

## **The Scientific Construction and Contemporary Value of Xi Jinping's Theory of Rural Revitalization**

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**Abstract:** Rural revitalization is a theoretical system and strategic guidance aimed at achieving comprehensive rural development with strong agriculture, beautiful countryside and rich farmers, aiming to accelerate the modernization of agriculture and rural areas, narrow the development gap between urban and rural areas and realize the construction of a well-off society in an all-round way. Under the new historical conditions, Xi Jinping put forward and elaborated a series of theoretical views on rural revitalization, not only inheriting and developing the Marxist basic views on rural issues, but also inheriting and innovating from the traditional Chinese culture that attaches importance to agricultural development, and fully absorbing the essence of generations of Chinese communists on the agriculture, rural area, rural people. Xi Jinping's theory of rural revitalization has made a scientific theoretical explanation of the reasons for China's current implementation of the rural revitalization strategy, the importance of the " Three Rural Issues ", the solutions and ways, and has the characteristics and advantages of thorough people's, overall and specific combination, and unity of integrity and hierarchy. Xi Jinping's important speech on rural revitalization is the theoretical guidance and practical guidance for opening up a new state of Marxism in China, guiding China's rural construction and building a well-off society in an all-round way.

**Keywords:** Xi Jinping; Rural revitalization; Scientific construction; Contemporary value

Rural revitalization means that the countryside will gradually flourish and prosper through vigorous development. In a new era in which people are increasingly yearning for a better life, the rural revitalization we need is not simply a revitalization in one area or another, but a comprehensive revitalization that includes not only economic, social and cultural revitalization, but also innovation in the governance system and progress in ecological civilization. Therefore, rural revitalization is a comprehensive concept with rich connotation. Since the 18th CPC National Congress, General Secretary Xi Jinping has put forward a new strategy for the development of agriculture, rural areas and farmers in the new era with great foresight, and put forward a series of strategic, forward-looking and creative views and requirements on how to promote modern agriculture, increase farmers' income and deepen rural reform. The report of the 19th National Congress of the CPC attaches great importance to the work of " agriculture, rural areas and farmers" and emphasizes that the issue of agriculture, rural areas and farmers is a fundamental issue related to the national economy and people's livelihood, and it must always be the top priority of the whole Party's work to solve the issue of " agriculture, rural areas and farmers". It is suggested that priority should be given to agricultural and rural development and the strategy of rural revitalization should be implemented<sup>[1]</sup>. Vigorously promote the revitalization of the countryside and raise it to a strategic level and write it into the Party Constitution. This is a major strategic decision made by the Party Central Committee with a view to building a well-off society in an all-round way and building a modern socialist country. It has important theoretical and practical significance for speeding up the modernization of agriculture and rural areas, improving the sense of happiness of hundreds of millions of farmers, consolidating the Party's ruling foundation in the countryside and realizing the great rejuvenation of the Chinese nation.

### **1 The Historical Origin of Xi Jinping's Theory of Rural Revitalization**

From the perspective of theoretical origin and practical basis, the emergence of the theory of rural revitalization has a profound cultural background and a certain background of the times. Marxism's view of "agriculture, countryside and farmers" is the ideological basis of the theory of rural revitalization. The thought of emphasizing agriculture in Chinese traditional culture is the cultural source of the theory of rural revitalization, while a more systematic theory of rural revitalization has gradually been formed in the revolution and practice of the Chinese Communists.

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### **1.1 Marxist Classical Writers' View on " Agriculture, Countryside and Farmers"**

