

We Will Use the Rural Revitalization Strategy to Promote Common Rural Prosperity

Chunxiao Guan^{1, a}

¹Department of Finance, Anhui University of Finance and Economics, Bengbu, Anhui, CO233000, China

^aCorresponding author: Guan Chunxiao (Email: 2529895524@qq.com)

Abstract: In 2020, China has historically eliminated absolute poverty and entered a new historical stage of making solid progress in common prosperity. The most arduous and arduous task of promoting common prosperity remains in the rural areas. Rural revitalization strategy is an important guiding strategy to promote rural development and build beautiful countryside in China. The construction of beautiful countryside is a complex and huge project. Although the project has made some achievements since its implementation, there are still some problems in the construction process. This paper discusses how to build a beautiful countryside under the perspective of rural revitalization, and puts forward feasible suggestions.

Keywords: Rural revitalization, Rural areas, Common prosperity.

1. The Core Essence of Common Prosperity

1.1. Connotation of Common Prosperity

"Common prosperity is the essential requirement of socialism and an important feature of Chinese-style modernization." First of all, common prosperity is a significant advantage that distinguishes socialism over capitalism. Socialist public ownership does not allow for polarization. The relations of production based on the capitalist private ownership are the unequal social production relations between the bourgeoisie with property and the proletariat that has lost property under the cover of things and property. The beginning and end of production under this relationship of production is the production for the capital of the capitalists, rather than the common prosperity of all the people pursued by socialism to the opposite end. Secondly, common prosperity is the fundamental feature of our modernization. Common prosperity itself is a goal of socialist modernization, xi jinping, general secretary stressed that "in the comprehensive construction of socialist modern country new journey, we must promote common prosperity for all the people in a more important position", the lack of all the people common prosperity modernization will lose the soul of the socialist country. Thirdly, the consistency of common prosperity and the Chinese goal of modernization. The process of China's modernization development is also a process of making all the people move toward common prosperity. General Secretary Xi Jinping regards "steady progress toward common prosperity" as an unchanging responsibility. It has led the Chinese people in eliminating absolute poverty, overcoming the persistent problems of human society, completing the building of a moderately prosperous society in all respects, and taking a solid step toward common prosperity for all the people. It has also become a landmark milestone in advancing China's modernization process. It can be seen that common prosperity is closely related to socialism and Chinese modernization.

1.2. The Basic Principles of Common Prosperity

First, "encourage hard work, innovation and getting rich". The Chinese people have created a great Chinese civilization based on hard work and innovation. In the new era, the road to common prosperity for all the people must be stable, solid and good without hard work and innovation. General Secretary Xi Jinping has stressed on many occasions that a happy life is achieved by hard work, and that the path to common prosperity for all the people is created through hard work and wisdom. Common prosperity is a great goal pursued by mankind and an important milestone in the realization of China-style modernization.

Second, "adhere to the basic economic system". Based on the basic national conditions in the primary stage of socialism, General Secretary Xi Jinping has pointed out that the basic socialist economic system is the institutional guarantee and the economic foundation for achieving common prosperity. First, we should give full play to the important role of the public economy in achieving common prosperity. Socialist public ownership and common prosperity have endogenous logical similarities, both in order to meet the interests and needs of the vast majority of the people. In the new stage of development, the expansion of the dominant position of the public ownership, the close connection with the people's livelihood, and the improvement of quality and quantity make the dominant advantages of the socialist public ownership in promoting common prosperity increasingly prominent.

Third, "to promote common prosperity through high-quality development". High-quality development is an important task of The Times on the new journey of socialist modernization. It was first put forward at the 19th National Congress of the CPC. It is a scientific judgment made by the CPC of China in light of the transformation of the principal contradiction in Chinese society and the new changes in economic development. Different from the traditional extensive economic development model, under the guidance of the new development concept, it presents a series of distinct characteristics of The Times, which are embodied in the unity of increment and quality enhancement, balance and comprehensiveness, and the goal and path.

Fourth, correctly handle the relationship between efficiency and fairness. Fairness and efficiency are the value expression of the ideal social state of realizing the common prosperity of all the people. How to realize the balanced development of both people has always been a major theoretical topic and practical topic explored by human society. Although the two have different value connotations, they are not sharp opposites, but can complement each other with their advantages and unify harmoniously in the practice of common prosperity.

Fifth, we will consolidate the achievements made in poverty alleviation and promote rural revitalization. From a historical perspective, eradicating absolute poverty means that China has taken a solid step towards common prosperity, but it is not the end point, but a new starting point for "achieving more substantial progress in common prosperity for all the people". We still need to continue to consolidate the achievements of poverty alleviation, improve the quality of poverty alleviation and alleviate relative poverty. This requires an effective link between consolidating the achievements of poverty alleviation and rural revitalization.

