

Research on the path of high-quality development of rural industry in the new era

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Abstract

In the context of comprehensively promoting rural revitalization, the development of new quality productivity plays an important role in the development of rural industries. Based on the history of the development of rural industries in contemporary China and the problems encountered in the development of rural industries, this paper explores the development of rural industries from the new quality productivity, analyzes the possible impact of the new quality productivity on the high-quality development of rural industries, and finally draws the realization path of the new quality productivity to promote the development of rural industries, so as to provide certain policy reference for the cause of rural revitalization in China.

Keywords

Rural industries, quality development, new quality productivity, rural economy, digitalization.

1. Introduction

Over the past 40 years of reform and opening up, China's economic output has increased year by year, but the quality of the economy has not improved simultaneously, which is why General Secretary Xi Jinping has put forward the concept of "new quality productivity". The new quality productivity is the productivity that plays a leading role in innovation, gets rid of the traditional economic growth mode and productivity development path, and has the characteristics of high technology, high efficiency and high quality, which meets the requirements of high-quality development, and can utilize digital technology to form a benign interaction with the traditional factors of production, and promote the upgrading of industry development. Realizing common prosperity is the essential requirement and goal of socialism, but the problem of unbalanced urban and rural economic development, especially the wide gap between urban and rural development, has become a bottleneck that restricts common prosperity. According to statistics, in 2023, the income gap between urban and rural areas is still more than twice the difference, and the root cause of the rural economy lagging behind the development of urban areas is the lagging development of rural industries. How to promote the high-quality development of rural industry has become a topic of common concern for academics and government departments, and the promotion of new quality productivity may be able to effectively change this status quo. To this end, we try to explore from multiple perspectives such as the history of rural industry development in contemporary China, the current situation of rural industry development in China, and the latest research on new quality productivity, etc. We expect to gain experience from this, and provide advice and suggestions for the high-quality development of rural industry in China.

2. History of rural industrial development in contemporary China

Stage I: Awakening in the early years of reform and opening up (1978-1980s)

In the tide of reform and opening up, China's rural industry has ushered in a historic transformation. The implementation of the household contract responsibility system has decentralized the right to use land to farmers, which has greatly stimulated the enthusiasm and creativity of farmers, and has promoted the recovery of agricultural productivity and the improvement of agricultural output; the rise of township and village enterprises has injected new vitality into the industrialization of the countryside, which not only promotes the development of the rural industry, but also increases the income of farmers. The rise of township enterprises has injected new vigor into rural industrialization, which not only promotes the development of rural industries but also increases the income of farmers. The development of rural industry in this period shows China's initial attempt to transition from a planned economy to a market economy, and lays a solid foundation for the subsequent realization of agricultural modernization and opens up a new road for the prosperity of rural economy.

Stage II: Agricultural industrialization and structural adjustment (1990s-early 21st century)

With the gradual improvement of the market economic system, China's rural industry has entered a new stage of development centred on industrialization and structural adjustment. The government actively promotes the process of agricultural industrialization through policy guidance and market mechanisms, optimizes the structure of agricultural production, and encourages farmers to develop a variety of business modes, such as specialty planting, breeding and agricultural product processing industries. At the same time, the market-oriented reform of agricultural products has been further deepened, and the circulation system of agricultural products has been gradually improved, so that the comprehensive production capacity of China's agriculture has been significantly improved, and the added value and market competitiveness of agricultural products have also been significantly enhanced.

This stage of development not only reflects China's adaptation to the requirements of the market economy, but also highlights its relentless pursuit of improving the overall efficiency of agriculture. Through industrialization and structural adjustment, the rural industry has achieved a transformation from single traditional agriculture to diversification and modernization, laying a solid foundation for the subsequent proposal of the rural revitalization strategy and the modernization of agriculture.