The founder of Marxism was limited by the historical conditions at that time. Although he didn't explicitly state the idea of rural revitalization, his classic works contained a series of scientific " agriculture, rural area, and farmers " views. In Marx's " Das Kapital" and its manuscripts, the issue of " agriculture, countryside and farmers" has always been his focus. First of all, it analyzes the ownership of agriculture and its position in the national economy from the perspective of history and economic development. He said: "Agricultural labor productivity exceeding the individual needs of workers is the foundation of all societies". He also pointed out that "agricultural labor is the natural basis and prerequisite for all other labor to exist independently"<sup>[2]</sup>. Agriculture emphasizes that agriculture is the foundation from both the vertical angle of economic development and the horizontal angle of the composition of the national economy. In today's society, agriculture must always be given priority. Secondly, Marx revealed the essential characteristics of agriculture in any society from his unique perspective: sustainable regeneration. He pointed out: "The economic process of production, regardless of its particular social nature, is always intertwined with a natural reproduction process in this sector (agriculture)." <sup>[3]</sup>. Nature plays an important role in the process of agricultural production. While developing agriculture, attention should be paid to the protection of nature. The current concept of ecological agriculture can draw nutrition from here. Once again, Marx pointed out that only when farmers are free to control all their own labor and working conditions can they fully develop, show all their strength and obtain appropriate typical forms<sup>[4]</sup>. The great success of China's rural reform, the most important thing is to liberate farmers and fully mobilize their enthusiasm for production. It can be said that Marx created the beginning of the theory and practice of the research on "Three Rural Issues".

### **1.2 The Thought of Attaching Importance to Agriculture in Chinese Traditional Culture**

Ancient China is famous for its agricultural civilization in the world. Chinese traditional culture contains a large number of agricultural ideas, which are also an important source of Xi Jinping's rural revitalization theory and have important guiding significance for solving the current agricultural and rural problems. First of all, it is revealed that agriculture has the characteristic of slow returns in the national economy." Qi Min Yao Shu Huo Zhi No. 63" quotes the proverb " To seek wealth from poverty, agriculture is inferior to industry, industry is inferior to commerce, embroidery is inferior to market gate"<sup>[5]</sup>, " This is the end of the industry, and the poor have the same capital." Although traditional agricultural society places heavy emphasis on agriculture and suppressing commerce, it cannot change the characteristic of slow agricultural income. Due to the slow income from agriculture, many people in modern society are reluctant to engage in agricultural production activities, which requires the state to increase the intensity of agricultural transformation and development and change people's thinking patterns. Secondly, it emphasizes the importance of farmers in agricultural production." Lu Shi's Spring and Autumn Review Time": "Husband and crop are the people, the place where they were born and the day where they were raised" <sup>[6]</sup>. This passage clarifies that the three main elements of agricultural production are heaven, earth and man, and ranks the human factor as the primary position. The emphasis on timing, location, people and ideas has laid a theoretical foundation for the fine tradition of intensive farming and has had a tremendous impact and effect on the development of agricultural production. Finally, it is emphasized that agricultural development needs to foster strengths and circumvent weaknesses and give full play to advantages." Water is in thousands of stone fish and mountains are in thousands of chapters" in Biography of Huo Zhi in Historical Records. An Yi Qian shuzao; Yan Qin Qian Shu Li; Shu, Han and Jiangling thousands of orange trees; Huaibei and Changshan are already in the south, with thousands of trees between the river and the economy. Chen and Xia thousand mu of paint; Qi and Lu Qian mu of Sang Ma; Weichuan thousands of mu of bamboo <sup>[7]</sup> ...is a vivid portrayal of the Han Dynasty when people developed various agricultural production according to local conditions, and made full use of their strengths and weaknesses to give full play to regional advantages. It has laid the ideological foundation for the development of characteristic industries in the current rural revitalization strategy.

### **1.3 The CPC's Theoretical Exploration and Practice on Agricultural and Rural Issues Before the 18th CPC National Congress**

The CPC's thought of rural revitalization is mainly reflected in the direction of the reform of the rural basic system. The party's first generation of central leadership, with Mao Zedong at its core, pioneered the communist party of China's "Three rural issues" in the process of the new democratic revolution and socialist

