

Digital rural construction under the background of rural revitalization

--takes Fengxian County of Jiangsu Province as an example

Nannan Sun, Ying Song, Xinan Wang, Yang Peng, Yanjie Wang

Nanjing Audit University, Nanjing, Jiangsu Province 210000, China

Abstract: With the development of modern science and technology and the strategic deployment of national economic development, digital rural construction has become a new and important measure to empower rural revitalization, which has the great significance of stimulating the endogenous power of rural areas and promoting the integrated development of urban and rural areas. This paper through the theory of digital rural construction strategy of policy research, from theory to practice, and specific venture in Jiangsu province, for example, discusses the strategic significance of digital rural development, facing problems, and on the problem from perfect infrastructure construction, strengthen talent introduction, strengthen the masses aspects put forward the targeted opinions of digital rural construction in our country.

Keywords: digital countryside, rural revitalization, Jiangsu Fengxian County.

1. Introduction

Digital rural construction is under the new pattern of modernization digital can assign specific path of agriculture rural economy rapid quality development, is to accelerate the implementation of our country rural revitalization strategy, is in line with China's economic and social development, social principal contradiction transformation and the embodiment of the people-oriented governance strategy, consolidate the crucial achievements for poverty alleviation, narrow the gap between urban and rural development of the profound strategic significance. In 2018, the Opinions of the CPC Central Committee and The State Council on the Implementation of the Rural Revitalization Strategy clearly pointed out that the digital rural construction should be effectively implemented to develop and build applications, industries, products, technologies and services in line with the characteristics of agricultural and rural economic development. Since then, the Central Committee of the Communist Party of China has successively published several articles, emphasizing the strategic significance, development goals and key work points of digital rural construction, and providing theoretical guidance and method guidance for the construction of digital countryside. Among them, Fengxian county, as a demonstration county of the national digital countryside to pilot, keeps up with the development pace of The Times, follows the national development strategy, and vigorously strengthens the development of digital industry. Fengxian to digital power rural revitalization strategy implementation, with digital economy can assign social and economic development, with digital intelligent management change rural governance, vigorously promote digital and cultivation, livestock breeding, agricultural processing and the integration of traditional agricultural industry development, promote the county modern agriculture development transformation, and in 2020 won the "annual China county digital transformation excellent case", has made remarkable achievements. Based on the above background, this paper analyzes and explains the great significance of China's digital rural construction, facing problems. Taking

Fengxian County, Jiangsu Province as an example, it explores its operation mechanism and practical path in the digital rural construction, so as to provide reference for the development of digital rural construction in other regions. Finally, with the problem as the starting point, we put forward the targeted suggestions to improve China's digital rural construction, so as to provide a feasible reference for the digital rural construction under the background of rural revitalization in China.

2. Overview of digital rural construction in China

2.1. The basic concept of digital countryside

With the continuous development of modern science and technology, the large application of digital information, a large number of creative and innovation industries, more and more new industries, new forms, new changes have a profound impact on our daily life, and even the construction of national development strategy. In May 2019, the general office of the CPC Central Committee and the State Council general office issued by the digital rural development strategy outline points out that digital country is with network, informatization and digital application in agriculture and rural economic and social development, and farmers' modern information skills and endogenous agricultural and rural modernization development and transformation process, is both the strategic direction of rural revitalization, is also an important content of the construction of digital China. To put it simply, digital countryside is to apply digital, information and Internet to the rural economic development to help farmers increase farmers' income, promote rural economic development and then promote agricultural and rural modernization, enabling rural revitalization so as to achieve real strong agriculture, rural beauty and rich farmers. Compared with the traditional rural development governance mode and economic operation mode, the digital countryside has the advantages of transparent rural governance content, efficient governance work, universal governance object, and intelligent governance mode. Digital rural strategy is an

effective path for digital enabling high-quality development of agriculture and rural areas under the new pattern of modernization construction. It profoundly affects and changes the development process of rural areas, promotes the comprehensive development of rural areas, the comprehensive upgrading of agriculture, and the comprehensive progress of farmers.