Stage III: Construction of a new socialist countryside and reform of agricultural taxes and fees (early twenty-first century-2012)

Entering the twenty-first century, the CPC Central Committee has clearly set out the strategic goal of building a new socialist countryside, comprehensively promoting rural development, and effectively reducing the burden on farmers through the implementation of policies such as the reform of agricultural taxes and fees. At the same time, the State has increased its investment in rural infrastructure and social undertakings, effectively promoting the harmony and stability of rural society. During this period, China has not only focused on the sustained growth of the rural economy, but has also set its sights on the comprehensive development of rural society, and has committed itself to enhancing the sense of well-being and accessibility of peasants, thus providing solid support for the building of a harmonious socialist society and the high-quality development of rural industries.

Stage IV: Rural revitalization strategy and high-quality development (2013-present)

Since the 18th National Congress, socialism with Chinese characteristics has entered a new era, and the proposal of the rural revitalization strategy marks that the development of China's rural industry has entered a new stage of comprehensive upgrading and high-quality development.

At this stage, industrial prosperity, ecological livability, civilized rural customs, effective governance and common prosperity have become the core objectives of agricultural development, leading the rural industry to a higher level. The implementation of the rural revitalization strategy has promoted the deep integration of primary, secondary and tertiary industries, and the synergistic development of agriculture with industry and services. At the same time, the rapid development of digital countryside and smart agriculture has injected new impetus into the modernization of agriculture and rural areas, accelerating the process of modernization of agriculture and rural areas in China. This series of initiatives has not only enhanced the competitiveness of rural industries, but has also provided a solid foundation for realizing the integrated development of urban and rural areas and the comprehensive construction of a modernized socialist country.

3. Status of development of rural industries in China

The high-quality development of rural industries is rooted in farmers, with farmers' income generation as the fundamental goal, and aims to promote the modernization and sustainable development of agriculture. However, the current rural industry has problems such as relatively backward technology and equipment, short production chain and low value chain, and lack of human capital, etc. In order to realize the high-quality development of the rural industry, it is necessary to make efforts to break through the bottlenecks of production, and actively build a modernized agricultural industry chain, so as to comprehensively enhance the competitiveness of the rural industry and the ability of sustainable development.

3.1. Backwardness of industrial technology elements

The technological elements of rural industries are the key to realizing the high-quality development of rural industries. However, due to the backwardness of rural infrastructure and the low level of digitalization, the effect of industrial innovation is limited, which leads to the disconnection between technological innovation and rural industrial development. Therefore, the lag of industrial technology upgrading is the main bottleneck limiting the development of rural industry in China. Taking the primary industry as an example, the current agricultural production mode in many rural areas still stays in the traditional manual or semi-mechanized operation stage, and this backward production mode can not meet the requirements of modern agriculture in terms of high efficiency and precision, resulting in low overall production efficiency, and it is difficult to adapt to the growing market demand and the high quality of agricultural products of the consumers standards. At the same time, the existing agricultural equipment is generally outdated and lacks the necessary automation and intelligent functions. This situation not only limits the expansion of production scale and the improvement of production efficiency, but also seriously affects the quality and consistency of agricultural products. In modern agricultural production, automation and intelligent equipment can achieve precise fertilization, irrigation and pest control, and improve crop yield and quality, while the lack of China's rural industry in this regard puts agricultural products at a disadvantage in market competition.

3.2. Short production chains and low value chains

China's rural industry is currently facing the dual challenges of a short production chain and a low value chain. The main problems are mainly reflected in the over-concentration of the primary production stage and the serious shortage of the back-end extension link, and this unbalanced development situation leads to the difficulty of the whole industrial chain to form a close and complete supply chain system, which leads to the dispersal and fragmentation of the agricultural products in the process of supplying, which greatly increases the production and transportation costs, and at the same time seriously restricts the potential of the products

to enhance the added value. In the secondary industry, a large number of agricultural products still remain in the primary processing stage, lacking the strong support of deep processing and technological innovation, and it is difficult to effectively meet the diversified and personalized demands of the market. The low level of processing not only restricts the further exploitation of the value of agricultural products, but also weakens the market competitiveness of the rural industry; in addition, the tertiary industry, which is an important part of the rural industry, is also faced with the difficulties of weak infrastructure and limited service capacity. This not only affects the smooth integration of small farmers into the modern agricultural system, but also restricts the possibility of rural industries to develop to a higher quality. The inadequacy of agricultural socialization services makes it difficult for small farmers to obtain timely and effective support in such areas as production technology, market information and branding, thus exacerbating the imbalance and vulnerability of rural industry development.