construction. Mao Zedong deeply realized that land system reform must be carried out if rural areas want to develop. He pointed out: "The whole Party must understand that the complete reform of land system is a fundamental task of the Chinese revolution at this stage. If we can solve the land problem thoroughly and universally, we will have the most basic conditions to defeat all enemies" [8]. The agrarian revolution has greatly increased the enthusiasm of farmers for production and laid a solid foundation for the realization of farmers' prosperity. Mao Zedong began to carry out a cooperative movement in rural areas, transforming rural areas and farmers from the political, economic, ideological and moral levels. With Deng Xiaoping and Jiang Zemin at the core, the party's second and third generations of central leadership have enriched and developed the theory of rural revitalization. In 1985, Deng Xiaoping clearly pointed out: "The reform starts from the countryside. The content of the rural reform in general is to carry out the responsibility system, abandon the method of eating rice from a big pot and mobilize the enthusiasm of farmers. As a deepening and development of Deng Xiaoping's theory on agriculture, countryside and farmers, Jiang Zemin has repeatedly stressed that " agriculture is always a strategic industry and grain is always a strategic material, which must be tightly grasped and cannot be relaxed at any time" [9]. Into the 21st century, the CPC central Committee with Hu Jintao as general secretary put forward the theory of " scientific outlook on development ", which can provide the basic requirements for the current rural revitalization strategy. It also points out that the reason for implementing the comprehensive rural revitalization strategy is to achieve overall consideration. The 17th National Congress of the CPC clearly proposed to continue to deepen the comprehensive rural reform and promote the innovation and development of various rural systems and mechanisms. In a word, the various systems of rural reform proposed by the Communist Party of China before the 18th CPC National Congress are of great significance to the sustainable development of the rural economy and have laid a good foundation and conditions for the new CPC Central Committee leadership with Comrade Xi Jinping as its core to put forward and implement the theory of rural revitalization.

## **2 The Scientific Connotation of Xi Jinping's Theory of Rural Revitalization**

Rural revitalization is a systematic construction theory, which breaks through the short-sighted development concept of emphasizing urban development unilaterally and allowing agriculture to feed industry in the early industrial civilization era, and pursues a development model of coordinated urban-rural development and social assistance. Since the 18th CPC National Congress, General Secretary Xi Jinping has conducted many investigations in rural areas and delivered important speeches on rural revitalization at many important conferences, events and occasions, giving a scientific theoretical explanation of the importance of the current rural revitalization problem in China and the ways and means to solve the " Three Rural Issues", thus forming a systematic thought of rural revitalization.

### **2.1 Emphasis on the strategic positioning of rural revitalization - the essential requirements of socialism and the necessary conditions for building a well-off society in an all-round way**

The problem of agricultural and rural farmers is a fundamental problem related to the national economy and people's livelihood. Without the modernization of agriculture and rural areas, there will be no modernization of the country. It is not only the essential requirement of socialism, but also the important mission and embodiment of the Communist Party of China to govern for the people to revitalize the countryside, lead the people of the whole country to gradually realize common prosperity and make the people live a happy and healthy life. Since the 18th CPC National Congress, under the strong leadership of the CPC Central Committee with Comrade Xi Jinping at the core, we have insisted on solving the " Three Rural Issues" as the top priority of the Party's work, continuously increased the policy of strengthening agriculture and benefiting farmers and rich peasants, made solid progress in agricultural modernization and new rural construction, comprehensively deepened rural reform, and achieved historic achievements in agricultural and rural development, providing important support for the Party and the state to open up a new situation in an all-round way. As early as 2005, Xi Jinping pointed out that the government attaches importance to "agriculture, rural areas and farmers" for the people, which is a political consciousness that must be firmly established to fundamentally solve the "agriculture, rural areas and farmers" problem. Establishing the Party to serve the public and ruling for the people is the central embodiment of the Party's purpose. The majority of the population of farmers is the basic national condition of our country. The worker-peasant alliance is the political foundation of the Party's ruling. Agriculture is a strategic industry that is safe and stable to people, and the "Three Rural Issues" has always been closely related to the cause of our