2. Today's Rural Common Prosperity

2.1. Insufficient Planning

Beautiful rural construction requirements planning first, generally rural areas have no specific planning, village roads, drainage, lighting, communication chaos, building are easily destroy the randomness of the texture of the village itself, in the process of construction planning also often only stay in the written planning text, did not respect the local actual situation, cultural characteristics, production and living habits, etc., did not make beautiful and livable, livable and appropriate industry.

2.2. The Disconnect Between the Government and The Masses

We have always advocated the combination of government guidance and the will of the villagers to form a wave of bottom-up participation, but in fact, we always fall into the cycle of working on the above and looking at the look below. The reason is the lack of early research and communication, the convening of the head of the masses is not enough, the beautiful rural construction can improve the infrastructure, but the lack of livable and suitable guidance; third, the awareness of the masses is not strong, the snow, no synergy, even in the construction process is only for labor remuneration.

2.3. The Process of Promoting the Work Is Not Easy

Beautiful rural construction based on the "five qing a change", the first thing should be subtraction, but the actual process is often addition first, roads, ditch, parking lot, repair corridor pavilion landscape, some even to repair these premise conditions to clean up, promote the process and facing many problems left over by history and disputes, destroyed the whole construction planning and plan.

2.4. There Are Few Skilled Craftsmen

After the completion of the beautiful countryside, we often describe the day of acceptance as the cleanest day in the history of the village and will not be. This of course shows the importance of the acceptance and the results of the work, but

it also reflects the disadvantages of long-term management and protection on the other hand. Looking ahead, it is not difficult to find that the already built beautiful rural villages of garbage dumping, debris stacking, livestock and poultry manure and other problems are common, greening and lighting management is unfavorable, civilized new wind atmosphere rendering is not strong. There are management and protection funds, but the mechanism is not implemented, did not achieve the expected effect, which is thought-provoking.

2.5. Long-term Management and Protection Is Not Implemented

After the completion of the beautiful countryside, we often describe the day of acceptance as the cleanest day in the history of the village and will not be. This of course shows the importance of the acceptance and the results of the work, but it also reflects the disadvantages of long-term management and protection on the other hand. Looking ahead, it is not difficult to find that the already built beautiful rural villages of garbage dumping, debris stacking, livestock and poultry manure and other problems are common, greening and lighting management is unfavorable, civilized new wind atmosphere rendering is not strong. There are management and protection funds, but the mechanism is not implemented, did not achieve the expected effect, which is thought-provoking.

2.6. Poor Sense of Cultural Identity

At present, it is the era of developed "we media". TikTok and Kuaishou, such as "we media" with low threshold of entry, have resonated with more people and quickly accept some non-mainstream and unofficial information. However, the sense of identity of local excellent cultural heritage is not strong, and there is a gap between the government and the masses, resulting in a low degree of public cooperation and participation in industrial development, rural governance and other aspects.

3. Research on the Way ath Realizing Rural Common Prosperity

3.1. We Should Boldly Emancipate Our Minds

We should actively break the rules and regulations that restrict rural development, and use the top-level design within the scope of party discipline and state law. We should dare to be the first, innovate forms, and find new ways suitable for the development of local agriculture, rural areas and farmers. As General Secretary Xi Jinping has said, "Innovation means pursuing development, and innovation is looking for the future."Blindly only do the routine work, without their own distinctive work characteristics, no matter how good the place can not do good performance. Do a good job of innovation, will update the idea, break through ideological barriers, in the work to develop a good habit of thinking, enhance the ability of observation, good at finding problems, problems fully thinking, seek advice, from different angles, different levels, the existing problems and risks to make scientific and reasonable judgment, seize the principal contradiction, to seek the most reasonable solution.

3.2. Policies Should Be Thoroughly Understood

Zhejiang beautiful countryside is well built, the most understanding is that Zhejiang people use the policy. This is

precisely a major weakness of our work. Our habit is to use policy restrictions, not with policy development. Therefore, on the one hand, we should strengthen the study, training and publicity of policies and regulations to improve the professional quality and level of the executors. On the other hand, we should strengthen the intensity of policy research, improve the interpretation ability of the policy, provide source support for ideological liberation, so that the policies can take root, the superior policies should be implemented, various instructions should be completed, the township work should perform their duties, and the mass work should be implemented. Complete is the duty, complete do not achieve "excessive". To be responsible to the lower, and to the superior, and to the masses, in short, good results. The combination of top and bottom has forged us into a more comprehensive and more complex grass-roots workers.