3.3. Lack of rural human capital

Key groups are necessary elements for collective action, and talents are the key groups for promoting the high-quality development of rural industries, but China's rural industries are facing the problem of lack of human capital. It mainly stems from the low production quality of farmers, the lack of attention to talent cultivation and the lack of effective talent introduction policies. First of all, farmers generally have a low level of education, resulting in a relative lack of modern agricultural knowledge and skills, which affects the efficiency and quality of agricultural production. At the same time, the lack of investment in personnel training in rural areas makes it difficult for the new generation of farmers to obtain professional training and continuing education, which limits the mastery of modern agricultural technology and leads to a lower level of rural industrial development. In addition, the lack of policies and environments to attract and retain talents in rural areas has led to a greater tendency for talents with professional skills and innovation to move to the cities, exacerbating the loss of talents in the countryside and inhibiting the high-quality development of rural industries.

4. Recent research on new qualitative productivity

New quality productivity is relying on emerging science and technology, innovation-driven and cross-border integration as a means of focusing on innovation, knowledge and skills application, improve efficiency and change the mode of operation of the productive forces, which is able to achieve positive interaction with the three elements of production, and effectively resolve the problems of rural industrial development, innovation infrastructure, upgrading and promotion of the integration of traditional industries, and to promote the high-quality development of the industry.

Today's world is in a great change that has not been seen in a hundred years. In the face of the undercurrent of science and technology and economic games among countries and the widening income gap between urban and rural areas in China, the development level of China's productive forces must meet the higher demands of the times. . As an important part of China's economic system, the development of new productivity is particularly important, which can reduce the cost of resource search, cultivate innovative talents, and then extend the industrial chain and supplement the capital and talent chain required for the development of rural industries; secondly, it can utilize digital technology and other high-tech means to break through the core technology of agriculture, enhance the level of science and technology and material equipment to promote the upgrading of the traditional countryside industry, and help Finally, as a new form of productivity formed by the close combination of a variety of new factors, the new quality productivity can innovate the allocation mode of factor resources, optimize the production mode and the division of labor to improve the efficiency of the joint

factors, and promote the high-quality development of rural industries. Therefore, the development of new productivity should not be delayed.

5. Cultivating new quality productivity and promoting the high-quality development of rural industries

Based on the current problems encountered in China's agricultural development, we will analyze the path choices for cultivating new quality productivity in terms of new technologies, new fields and new farmers. At the same time, combined with the urgent needs of the high-quality development of China's rural industry, we will put forward policy suggestions such as organization and management, factor guarantee, system innovation and supervision and evaluation, with a view to injecting new vitality into the high-quality development of China's rural industry.

5.1. Technological Innovation Path for Fostering New Quality Productivity

Scientific and technological innovation is the first productive force, technological innovation is the first priority for the development and cultivation of new quality productivity, and the development of new quality productivity must be based on science and technology. New quality productivity as a digital technology through the digitalization of production factors empowered by the formation of high-quality productivity, so the face of China's rural industry production equipment and technology lagging behind the level of the problem. First of all, it is necessary to promote the construction of digital countryside, improve the level of rural digitization, introduce advanced digital infrastructure such as big data, artificial intelligence, digital broadband, etc., and promote the integration of data elements with primary, secondary and tertiary industries in the countryside, so as to accelerate the realization of the digital transformation of the rural industry; at the same time, it is necessary to accelerate the pace of scientific and technological innovation, and through the construction of the industry's digital technology platform, gradually realize the resource interoperability and technology sharing, and promote the promotion and upgrading of the new technology. At the same time, it is necessary to accelerate the pace of scientific and technological innovation, gradually realize resource interoperability and technology sharing through the construction of industrial digital technology platforms, and promote the promotion and upgrading of new technologies to improve the self-research and development capability of rural primary, secondary and tertiary industries; finally, it is necessary to accelerate the upgrading and upgrading of agricultural machinery and equipment, and gradually realize the intelligentization, informatization and greening of agricultural machinery and equipment.