2.2. The great significance of digital rural construction in China

2.2.1. Digital rural construction will help the agricultural economic development and empower the rural revitalization strategy

Digital rural construction is China's exploration of agricultural and rural modernization in the new era, and it is a new and effective means to solve the problems of agriculture, rural areas and farmers. Economically, the digital countryside through digitization, network, information technology, using the Internet +, the Internet of Things, electronic commerce and other new means, for the agricultural and rural economic development to provide new countermeasures, inject new vitality, and constantly promote the high-quality development of the rural economy. Culturally, the digital rural construction makes use of the mobility and interaction of the network to break the rural regional barriers, and constantly promote and deepen the exchange and interaction of rural characteristic culture, inheritance and innovation, making the traditional rural culture blossom with brilliant colors in the new era.

2.2.2. Digital rural construction will enhance the internal driving force and consolidate the achievements of poverty alleviation

To strengthen the endogenous development of rural economy, the important purpose of digital rural construction is to promote the reform of the rural governance system, and to consolidate and strengthen the achievements of poverty alleviation. Since the fight against poverty in 2015, the CPC Central Committee has strengthened rural infrastructure construction and implemented a series of social security systems in rural areas, laying a foundation for the development of digital rural areas. The digital rural construction led by the Central Committee of the Communist Party of China is an important strategic means of hematopoietic poverty alleviation, which contains the profound thought of poverty alleviation and wisdom, helping the rural poor to realize their own value, get rid of poverty, and become prosperous. Through the national top-level construction of digital countryside, digitization plays an important role in rural politics, economy, culture, ecological construction and other aspects, and truly takes digital information resources from the people to the people, providing a theoretical basis and practical path for improving the endogenous impetus of rural areas.

2.2.3. Digital Rural Construction To narrow the digital divide between urban and rural areas and promote integrated urban and rural development

The report to the 19th CPC National Congress pointed out that as socialism with Chinese characteristics has entered a new era, the principal contradiction facing Chinese society has turned into a contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life. The construction of digital countryside is a major measure to promote the sharing of urban and rural

resources and information exchange and interaction. It is of great strategic significance in eliminating the imbalance between urban and rural development and enhancing social equity and justice. Politically, the development of digital villages is conducive to the rapid and convenient transmission of demands and opinions to high-level governments. Thus, it is conducive to the government to formulate relevant policies according to the local characteristics, to solve the people's problems efficiently, and to realize the efficient interaction between the people and the government, so as to enhance the people's happiness, sense of gain and satisfaction, and thus to form a social atmosphere of mutual assistance, harmony, common prosperity and equality. Economically, the construction of digital countryside is conducive to the rapid and high-quality development of agricultural and rural economy, thus narrowing the gap between urban and rural areas, the completion of China's urban-rural integration and balanced development strategy, and then realizing the transition from a traditional agricultural country to an industrial and economic power.

2.3. Problems faced by China's digital rural construction

2.3.1. Rural infrastructure construction is backward in various degrees

The 47th the China Internet development statistics report, points out that as of December 2020, the Internet penetration of 70.4%, but rural Internet penetration is only 55.9%, although the growth but with urban areas "digital divide" is still larger, unbalanced urban and rural development, regional development imbalance still profoundly affects the development of economic and society in our country. With the rapid and high quality development of our country's economy, infrastructure construction and strengthening, but the rural areas due to remote, rugged terrain, infrastructure construction, especially the digital related facilities construction is still insufficient, cannot meet the needs of the digital industry, Internet technology development, lead to digital rural construction depth blocked, and profoundly affect the rural governance change and the development of agricultural and rural modernization.

2.3.2. Rural subjects' lack of cognition of digital rural construction

Nowadays, the number of telecom network point construction in rural areas of China is increasing, and the broadband coverage rate is also considerable, but the increase of Internet users in rural areas and the increase of Internet popularity is not completely equal to the digital rural construction. The application of digital technology and the supporting construction of digital hardware are ultimately an external and objective role of digital rural construction. As the main user of digital information, farmers are really the internal subjective role of digital rural construction. However, at present, rural residents use the Internet in entertainment, and lack of high-level and high-depth information application. In addition, the rural residents by the education level is low, the rural aging is developing rapidly, the villagers for the emerging digital governance model has greater cognitive difficulties and related application operation difficulties, the whole for digital rural governance participation enthusiasm is not high, lead to the lack of mass base in the process of governance, restricting the digital rural construction.

