely on the rural party masses Service Center, and give full play to the fortress role of grass-roots party organizations. Pay attention to the party's basic theoretical line and strategy, the overall layout of "Five in one", the strategic layout of "Four Comprehensives", specific arrangements for the implementation of the "Three-step" strategy of Rural Revitalization and the specific implementation paths and plans for Rural Revitalization to all rural people, encourage everyone to participate in Rural Revitalization and promote local Rural Revitalization in a classified and orderly manner. At the same time, we should seize the "Key minority" of rural Party members and cadres, give full play to their vanguard and exemplary role, and encourage party members and cadres to return home. Under the unified leadership of the rural Party committee, the demonstration of Party members and cadres led the rural people to participate in rural revitalization, which aroused an upsurge of Rural Revitalization. In recent years, when thoroughly implementing the Rural Revitalization Strategy, many places adhere to the guidance of Party construction, give full play to the political and organizational advantages of grass-roots party organizations, and turn the vitality of Party construction into a driving force for development. For example, Baiyangping Town, Enshi City, Hubei province strengthens the guidance of Party building and enables Rural Revitalization; Pingfu village, Baihe Town, Hengzhou City, gathers the strength of Rural Revitalization under the guidance of Party construction; There are countless examples of Party building leading and Promoting Rural Revitalization in Zhouqu, Gansu Province. And we firmly believe that under the leadership of the Communist Party, China's Rural Revitalization will be achieved remarkable results one after another.

#### ***2.2. Adhere to the People First; Solidly Promote Rural Revitalization and Move towards Common Prosperity***

Solidly Promoting Rural Revitalization is an effective way for the Chinese people to move towards common prosperity under the leadership of the Communist Party of China. The Communist Party of China has always regarded to be seek happiness for the Chinese people and rejuvenation for the Chinese nation as its original mission [3]. The first generation of the Party's central collective leadership with Comrade Mao Zedong as the core "Takes the people as the center in everything", adheres to "Come from the masses and go to the masses", and practices that "Dying for the interests of the people is more important than Mount Tai... What you said is good for the people, and we will do as you do [4]." The second generation of the party's central collective leadership with Comrade Deng Xiaoping as the core "To improve people's life" leads the people to create the great cause of reform and

opening up. The third generation of the party's central collective leadership with Comrade Jiang Zemin as the core takes "always representing the fundamental interests of the overwhelming majority of the Chinese people" as the starting point and destination of all work, and the Party Central Committee with Comrade Hu Jintao as the general secretary adheres to "People-oriented" As the starting point and foothold of all work to promote people's all-round development. From the current ruling philosophy of the central collective leadership, only by adhering to the people's supremacy, thinking about the people's thoughts, being anxious about the people's anxieties, learning from the people, serving the people and taking root in the people, can we solve the Chinese problem and effectively promote the Rural Revitalization in the new era.

### ***2.3. Adhere to be Independent Innovation, Effectively Promote Rural Revitalization, and Gradually Blossom***

Innovation is the soul of the nation. If we want to effectively promote rural revitalization and blossom in a down-to-earth manner, we cannot do without independent innovation, theoretical innovation and pioneering innovation. Rural Revitalization adheres to giving priority to the development of agriculture and rural areas. In accordance with the general requirements of industrial prosperity, ecological livability, rural civilization, effective governance and rich life, because each village's development reality in China is different and its advantages and disadvantages are different, all localities should find a good entry point, clarify development ideas and widely mobilize the enthusiasm of local people in combination with local characteristics and personality. Make concerted efforts to participate in the whole process of Rural Revitalization and innovation and development. For example, Anji, Zhejiang Province, has made great efforts to build an ecological livable place, turning the local green water and green mountains into Jinshan and Yinshan, innovatively Rural Revitalization and rural tourism to promote local economic development, and achieved remarkable results; Due to the good production of yellow flowers, Yunzhou, Shanxi, has taken many measures to make up for its industrial shortcomings, concentrated its efforts and led the rural people to innovate the modes and ways of planting yellow flowers, solidly promote the industrial prosperity and development according to the requirements of industrialization and ecology, and help improve the living standards of the local people; Kaili, Guizhou, has deeply explored traditional culture, focused on Miao folk embroidery skills, integrated resources, created Miao embroidery brand, innovatively inherited Miao culture, won unanimous praise from the people, and so on. There are too many another examples of these innovations contributing to the promotion of rural

revitalization, and initial results have been achieved. In the future, on the new journey in the new era, we should continue to take innovation as the basic perspective and continue to effectively promote the implementation and flowering of Rural Revitalization.

### ***2.4. Adhere To the Chinese Road and Firmly Take the Road of Rural Revitalization with Chinese Characteristics***

Throughout China's modern history development, during the period of the new democratic revolution, the socialist revolution and construction, we searched hard. Finally, we found a road for the development of China, that is, only socialism can save China and only socialism can develop China. In the new period of reform, opening up and socialist modernization, China has learned from the historical experience of world socialism, emancipated the mind, sought truth from facts, successfully created socialism with Chinese characteristics, and adhered to the Chinese road to catch up with the times. Since the 18th CPC National Congress, socialism with Chinese characteristics has entered a new era, adhered to the Chinese road and created great achievements of socialism with Chinese characteristics in the new era. These historical experiences tell us that there is no doubt that we must adhere to the direction of socialism and firmly follow the road of socialism with Chinese characteristics. On the road of a new era, our rural revitalization must also be socialist rural revitalization and Socialist Rural Revitalization with Chinese characteristics. We should constantly enhance the "Four Consciousness", strengthen the "Four self-confidence", achieve the "Two maintenance", firmly grasp the road direction of rural revitalization, not be afraid of any risks or confused by any interference, never make subversive mistakes on fundamental issues, and firmly take the road of Rural Revitalization with Chinese characteristics.

## **4. CONCLUSION**

The task of effectively promoting rural revitalization in the new era still has a long way to go. On the basis of the important progress made in the early stage, by 2035, the goal of Rural Revitalization is to basically realize agricultural and rural modernization; by 2050, all-round Rural Revitalization will be realized with strong agriculture, beautiful countryside and rich farmers. This is an overall and historic task related to China's comprehensive construction of a socialist modern country. It requires us to continue to adhere to the leadership of the Communist Party, the people first, independent innovation and the Chinese road, so as to take the road of Rural Revitalization of socialism with Chinese characteristics.

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