

# Study on the Practice Path of "Beautiful Economy" Project

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## ABSTRACT

The success or failure of the construction on "beautiful economy" depends on the effective support of relevant engineering projects. This study takes the construction of "beautiful economy" project in "SH County" in eastern China as the research object. This paper systematically analyses the problems existing in the construction of "beautiful economy" project, such as the lack of standardization of project establishment, the single project type and the disunity of villagers' cognition of project construction. In view of these problems, this study puts forward the countermeasures and suggestions of making good project development planning, improving project management level, ensuring project construction quality, and raising project funds from various sources.

**Keywords:** *Beautiful Economy, Project Construction, Practice Path*

## 1. INTRODUCTION

Climate change will have an impact on human agricultural production activities, economic development model and social operation mechanism. So far, the earth is 1.1 ° C warmer than it was at the end of the 19th century; the past decade (2011-2020) was the warmest on record<sup>[1]</sup>. Economic and social development should be integrated with the response to climate change. The development of beauty economy is not only conducive to the realization of people's yearning for a better life, but also conducive to the protection of our natural environment, and then achieve economic development and environmental protection benign operation and sustainable development<sup>[2]</sup>. So, how to build "beautiful economy"? Starting from the "beautiful economy" construction project in "SH County", this study analyzes the problems existing in the current "beautiful economy" project construction process and explores the feasible practices of the beautiful economy project construction. This can not only provide guidance for the healthy development of "beautiful economy", but also provide reference for the harmonious coexistence and sustainable development of human beings and nature.

## 2. RISK IDENTIFICATION: PROBLEMS EXISTING IN THE CONSTRUCTION OF "BEAUTIFUL ECONOMY" PROJECT

### 2.1 Project approval is not standardized

The project is an important content to achieve the goal of "beautiful economy". The "beautiful economy" construction projects in "SH County" have great changes compared with the early planning, and the project change rate reaches 7% of the total projects planned (2016-2020). The specific performance is to change the construction site of the project, change the construction content of the project, change the investment amount of the project, change the project period and so on. The change of the project easily leads to the insufficient preliminary work of the new project, which to some extent causes the dissatisfaction of the villagers, increases the project investment, delays the completion time of the project, and affects the normal operation of the supporting projects. In addition, the leading role of the market in the operation of the "beautiful economy" has not been fully brought into play, leading to the failure of investment in some hastily constructed projects.

## ***2.2 The project type is too single***

The construction of "beautiful economy" must be supported by industrial projects. The types of "beautiful economy" construction projects in "SH County" are mainly infrastructure, including road hardening, irrigation facilities and drinking water safety. This is true not only in villages with relatively weak infrastructure, but also in villages with relatively good infrastructure. Too single project types lead to repeated investment and waste of valuable project funds. Although infrastructure construction is an important part of "beautiful economy", the insufficient proportion of industrial projects will limit the sustainable development of "beautiful economy". The abundant natural resources such as forestry and water area in "SH County" have not been fully utilized, and the corresponding catering service, e-commerce platform, property leasing, homestay inn and ecological picking projects have not made necessary investment.

## ***2.3 Villagers' cognition of project construction is not uniform***

The construction of "beautiful economy" is inseparable from the core element of "people". Many villagers have been living locally and still hold the concept of "relying on mountains and relying on water" for rural ecology, believing that ecological resources are inexhaustible [3]. This kind of thought is derived from the simple understanding of the coexistence of agricultural society and natural environment. However, this will lead to the deviation of some villagers' understanding of the "beautiful economy" project construction, which may lead to excessive development and lack of long-term planning. In addition, due to the development of urbanization, some elderly people living in rural areas do not have a high level of education, and cannot correctly understand the importance of "beautiful economy" project construction. They are passive in project selection and do not participate in the construction of "beautiful economy".

## **3. COUNTERMEASURES AND SUGGESTIONS**

These surface problems existing in the construction process of "beautiful economy" project have common internal logic. This includes project planning and design, project management ability, project construction quality and project financial security.

### ***3.1 Make a good project development plan***

Scientific planning is the basis of sustainable development of "beautiful economy". It determines the standard of "beautiful economy" project construction and future development direction. First, the village-level

"beautiful economy" project construction planning should make preliminary preparations, which should not only adapt to the level of economic and social development of the county, but also consider the actual situation of the village, such as location characteristics, natural conditions, population scale and development characteristics. At the same time, it also fully consultation the opinions and suggestions of villagers. Secondly, the project composition should be based on the long-term, while making up the shortcomings of infrastructure construction in individual regions, further optimize the project structure. The construction of projects should focus on production development and vocational skills training for farmers in social undertakings, to promote "one village, one product" and "one family, one industrial" as much as possible. Third, the construction planning period of village-level "beautiful economy" projects should be 3-5 years. If the planning time cycle is too short (1-2 years), the project is prone to frequent change and lack of sustainability. If the planning time cycle is too long (8-10 years), it is easy to lead to the lack of pertinence of the project and the fluctuation of project investment. Fourth, "beautiful economy" project construction planning to have stability. Once a plan is made, it cannot be changed at will. If there are special circumstances, individual projects can also be adjusted, but the number of project changes should be strictly controlled.