2.3.3. There is a gap in rural information technology talents

The training and introduction of talents is an important measure to promote the development of digital countryside. However, at present, there is a lack of big data talents in rural areas, and the lack of digital governance talents has become a big stumbling block on the construction road of digital rural areas in China. First of all, the lack of rural infrastructure construction, life convenience is not high, less development opportunities, resulting in most technical personnel are more inclined to the developed and convenient cities. Secondly, rural young people also choose more urban jobs with high salary and good job opportunities. As a result, it is difficult to attract talents in the process of rural digitization construction and even harder to retain talents, which greatly restricts the development of rural digitization. Moreover, the rural talent training mode is more traditional. Facing the lack of corresponding experience in the development and governance of the emerging digital industry, the talent training lags behind the development of The Times and cannot meet the needs of digital construction.

3. Overview of the digital rural construction situation in Fengxian County, Jiangsu province

In recent years, along with the implementation of the digital rural strategy, Jiangsu venture to accelerate the development of agricultural rural economic transformation and the transformation from the traditional agricultural county to modern digital technology county, follow the national policy deployment, seize the digital development opportunities, innovation created a unique regional characteristics of Jiangsu venture digital rural development "11358" strategy. The first "1" refers to determine a development goal, take digital economy as the carrier, constantly develop agricultural and rural digital economy, accelerate the deep integration of modern information technology and traditional agricultural and rural development, and constantly explore and innovate the unique digital rural construction and development road with regional characteristics of Fengxian County, Jiangsu Province. The second "1" refers to the construction of a set of working system, the establishment of a special digital Fengxian working committee, mainly by the county party committee and county government personnel as members of the digital rural construction related departments, guiding the digital rural construction work in an all-round way. The "3" is to identify the three major development directions, accelerate the precision of agricultural and rural production and operation, intelligent management and services, and digital rural governance, implement the development of the rural revitalization strategy with digitization, and eliminate the weak links in the development of the county economy."5" refers to promoting the transformation and upgrading of the five characteristic cluster industries, vigorously cultivating new business entities, promoting the transformation and upgrading of the five pillar industries of animal husbandry, special vegetables, trees, fruit and edible fungi, and forming a unique industrial cluster with an annual output value of 31 billion yuan."8" is to help the development of rural revitalization strategy with big data, and to create and optimize and upgrade digital agriculture and rural areas.

Fengxian County to strengthen the digital empowerment of rural modern industry development, bold creation innovation,

gradually key breakthrough, built the "city brain" data operation center, digital agricultural management center, security testing center, e-commerce center, information center to ensure digital operation construction, and on its basis, formed the agricultural industry of digital services, production information sharing, product management wisdom, the characteristics of agricultural production precision development mode. In addition, more than 60 enterprises such as Alibaba and Jingdong have been built into digital farms, smart digital seedling base, automatic agricultural products processing plants and other digital production plants, which have greatly promoted the development of agricultural and rural economy. To strengthen modern rural governance, improve the construction of living environment, and improve the government office efficiency, promote the interaction with the villagers, Jiangsu county fully opened the "wisdom" nail group to 334 administrative villages, 777 administrators, 240000 villagers to use, greatly promote the whole county grassroots governance, administrative office, high integration of human resources, create a harmonious loving neighborhood atmosphere, improve the residents' happiness, feeling, promote the digital rural governance.

4. Opinions on improving China's digital rural construction

4.1. Implement and promote rural infrastructure construction

Rural infrastructure construction, especially the construction of big data-related hardware and software, is an important measure to promote the construction of digital rural areas and the basic guarantee for promoting rural revitalization. First of all, the construction of roads and railways and other transportation facilities should be improved to improve the supply of water and electricity, guarantee and enhance the basic living conditions of rural residents, and provide the necessary basic guarantee for the further construction of big data-related hardware facilities. Secondly, we should improve the application of information technology hardware equipment and software, strengthen the construction of mobile communication network point and information base station, improve the coverage rate of mobile broadband, and provide hardware support for the construction of digital countryside. Moreover, under appropriate circumstances, the corresponding data terminals, application software and information databases can be built according to the characteristics of agricultural and rural economic development to improve the use experience of the villagers' network information. Finally, the government should strengthen the financial input in the digital rural construction, so as to further promote the rural infrastructure construction, narrow the gap of the infrastructure construction between different villages, and further ensure the reliability and continuity of farmers' use of network information. The construction of big data hardware facilities is characterized by high investment cost, difficult construction and difficult follow-up maintenance work. In view of these problems, the government can strengthen the introduction of social capital to inject vitality into the construction of big data hardware facilities.