5.2. Paths to Expanding Areas for Fostering New Quality Productivity

Cultivating new quality productivity by expanding industrial fields is of great significance to the high-quality development of rural industries. China should be green and low-carbon oriented, actively introduce digital technology and low-carbon technology, develop smart agriculture and green agriculture, promote the mechanization of agricultural production to unmanned and intelligent direction, realize the transformation of modern agriculture to smart agriculture, and at the same time, promote the green transformation of agricultural production mode, open up a new path of green development of agriculture; the secondary industry needs to focus on the optimization and upgrading of traditional industries and the cultivation of new industries, enhance the competitiveness of industry through The secondary industry needs to focus on the optimization and upgrading of traditional industries and the cultivation of emerging industries, improve industrial competitiveness through technological transformation, industrial integration, scientific and technological innovation, build an innovation ecosystem, set up an innovation platform, improve innovation services, and promote the transformation of the

industry to green and sustainable development; the tertiary industry should focus on the promotion of scientific and technological innovation and industrial integration, and improve the quality and efficiency of the services of rural tourism, rural e-commerce, leisure agriculture and other new industries through the introduction of digital technology, intelligent technology and other technological means. At the same time, it should deepen the integration of agriculture and service industry and form characteristic business models.

5.3. Pathways to Farmer Enhancement for New Quality Productivity Fostering

Talent is the key factor to form the new quality productivity, and the level of human capital is the decisive factor to enable rural industry by science and technology. The government should strengthen top-level design, improve the training mechanism of agricultural science and technology talents, further promote the integration of production, study and research through cooperation with colleges and universities, actively carry out digital skills training of farmers, and cultivate a new team of farmers with theoretical knowledge, practical experience and innovative ability. At the same time, continue to deepen the reform of the teaching system, improve the training quality of rural talents, constantly expand the field of education, focus on strengthening the digital technology education for large agricultural producers, family farmers, rural product processing workers, rural service industry operators and other groups, and popularize relevant technologies; Finally, it is necessary to continuously promote the talent training mode of "technology to the countryside", achieve exchanges and learning between universities and manufacturers and the rural front line, so as to ensure the thickness and width of the agricultural production team, and provide solid talent support for the transformation and upgrading of rural primary, secondary and tertiary industries.

5.4. Path to institutionalization of the cultivation of new quality productivity

The process of cultivating new quality productive forces is a complex and systematic one, which involves not only technological innovation and economic transformation, but also relevant policy preferences and social support. Firstly, we should strengthen the organizational management and system construction, and promote the establishment of efficient and coordinated agricultural management institutions and science and technology promotion system to ensure the timely implementation of policy directives and the promotion of advanced technology; secondly, we should improve the optimal allocation of resources under the national system, and achieve the optimal allocation of economic and social resources through the organic combination of the national strategic planning and the market mechanism to provide sufficient financial, technological and human resources support for the cultivation and development of the new quality productive forces. At the same time, the labor protection and social security system should be accelerated and improved to protect the legitimate rights and interests of agricultural employees to provide strong support for the formation of new agricultural productivity; finally, a sound monitoring mechanism for new productivity should be established, focusing on the foresight and flexibility of the policy, responding to changes in the market in a timely manner, and ensuring that the policies and measures are effectively implemented to provide a high quality development of rural industry and to provide a good environment for the development of new agricultural productivity. Finally, a sound monitoring mechanism for new quality productivity should be established, focusing on policy foresight and flexibility, responding to market changes in a timely manner, and ensuring the effective implementation of all policies and measures to provide institutional safeguards for the high-quality development of rural industries.

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