

Research on the Index System of "Beautiful Economy" Construction from the Perspective of Common Prosperity

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ABSTRACT

The realization of common prosperity is inseparable from the support of "beautiful economy". The index system of "beautiful economy" construction is not only the practice of the concept of "beautiful China", but also the active response to rural revitalization, or the theoretical support for common prosperity. Constructing the index system of "beautiful economy" construction needs to adhere to the principles of scientific, operability and regionality. This study holds the view that the "beautiful economy" construction index system includes 7 primary indicators and 24 secondary indicators. Its including rural infrastructure, public services, living environment, housing construction, increasing income and getting rich, rural civilization and effective governance.

Keywords: *Beautiful economy, Index system, Common prosperity*

1. INTRODUCTION

Green water and clear mountains are "Jinshan and Yinshan". In recent years, many local villages have taken measures such as "global tourism" and "beautiful rural construction" to constantly explore the transformation mechanism from beautiful resources to beautiful economy. While these practices have achieved a lot of results, there are also some problems, such as inconsistent construction standards, repeated construction of infrastructure, strong homogenization of development model, and insufficient stamina for sustainable development. This mainly depends on the lack of a clear "beautiful economy" construction index system. In order to solve this problem, the study draws lessons from the beneficial experience of rural development, such as the Japanese village building movement, the Korean new countryside movement, the German village renewal plan, the Dutch agricultural land consolidation model, the Swiss rural construction model, the French rural reform, the construction of small rural towns in the United States, and the Canadian rural plan. On this basis, using the research perspective of "common prosperity", we try to construct a "beautiful economy" index system in line with China's practice.

2. SIGNIFICANCE OF CONSTRUCTING "BEAUTY ECONOMY" CONSTRUCTION INDEX SYSTEM

2.1 This is the practice of the "Beautiful China" concept

The concept of developing beautiful economy reveals the essential relationship between economic development and environmental protection. This concept has increasingly become the consensus of the public, leading China on the road to green development. The index system of "beautiful economy" construction is not only a summary of the current development model and development results, but also a scientific plan for sustainable development in the future.

2.2 This is an active response to rural revitalization

The "beautiful economy" is an innovative measure to transform and upgrade rural industries and lift villagers out of poverty. China has a large number of rural areas, a wide range of distribution, uneven level of development, and large differences in village development models. These characteristics bring challenges to the selection of development models for

rural revitalization. It is very important to promote the in-depth development of rural revitalization by constructing the index system of "beautiful economy" construction.

2.3 This is the theoretical support for common prosperity

The practical development of common prosperity needs the theoretical support of the index system of "beautiful economy". The building of common prosperity in all respects is a long-term dynamic process in which all people have equal opportunities to create wealth, share the results of wealth and enhance their ability to get rich. To promote the process of common prosperity, we must adhere to scientific and comprehensive measurement standards ^[1]. The index system of "beautiful economy" construction provides necessary theoretical support for the realization of this process.

3. PRINCIPLES FOR THE CONSTRUCTION OF "BEAUTIFUL ECONOMY" INDEX SYSTEM

3.1 Scientificity

The practical experience of developed countries shows that successful rural governance is inseparable from agricultural development, improvement of farmers' lives and protection of rural ecology. To develop a beautiful economy, local governments need the guidance of scientific knowledge and technology. Adhere to the scientific concept of development and focus on the people. We should seize the key resources of beautiful economic development, seize and make full use of the leading power in the development of beautiful resources, realize the industrialization, capitalization and financialization of beautiful resources through market mechanism, and transform green water and clear mountains into "Jinshan and Yinshan" ^[2].

3.2 Operability

Beautiful rural construction is related to rural development and the vital interests of villagers. Beautiful rural construction is the beginning of Rural Revitalization and the basis of rural economic development, and beautiful economy is the core idea of beautiful rural construction ^[3]. The construction of the index system should be operational. Its standard should not be too high or too low. The operable index system should focus on solving the problem of unbalanced and insufficient development, with the main idea of allowing all people to equitably obtain the opportunity to accumulate human capital and participate in co construction, and fairly share the development achievements ^[4].

3.3 Regional

The era that rural areas can survive only on agriculture has come to an end, and it is necessary to build a long-term mechanism after building a beautiful countryside ^[5]. The construction of the "beautiful economy" index system must be fully combined with regional characteristics. A region is a place for human activities engaged in production and life, and a complete geographical space with certain self-discipline and individuality in economic, social and natural aspects ^[6]. We should not only consider the local economic and social development level and natural resource conditions, but also pay attention to cultural diversity and people's acceptance of the development model.