Party and our country<sup>[10]</sup>. This reflects the importance the Party and state leaders attach to the "Three Rural Issues". On February 16, 2012, Xi Jinping pointed out at a high-level seminar on agriculture between China and the United States that agriculture is the basic industry on which human society depends for its survival and development. Food security, energy security and financial security are also called the world's three major economic security. He stressed that China has always attached great importance to national food security and made it a top priority for Anbang to develop agriculture, benefit rural areas and rich farmers and stably solve the food problem of 1.3 billion people<sup>[11]</sup>. In December 2013, at the Central Rural Work Conference, General Secretary Xi Jinping proposed that China is stronger and agriculture must be stronger. China wants beauty, and the countryside must be beautiful. If China wants to be rich, farmers must be rich. The "Three Must" pointed out that the "Three Rural Issues" are the fundamental issues related to the development of socialism with Chinese characteristics and the overall grasp of the basic status of the "Three Rural Issues" work<sup>[12]</sup>. In July 2015, General Secretary Xi Jinping pointed out during his research in Jilin that agriculture should not be ignored, farmers should not be forgotten, and the countryside should not be indifferent. The "Three Can't" examines the development law of "Agriculture, Countryside and Farmers" from the historical dimension, and clarifies the party's mission of safeguarding farmers' material interests economically and respecting farmers' democratic rights politically<sup>[13]</sup>. In April 2016, General Secretary Xi Jinping stressed at the seminar on rural reform held in Xiaogang Village, Fengyang County, Anhui Province that we should unswervingly deepen rural reform, accelerate rural development and maintain rural harmony and stability. The "Three Firmness" has clearly defined the focus of the work of "Agriculture, Countryside and Farmers" from a global perspective, and is a sound drum and heavy hammer for speeding up rural reform.<sup>[14]</sup> "Three Must", "Three Can't" and "Three Firmness" systematically outline the basic principles of "Three Agriculture" work in the new era. To solve the problems of agriculture, countryside and farmers, we must insist on giving priority to the development of agriculture and rural areas, but also push forward with a broad vision of China's economic and social development, promote agriculture with industry, jump out of agriculture, and take villages with cities and jump out of rural areas.

In recent years, China's grain production capacity has stepped up to a new level, new steps have been taken in structural reform on the agricultural supply side, farmers' income has continued to grow, and the livelihood of the rural people has improved in an all-round way. However, at present, the problem of unbalanced and inadequate development in China is most prominent in rural areas. The implementation of the strategy of rural revitalization is an inevitable requirement to solve the contradiction between the people's growing need for a better life and the unbalanced and insufficient development, to achieve the goal of "two hundred years" and to realize the common prosperity of all the people.

## **2.2 outlined a comprehensive pattern of rural revitalization - the party's leadership is the core, and the government and the masses are the key to co - governance**

General Secretary Xi Jinping clearly recognized that the realization of the comprehensive rural revitalization strategy is not only the bounden responsibility of Party committees and governments at all levels, but also the responsibility of the whole society. To realize the village, the whole society must form a joint force and stimulate the endogenous power. The core of rural revitalization is the party's leadership. Xi Jinping stressed that the party is the core force leading the work of "agriculture, rural areas and farmers", emphasized the "top priority" position of the work of "agriculture, rural areas and farmers" in the work of the whole party, and emphasized the leading core role of rural grass-roots party organizations. In December 2012, when Xi Jinping visited Fuping County, Hebei Province, to visit and visit the needy people to investigate poverty alleviation and development, he pointed out that the key to rural development and farmers' prosperity lies in the branch. He pointed out that eliminating poverty, improving people's livelihood and achieving common prosperity are the essential requirements of socialism. If we want to implement the party's policy exactly and twist everyone into a rope, we must try our best to make the villagers live a good life as soon as possible.<sup>[15]</sup> As early as when he was deputy secretary of Fujian Provincial Party Committee, he stressed that a great march of millions of farmers under the leadership of a party to the new century should be formed. At the same time, it was pointed out that leaders at all levels went deep into the countryside to carry out investigation and research, guide their work, personally solve major problems in building a well-off society, and form a good atmosphere for leaders to go to the countryside to enter villages and really grasp implementation. And the countryside should be in accordance with the requirements of the well-off goal, and the mass activities of striving for a well-off village and well-off households based on households and village units will really become a powerful historical driving force for promoting the well-off construction.<sup>[16]</sup>