### ***3.2 Improve the project management level***

Village-level management organizations may be limited by their cognitive level, management ability and financial status in the management of "beautiful economy" projects. The solution of these problems requires the professional knowledge of project construction management. Villages can entrust supervision companies to provide technical support. Villages can help standardize the implementation of project construction procedures through professional bidding and bidding online platforms. Strengthen management in the project legal person responsibility system, bidding system, construction supervision system and contract management system. After the completion of the project should be timely settlement review, organize the acceptance of the project. Project archives management implements "One project, one file". After the completion of these project management processes, the project handover should be completed in time to ensure the normal operation and daily maintenance of the project.

### ***3.3 Guarantee the quality of project construction***

Standardization is an effective way to improve rural reputation and enhance rural competitiveness, as well as an important guarantee to lead the healthy and scientific

development of beautiful villages [4]. The normal operation of "beautiful economy" project is inseparable from the quality assurance of the project. This requires both the active management of the project client (the village) and the supervision and management of the government and the third party. In the process of "beautiful economy" project management, the project supervision and management role of local government should be brought into play, and the "three conditions must be met" pattern of supervision units, township governments in charge and coordination, and villagers

in charge should be formed. What cannot be ignored is that farmers are the main body of beautiful rural construction. In the end, farmers should enjoy the construction dividend, so their subjective initiative and participation consciousness must be brought into play [5]. This needs to mobilize the enthusiasm of farmers, let them participate in the construction of "beautiful economy".

### 3.4 Multi-party project financing

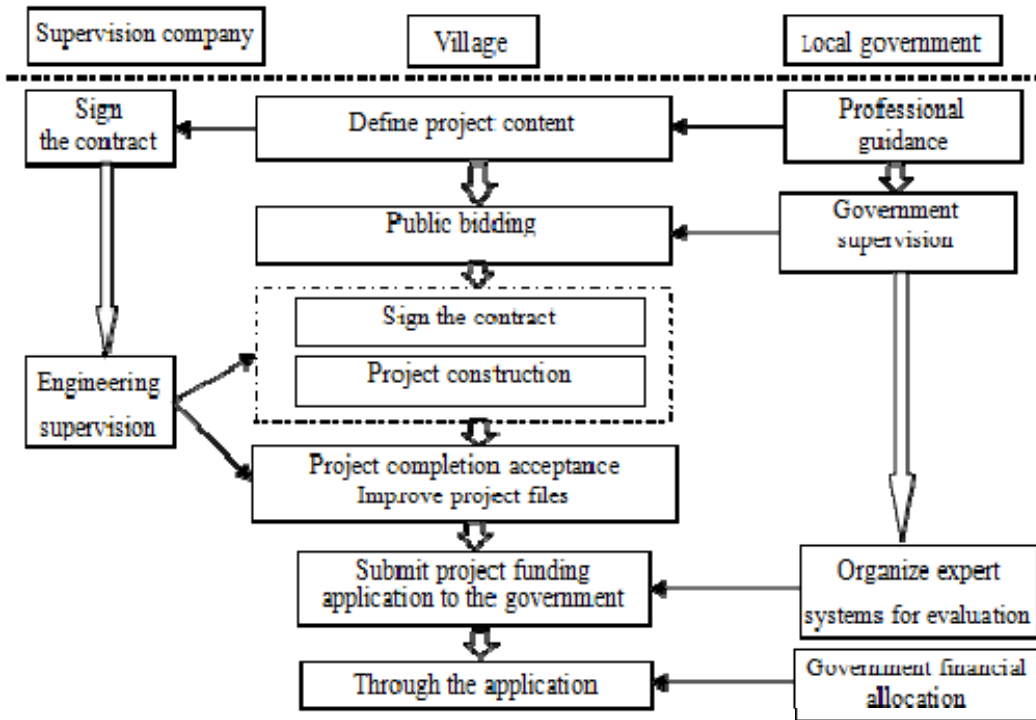


Figure 1 "Beautiful economy" project construction flow chart

In China, construction funds for "beautiful economy" projects mainly come from special government allocations, while self-raised funds and social capital account for a relatively small proportion. For the projects earmarked by the government, it is suggested to adopt the mode of "build first and financial subsidy later". First, the village will raise the project construction funds by itself, and apply for the project fund subsidy to the local government after the completion and acceptance of the project. Second, after receiving the application, the local government organizes a technical expert group to evaluate the project, and allocates a certain percentage of the funds to the village. The advantage of this approach is that it can effectively control the construction period, guarantee the quality of the project, and improve the satisfaction rate of the villagers. At the same time, we should actively explore new ways for private and enterprise funds to participate in the construction of a "beautiful economy". It should be noted that the participation of enterprises in the creation of "beautiful

economy" is not for public welfare. Rather, through industry-driven and integrated development, enterprises will become participants in rural reform, guides in increasing income and getting rich, and pioneers in the development and transformation of enterprises. Enterprises are encouraged to cooperate with village-level organizations to carry out village-enterprise cooperation in the form of project-driven, industry-driven, and donation-driven [6]. See Figure 1.

### 4. CONCLUSION

As an upgraded version of the new rural construction, the construction of "beautiful economy" has higher requirements and more comprehensive development goals, involving rural industrial development, village renovation, public service and infrastructure construction, ecological environmental protection, rural governance, traditional culture protection and inheritance, etc. [7]. The construction of "beautiful

economy" is a long-term process. In the short term, there are still some problems such as non-standard project approval and single project type. Looking into the future, under the common support of project planning and design, project management system, project construction quality and project fund guarantee, the construction of "beautiful economy" will better promote the harmonious coexistence between human and nature.

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