3.3. Design and Planning Should Be Complete

Beautiful rural construction should follow the "planning first, planning lead, step by step implementation" principle, adhere to adjust measures to local conditions, on the basis of the masses, not destroy the natural water system, not destroy the village texture, not destroy traditional style, retain rural inner culture, infrastructure construction, fully solicit public advice, to practical, not greedy, not idle, no formalism, no waste, let residents enjoy the development of urban and rural integration on facilities category. The planning should be feasible, easy to understand, with strong reference. In the design process, the whole process should be designed, the funds should be used in overall planning, and all the infrastructure investment should be completed at one time to avoid the secondary construction. Planning should be combined with the local development positioning and the local characteristics, and we should have the corresponding planning and investment in the construction process.

3.4. Deep Ploughing and Hard Work

General Secretary Xi Jinping has said that the key to running China's affairs well lies in the Party and the people. As township cadres, we must be responsible for guarding the soil, guarding the soil responsible, we must do both red and specialized. First of all, we must take a clear stand on politics, take deep affection for the Party rooted in our hearts, integrate loyalty to the Party into our body and mind, take concrete actions to strengthen the "four consciousness", strengthen confidence in the "four principles", and practice the "two maintenance". Secondly, we should always not forget to study hard. All-encompassing and complex township work, need firm political theory learning is calm, need exquisite professional knowledge learning to solve difficulties, but also need certain laws and regulations to learn anticorrosion and change.

4. Conclusion

Common prosperity is the essential requirement of socialism and an important feature of Chinese modernization. Under the World Bank's classification of high-income countries, China is expected to become the high-income countries by 2024 (Wei Houkai, 2020). But entering the ranks of high-income countries does not mean achieving common prosperity. To achieve common prosperity for all the people is a long-term and gradual process. The key points, difficulties, and the potential and sustainability all lie in rural areas. We need to make use of rural revitalization to make up for the

biggest weakness of common prosperity."The wise in the evil, the wise in the future."The study in this paper shows that although the areas have been fully lifted out of poverty, some people still have a potential risk of returning to poverty. At the same time, the income gap between urban and rural areas is still large, and the income gap between rural low-income groups and other groups is even widening further. Therefore, the primary task of farmers and rural common prosperity is to keep the bottom line of no scale return to poverty. On this basis, great efforts should be made to narrow the income gap between urban and rural areas and that between farmers, and, in particular, to focus on promoting the faster income growth of the low-income population. Therefore, this paper puts forward the construction of "one bottom line and three pillars" policy system, namely, accurate monitoring and assistance system, inclusive economic growth policy, poor public service policy and sustainable social assistance policy, to strengthen the assistance to low-income farmers and promote farmers' common prosperity in rural areas. This policy system is consistent with Xi Jinping's emphasis on "correctly handling the relationship between efficiency and fairness, building basic institutional arrangements for primary distribution, redistribution and tertiary distribution coordination, strengthening the adjustment of tax, social security and transfer payments and improving precision".

Acknowledgment

This research was supported by the Major National Social Science Fund (Fund No.: 21 & ZD096), the Key Anhui Provincial Philosophy and Social Science Planning Project (Fund No.: gxyqZD2018042), and the Graduate Research and Innovation Fund Project of Anhui University of Finance and Economics (Fund No.: ACYC2021014). Guan Chunxiao is the corresponding author of this article.

References

- [1] Li Wangfei. Brief the agricultural and rural economic development path under the background of rural revitalization strategy [J]. Farmer's Staff Officer, 2022, (18): 61-63.
- [2] Chen Zongsheng, Huang Yun, 2021: Research on China's Relative Poverty Governance and Its Countermeasures, Contemporary Economic Science, No.5, pp. 1-19.
- [3] Du Zhixiong, Xiao Weidong, Zhan Lin, 2010: The context, essence and Policy Connotation of Inclusive Growth Theory, China's Rural Economy, issues 11, pages 4-14, pages 25.
- [4] Li Shi, 2021a: The Goals and Path Selection for Common Prosperity, Economic Research, No.11, pp. 4-13.
- [5] Li Shi, 2021b: Fully Recognizing the necessity and difficulty of achieving Common Prosperity, Economic Trends, no. 8, pp. 9-14.
- [6] Lin Wanlong, 2018: From Urban and Rural Division to Urban and Rural Integration: 40 Years of Changes in Chinese Basic Rural Public Service Policies, Journal of China Agricultural University (Social Science Edition), no. 6, pp. 24-33.
- [7] Lin Wanlong, Cheng Pengfei, 2022: From Poverty Alleviation to Rural Revitalization, China Poverty Alleviation and Development Center of National Rural Revitalization Bureau and National Rural Revitalization Research Institute of China Agricultural University (editor), China Rural Revitalization Think Tank Report 2021: Research on Frontier Issues of Rural Revitalization, Beijing: China Agricultural Press, p. 5-24.
- [8] Lin Wanlong, Huazhong Yu, Xu Na, 2018: The Main modes, practical dilemmas and Solutions of Industrial Poverty Alleviation —— Based on the research summary of several