Strengthen the construction of the "Three Rural" work force. Attaches great importance to the training, equipping and use of agricultural and rural cadres, and cultivates a "Three Rural" team that understands agriculture, loves rural areas and farmers. Strengthen the party's "Three Rural" policy propaganda and professional knowledge training to improve the ability to guide and serve "Three Rural Issues". Leading cadres at all levels should go deep into the countryside, care about agriculture and care for farmers, and county and township party committees and governments should focus on the work of "agriculture, countryside and farmers". Optimize the structure of rural grassroots cadres, strengthen and improve the work of college-graduate village officials, do a good job in selecting "the first secretary" and strengthen the recruitment of township civil servants and leading cadres from excellent village cadres. The "Three Rural" work team should have deep feelings for the agricultural and rural farmers and inherit the values and fine traditions of the "Three Rural" work<sup>[17]</sup>.

### **2.3 pointed out the overall requirements of rural revitalization - industrial prosperity, ecological livability, rural civilization, effective governance and rich life**

The central government document no 1 of 2018 sets out the overall requirements and ultimate goals of rural construction. The general requirements can be summed up as follows: "The industry is prosperous, the ecology is livable, the countryside is civilized, the governance is effective, and the life is rich" <sup>[18]</sup> these twenty words. The ultimate goal is to realize the general layout of strong agriculture, rich farmers and beautiful countryside. These requirements seem simple, but the real realization requires joint efforts from all walks of life.

The core and key of rural revitalization is industrial revitalization. Industry prospers, economy prospers. If there is no industrial support, or if the industry languishes, the rural revitalization will become a castle in the air. To speed up the revitalization of rural industries, it is necessary to stick to the red line of cultivated land, vigorously develop modern and efficient agriculture, accelerate the transformation of agricultural production methods, optimize the structure, quality and efficiency of agricultural supply, fully tap and expand the multi-dimensional functions of agriculture, and focus on the development of deep processing of agricultural products and new rural service industries. Secondly, optimize the living environment. According to the requirements of ecological livability, it is an important prerequisite for rural revitalization to improve the living environment in an all-round way and build a beautiful livable Xinxiang village with complete functions, complete service facilities. Thirdly, promote rural civilization. Revitalizing and prospering rural culture and promoting rural civilization are the important foundations of rural revitalization. If the rural culture declines and uncivilized chaos breeds, even if the industry is vigorous for a while, it will be difficult to achieve sustained prosperity. In order to revitalize the countryside in an all-round way, we should also strengthen the construction of village customs and village morals, advocate a scientific, civilized and healthy way of life, inherit and carry forward the excellent rural traditional culture, improve the rural public cultural service system, promote the organic combination of farming civilization and modern civilization, and realize the revitalization of rural culture. After that, strengthen rural governance. The modernization of rural governance is an important part of the modernization of national governance system and governance capability. Under the new situation, strengthening the basic work of the rural grassroots, further improving the mechanisms of democratic election, democratic decision - making, democratic management and democratic supervision at the village level, giving full play to the educational, guiding, restraining and punishing functions of village rules and regulations, speeding up the legalization of rural governance, protecting farmers' rights and interests according to law, and establishing a new rural governance system that is more just, effective and pluralistic will be an important guarantee for the revitalization of the countryside. Finally, improve farmers' lives. Living well is an important symbol of rural revitalization. The implementation of the rural revitalization strategy is to continuously improve farmers' income and consumption level, further improve farmers' well - being, greatly improve their quality of life and enrich their sense of acquisition, happiness and security through the rural economic revitalization and the policy of strengthening agriculture and benefiting farmers and rich peasants. The core of living well is to increase farmers' income. From the perspective of rural revitalization and sustainable development, the source of farmers' income increase should come from agriculture and rural areas, not from urban industrial support outside of agriculture and rural areas. Therefore, on the basis of further reducing the number of farmers in the future, we should gradually establish a sustainable long-term mechanism for increasing farmers' income through the revitalization of rural industries and the activation of resources.