4. INDEX SYSTEM FRAMEWORK OF "BEAUTY ECONOMY"

4.1 Strengthen infrastructure construction

Infrastructure is an important underpinning of the beautiful economy. We should focus on the coverage rate of safe drinking water, the hardening rate of roadway in concentrated living areas in villages, the rate of access to cable TV and 5G, and the rate of access to rural broadband as important indicators.

4.2 Improving public service capacity

We will include rural infrastructure construction and public service projects in relevant industry plans, give priority support to them, and upgrade them. We will boost the development of public service centers in rural communities, incorporate the development of public services into local plans for equal access to public services, and further improve public services such as medical care, education, social security, and lighting.

4.3 Improve the living environment of villages

In conjunction with the action plan for improving the rural living environment, measures have been taken to renovate housing, improve facilities, treat garbage, treat sewage and upgrade toilets. We will comprehensively improve the living environment of villagers and villages, assist in comprehensive improvement of the living environment of villagers and improve the appearance of villages.

4.4 Highlight the village architectural style

Retain the architectural style of the house, reflecting the rural style and regional characteristics. We will include the treatment and renovation of dilapidated rural houses in the scope of renovation in our respective regions, and make coordinated efforts to do so.

4.5 Increase villagers' income and get rich

On the one hand, we will promote the development of one product in one village and one industry in one county to increase collective economic income at the village level. On the other hand, the reasonable transfer of labor force to the "beautiful economy" development road. We will train leaders in starting businesses and getting rich, leaders in agricultural technology, agricultural brokers, and professional farmers, and encourage more villagers to start businesses and find jobs, thus increasing farmers' incomes.

4.6 Boost the construction of local culture

Guided by the core values, combined with the rural civilization quality improvement project, to create a simple and civilized good village style. We will promote excellent local culture, encourage and support villagers to carry out extensive folk cultural and sports activities in the use of traditional festivals, festivals with

distinctive folk characteristics, and cultures of ethnic minorities, so as to promote the inheritance of the culture in their hometowns and the integration of the culture in their new homes.

4.7 Promote innovation in village governance mechanisms

We will strengthen and make innovations in social governance, encourage eligible villagers to be elected as members and representatives of villagers' committees and village economic cooperatives, open up channels for participation, and guide villagers to take the initiative to participate in rural social governance. We will support areas where conditions permit to establish and improve the villager contact system. To promote mutual understanding and respect between villagers and local residents, and promote villagers' smooth integration into local social life by holding weddings and funerals, traditional cultural performances and folk activities. See Table 1.

Table 1. Index system of "Beautiful Economy"

Primary indicators	Secondary indicators(The following takes a village of 1,000 people as an example.)
1. Infrastructure	1) Drinking water safety coverage, $\geq 98\%$.
	2) The hardening rate of roadway in concentrated residential areas of the village, $\geq 90\%$.
	3) Cable TV occupancy rate, $\geq 90\%$.
	4) Rural broadband access rate is higher than the local average.
2. Public service	5) Integrated Service Centre, ≥ 1 .
	6) Clinic, ≥ 1 .
	7) Lighting coverage rate, $\geq 95\%$.
3. Living environment	8) Clean energy utilization, $\geq 90\%$.
	9) Public toilets, ≥ 1 .
	10) Household access to sanitary latrines, $\geq 90\%$.
4. Housing construction	11) Village greening rate, $\geq 95\%$.
	12) The architectural style of the house reflects the rural style and regional characteristics.
5. Income to become rich	13) The main roadway does not affect the village appearance of dilapidated houses.
	14) Village collective leading industry income accounted for more than 70% of industrial income.
	15) The collective income of the village exceeds the local average.
6. Local custom civilization	16) Villagers' per capita disposable income is higher than the local average.
	17) The proportion of low-income households is lower than the local average.
	18) Cultural and sports venues, ≥ 1 .
7. Effective governance	19) Village regulations, ≥ 1 .
	20) No major criminal crimes and public security cases.
	21) Sound grassroots organizations
	22) The satisfaction rate of open village affairs, $\geq 95\%$.
	23) Village organizations have fixed office space.
	24) Villagers' satisfaction with the construction of beautiful homeland, $\geq 95\%$.

5. CONCLUSION

The index system of "beautiful economy" construction helps to promote the realization of the goal of Rural Revitalization and common prosperity. The research results of this paper introduce 7 primary indicators and 24 secondary indicators of the index system in detail. Looking forward to the future, in order to achieve these technical indicators, we can use the multi center rural governance model. Give full play to the dominant position of villagers, mobilize the enthusiasm of rural governance subjects such as the government, agricultural associations, cities, colleges and universities, enterprises and financial institutions, and work together for rural modernization.

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