- poor counties in Henan, Hunan, Hubei and Guangxi provinces, Economic Vertical, No.7, pp. 102-108.
- [9] Lin Wanlong, Li Chengwei, Lu Hanwen, Cao Hongmin, 2016: Innovation in Social Poverty Alleviation Policies with Chinese Characteristics under the Background of Comprehensively Deepening the Reform, Economic Horizontal Horizontal, No.6, p. 80-85.
- [10] Lin Wanlong, Ru Yu, 2014: A Preliminary Analysis of the Direct Subsidy Policy System and Investment Status of Chinese Farmers since 2001, China's Rural Economy, No.12, pp. 4-12.
- [11] Li Xiaoyun, 2020: Poverty Governance enters a New Stage after completing the Building of a moderately prosperous Society in All respects, Rural Agriculture and Farmers (B edition), no. 3, pp. 18-20.
- [12] Wei Houkai, 2020: The Strategic Choice from a Well-off society in all respects to Common Prosperity, The Comparison of Economic and Social Systems, No.6, pp. 18-25.
- [13] Wang Xiaolin, Xie Niyun, 2022: "East and West Cooperation and Pair Support: From Poverty Governance to Common Prosperity", "Exploration and Dispute", No.3, pp. 148-159, p. 180.
- [14] Wang Yihuan, Zhang Chu, 2021: Study on catastrophic health expenditure Risk and influencing factors in Poor Rural Families —— Based on 2018 CHARLS Data, China Health Policy Research, no. 1, pp. 44-49.
- [15] Ye Xingqing, 2022: Promoting Common Prosperity for Farmers and Rural Areas by Improving inclusiveness in Rural Revitalization, China's Rural Economy, No.2, pp. 2-14.
- [16] Zhang Qi, Shen Yangyang, 2020: The International Comparison of Different Relative Poverty Standards and Its Enlightenment to China, Journal of Nanjing Agricultural University (Social Science Edition), No.4, pp. 91-99.
- [17] Remmin, Sasha. Comprehensive rural Revitalization: Policy Direction and practice [J]. The Social Scientist, 2021 (12): 31-41.
- [18] Xiong Chunxiao, Dong Zhichong, Zhang Xinping, et al. Research on the construction path of beautiful countryside under the Vision of Rural Revitalization [J]. China Management informatization, 2020,23 (7): 152-153.
- [19] Marx, and Engels. Selected Works of Marx and Engels: Volume 1 [M]. Beijing: People's Publishing House, 2012.
- [20] Deng Xiaoping. Selected Works by Deng Xiaoping: Vol. 3 [M]. Beijing: People's Publishing House, 1993:28.
- [21] Jiang Zemin. Selected essays by Jiang Zemin: Vol. 2 [M]. Beijing: People's Publishing House, 2006:256.
- [22] Xi Jinping. To steadily promote common prosperity [N]. People's Daily, 2021-October-16 (01).
- [23] Xi Jinping. Speech at the National Poverty Alleviation Summary and Commendation Conference [M]. Beijing: People's Publishing House, 2021.
- [24] Xi Jinping. Xi Jinping on The Governance of China: Volume 1 [M]. Beijing: Foreign Languages Publishing House, 2018:13.
- [25] Suggestions of the CPC Central Committee on formulating the 14th Five-year Plan for National Economic and Social Development and the second ○ three-year vision goals. People's Daily, 2020-11-04 (01).
- [26] Xi Jinping. Xi Jinping on The Governance of China: Volume 3 [M]. Beijing: Foreign Languages Publishing House, 2020:66.
- [27] Resolution of the CPC Central Committee on the major achievements and historical experience of the Party's struggle in one hundred years. People's Daily, 2021-11-17 (01).
- [28] Xi Jinping. Xi Jinping on The Governance of China: Volume 2 [M]. Beijing: Foreign Languages Press, 2017.
- [29] Xi Jinping. Speech at the conference celebrating the 100th anniversary of the founding of the Communist Party of China [M]. Beijing: People's Publishing House, 2021:12.