#### **2.4 established an important measure of rural revitalization - political construction, economic construction, cultural construction, ecological construction and social construction**

"The implementation of the rural revitalization strategy is a big article, which should be planned as a whole and promoted scientifically. General Secretary Xi Jinping put forward " Five Revitalization" on how to implement the strategy of rural revitalization when he participated in the Shandong delegation's deliberations, pointing out that it should be systematically promoted from five aspects: industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization and organizational revitalization<sup>[19]</sup> .After the theoretical blueprint for rural revitalization has been formed, how to turn these blueprints into real reality requires specific measures, and these measures require the joint efforts of all parties, that is, " Five in One", to form a system of political, economic, cultural, ecological and social aspects and to work together.

First, political construction. The elimination of urban-rural barriers has accelerated the process of urban-rural integration, and previously closed villages have gradually opened up. The influx of capital, personnel and elements outside the village changed the social structure of the traditional village, promoted the transformation of the village society into a modern society, and put forward new requirements for the political construction and governance of the village. The political construction in the process of rural revitalization should not only adhere to the unified leadership of the party, but also play the central role of the party in leading the development at the grass-roots level. On the basis of villagers' autonomy, we should respect the status and role of self-government organizations, cultivate and strengthen self-government organizations, give full play to the advantages of self-government organizations in community construction and self-discipline of members of self-government organizations, correctly handle the relationship between grass-roots party and government organizations, non-governmental organizations and rural self-government organizations in rural governance, and do our duty, duty, mutual supervision and mutual development, so as to lay a foundation for the stability and sustainable development of rural society.

Second, economic construction. Promoting the economic development of rural areas in an all-round way is not only the need of rural revitalization, but also the foundation of rural revitalization. The purpose of economic construction is, first, to meet the demand for agricultural products from the rising living standards of the people, and second, to meet the demand for the rising income of agricultural producers. Economic construction should be guided by structural reform on the agricultural supply side, based on market economy and relying on institutional innovation, organizational innovation and technological innovation. Deepen the reform of the rural land property right system and the agricultural management system, and use the e-commerce platform to integrate the powerful functions of online and offline production, circulation and sales to promote the integration and development of the first, second and third industries. Vigorously implement the innovation of agricultural production organization, form a new production organization mode of "agriculture + internet", promote agricultural specialization and large-scale development, and promote the innovation and development of pastoral complex and shared farm where the three industries are integrated. Make full use of new technologies such as molecular biotechnology and the Internet of Things to transform traditional agricultural production methods, improve agricultural productivity and competitiveness, and build modern agriculture, modern processing industry and modern service industry.

Third, cultural construction. Five thousand years of civilized development have created a bright Chinese culture, which is not only the source of the Chinese nation's prosperity, but also an important support for the Chinese nation's rejuvenation through disaster. The countryside is an important carrier of the origin and inheritance of Chinese culture, with numerous cultural and natural heritages. Strengthening cultural construction is to use the function of culture itself to serve the stable and sustainable development of rural economy and society and the great rejuvenation of the Chinese nation on the basis of fully inheriting and developing Chinese culture. It includes strengthening the protection of cultural and natural heritage and resolutely putting an end to excessive commercial exploitation. Strengthen the repair and protection of historic and cultural villages, natural and scenic villages and former residences of celebrities, prevent them from being damaged in the process of industrialization and urbanization, and give full play to their carrier role in cultural heritage. Strengthen the construction of various cultural infrastructure to provide rich and colorful cultural services for rural residents; Actively carry out various cultural activities, promote and publicize Chinese culture, play the positive role of Chinese culture to serve economic and social development, train the masses to carry forward Chinese culture consciously, and build up cultural self - confidence; Using the function of positive energy in folk culture, we will strengthen the construction of cultural ties connecting urban and rural areas and serve the autonomy and stable development of rural society.

Fourth, social construction. Social construction is the foundation of rural development, which includes

various systems and development dividends, infrastructure construction and public service capacity building for the benefit of rural residents. Affected by the dual structure of urban and rural areas, both in terms of institutional and development dividend sharing, infrastructure construction and public service capacity building, rural areas are seriously lagging behind cities. Therefore, the focus of well-being construction is to break down the barriers to the formation of dual urban-rural structure and the development dividend, and to establish an institutional mechanism for the integrated development of urban and rural areas so that rural residents can enjoy the same development dividend. The second is to focus on the construction of urban and rural infrastructure, medical and health care, education, pension and other hardware facilities. According to the specific conditions of economic, social and population development, various facilities will be scientifically and evenly distributed, and a half-hour public service circle will be built between villages and towns to achieve full coverage of villages in public services and narrow the gap between urban and rural areas in public services. The third is to improve the capacity-building of public services, train qualified doctors, teachers, nursing staff for the elderly and rehabilitation teachers according to the needs of development, provide high-quality public services for residents living in rural areas, and finally realize the equalization of public services between urban and rural areas.

Fifth, ecological construction. More than 90 % of China's territory is in the countryside. Building a good rural ecological environment is not only crucial to the ecological construction of urban and rural areas and even the whole country, but also has an important impact on satisfying the pursuit and aspiration of urban and rural residents for a better ecological environment. Therefore, rural ecological construction is the key to the construction of beautiful countryside and beautiful China. To strengthen ecological construction, the first is to continue the transformation and upgrading of the living environment and facilities of rural residents so as to reduce the pollution and damage to the environment caused by residents' lives while making their lives more convenient, environmentally friendly and quality. The second is to continuously improve the level of green agricultural production, gradually reduce the pollution and damage to the ecological environment caused by agricultural production, replace chemical fertilizers and chemical pesticides with biological fertilizers and biological pesticides, use films with a higher degree of degradation, minimize the pollution of chemical organic substances to soil and rivers, and provide safe and high-quality agricultural products for consumers. The third is to strengthen the construction of clean facilities for industrial production and gradually reduce the pollution of various pollutants to the atmosphere and rivers. Fourth, increase investment in the treatment of polluted rivers, lakes and soil, and gradually reduce the degree of pollution. The fifth is to strengthen the ecological function construction of ecological protection areas and water conservation areas, and to maximize their ecological function of beautifying the countryside, "seeing green hills, looking green water and staying homesick".

### **3 The Contemporary Value of Xi Jinping's Theory of Rural Revitalization**

Xi Jinping's theory of rural revitalization is an organic combination of Marxist scientific theory with the conditions of the times and development requirements. It provides new ideas and path choices for clarifying what kind of development contemporary China achieves, for whom it develops and how it develops. Grasping the value connotation of the thought of rural revitalization can be examined from the following three dimensions:

#### **3.1 The theory of rural revitalization has opened up a new realm of Marxism in China**

Marxist theory of "agriculture, countryside and farmers" is a broad and profound theoretical system and occupies a very important position in the world's agricultural thought. It profoundly reveals the importance of agricultural production in a country and points out that farmers are the most important aspect in agricultural construction. It is under the guidance of adhering to Marxist agricultural construction thought that the Communist Party of China has led the broad masses of the Chinese people to achieve remarkable achievements in the cause of rural revitalization. During the practice of guiding China's rural construction with Marxist rural construction thought, the Communist Party of China has continuously promoted the Chinese development of Marxist anti-rural construction thought. After the founding of the People's Republic of China, through the reform of the land system, farmers have land to plow and grain to harvest, changing the form of land ownership in feudal society, allowing farmers to have freedom and increasing grain production. On the basis of a correct understanding of the rural issues in socialist countries, the CPC Central Committee's collective leadership represented by Mao Zedong realized the sinicization of Marxism's "Three Rural"

thought in the light of China's basic national conditions at that time. Since the reform and opening up, the CPC Central Committee, represented by Deng Xiaoping, has further strengthened the reform of the basic system in rural areas on the basis of adhering to the Marxist rural construction thought, started to implement the household contract responsibility system, and mobilized farmers' production enthusiasm to the maximum extent, which is the most solid foundation for the current rural revitalization strategy. The CPC Central Committee, represented by Jiang Zemin, fully recognized the new contradictions and problems encountered in the process of agriculture and rural development in the light of China's actual situation and the needs of the development situation at that time. At the 14th Party Congress, Jiang Zemin clearly pointed out that "the reform of the rural economic system and management mechanism should be deepened"<sup>[20]</sup>. At the end of 2001, the central government specially issued the Notice on Doing a Good Job in the Transfer of Farmers' Contracted Land Use Rights, which clearly stipulates the transfer of land. Later, the Standing Committee of the National People's Congress promulgated the Rural Land Contract Law, which provided legal protection for farmers' land use rights. The CPC Central Committee's collective leadership represented by Hu Jintao insisted on people-oriented and scientific development, further expanded its support for rural construction, cancelled the agricultural tax that had existed in China for more than 2,000 years in 2006, and the farmers' income expanded again. Up to now, the CPC Central Committee, represented by Xi Jinping, has emphasized that rural revitalization is the essential requirement of socialism and the inevitable requirement of building a well-off society in an all-round way. It has planned a comprehensive pattern of coordinated promotion of rural revitalization by the Party, government and society, put forward the general requirement of "Thriving industry, livable ecology, civilized countryside, effective governance and rich life", and proposed to realize rural revitalization from five main aspects of political construction, economic construction, cultural construction, social construction and ecological construction. It has provided a scientific, systematic and correct theoretical explanation for the current solution of China's rural problems and further innovated and developed Marxist agricultural construction<sup>[21]</sup>.

### **3.2 The theory of rural revitalization points out the direction for China to promote the construction of a well-off society in an all-round way**

The problem of agricultural and rural farmers is a fundamental problem related to the national economy and people's livelihood. Without the modernization of agriculture and rural areas, there will be no modernization of the country. Since New China was born on the basis of a semi-colonial and semi-feudal society, after the founding of the People's Republic, it has basically focused its economic development on industrial construction, which has resulted in an extremely unbalanced economic development in today's society, although we have achieved a well-off society as a whole. At present, the problem of unbalanced and insufficient development in China is most prominent in the countryside, which is mainly manifested in the coexistence of stage oversupply and insufficient supply of agricultural products and the urgent need to improve the quality of agricultural supply. Farmers' ability to adapt to the development of productive forces and market competition is insufficient, and the construction of new professional farmers needs to be strengthened urgently. There are many outstanding debts in rural infrastructure and people's livelihood, rural environmental and ecological problems are more prominent, and the overall level of rural development needs to be improved. The national system of supporting agriculture is relatively weak, the task of rural financial reform is heavy, and the rational flow mechanism of elements between urban and rural areas needs to be improved. There are weak links in the rural grass-roots party building, and the rural governance system and governance capacity need to be strengthened. These undesirable phenomena have seriously hindered China's goal of building a well-off society in an all-round way. At this critical moment in history, the theory of rural revitalization put forward by General Secretary Xi Jinping is of great guiding significance to the goal of building a well-off society in an all-round way.

### **3.3 The theory of rural revitalization provides a new model for the world's rural construction**

On the one hand, General Secretary Xi Jinping's theory of rural revitalization is the theoretical sublimation and experience summary of the Chinese people's practice of rural construction based on China's national conditions under the leadership of the Communist Party of China. It is scientific, advanced and innovative, and is the action guide and theoretical program that China's rural construction must adhere to and carry forward in the new era. In the future work of poverty alleviation and development, only under the guidance of General Secretary Xi Jinping's thought of rural revitalization, can China truly realize the dream



of the great rejuvenation of the Chinese nation, the cause of socialism with Chinese characteristics and the great cause of building a well-off society in an all-round way. On the other hand, General Secretary Xi Jinping's thought of rural revitalization will vigorously promote the development of rural construction all over the world. China's rural construction is an important part of the world's economic development. Therefore, General Secretary Xi Jinping's rural revitalization thought is actually making great contributions to the world's economic development while guiding China's rural construction. China has always been a peacemaker and benevolent person in international affairs, so while eliminating poverty in China's rural areas in combination with national conditions, it also helps other developing countries, especially the least developed countries, to become self-reliant and rich in rural areas. In the process of cooperation and common development with developing countries, General Secretary Xi Jinping's rural revitalization theory and China's rural revitalization program will also provide effective experience and theoretical reference for the practice of rural construction in other developing countries all over the world, thus vigorously promoting the development of the global economy.

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