4.2. Improve farmers' awareness of digital rural governance

As the main body of agriculture and rural areas, farmers play a subjective and decisive role in the process of digital rural construction. First of all, we should strengthen the digital, information and network information publicity service work, and integrate online and offline to carry out publicity and popularization education work. Through WeChat group chat, public account and other modern communication technologies, online people gradually replace the traditional broadcasting, bulletin boards and other forms, so that the villagers can adapt to the new digital management form, and find fun and convenience in the network information world. Offline through the information technology festival, digital knowledge competition and other forms to strengthen the villagers' cognition, application and identification of digital network, create a good and harmonious atmosphere for digital information use, and provide endogenous support for the construction of digital countryside. Secondly, it is necessary to strengthen the villagers' enthusiasm and sense of responsibility for the construction of digital villages, so that the villagers can understand that they are not only the direct beneficiaries of the digital rural construction, but also the important participants, so as to provide a strong and sustained endogenous force for the construction of digital rural construction.

4.3. Strengthen the training and introduction of rural digital talents

The balanced structure of rural digital construction talents, sufficient quantity, excellent quality and strong reserve force are an important condition for promoting the sustainable and healthy development of digital rural construction, and plays a decisive role in digital enabling rural revitalization. First of all, the relevant government departments, enterprises and institutions should effectively strengthen the scale and quality of sending digital talents to the rural areas in a planned way to guide the digital rural construction and digital rural governance. At the same time, the government can strengthen the cooperation with agricultural colleges and science and technology universities, formulate reasonable talent training plans, select professional talents, and coordinate talent management, so as to strengthen the deployment and construction of rural digital talents. Secondly, the government should strengthen the independent introduction of talents, according to the characteristics of the local agricultural industry and the future development trend, and introduce professional and high-quality talents in line with the characteristics of the local agriculture and rural areas. At the same time, the government should also strengthen the investment in agriculture and rural areas related industries, solve the problem of talent salary, improve the talent incentive mechanism, to introduce talents, but also to retain talents. Finally, we should strengthen the training of local talents to stimulate the endogenous motivation. The government can

train local talents by offering professional courses, improving the talent evaluation system and the employment system. Local talents should strengthen the technical exchanges with local farmers, cultivate reserve forces, expand the scale of digital talents, and provide a steady stream of talent support for the construction of digital countryside.

5. Conclusion

Digital rural construction is of profound and lofty strategic significance for improving the construction of rural governance system, promoting rural economic development, promoting rural regional cultural exchanges, and promoting the construction of a green and ecological living environment. It is the core embodiment of the rural revitalization and construction strategy and China's exploration of the upgrading and transformation of modern agricultural and rural strategy. At present, the digital rural construction infrastructure construction backward, digital rural construction cognition, digital talent shortage, in order to further promote the digital rural construction in our country can assign the implementation of rural revitalization strategy, should strengthen the construction of rural infrastructure, improve digital rural governance awareness, strengthen the technical personnel training.

Acknowledgment

This article is the 2021 College Students' Practice and Innovation Training Program project of Nanjing Audit University, project number: 2021AX04011Z.

References

- [1] Feng Chaorui, Xu Hongyu. The practical dilemma and breakthrough Path of the current digital rural construction [J]. Journal of Yunnan Normal University (Philosophy and Social Sciences edition), 2021,53 (05): 93-102.
- [2] Wang Lei, Wang Hao. Digital rural governance under the Vision of Rural Revitalization: Difficulties and outlet [J]. Journal of Shaoyang University (Social Science edition), 2021,20 (04): 32-37.
- [3] Wen Feng. Digital rural construction: Importance, practical dilemma and governance Path [J]. Guizhou Social Science, 2022 (04): 147-153.
- [4] Tang Yuqing. The Theory and Practice of Digital Rural Construction in the New Era [J]. Journal of Fuzhou University (Philosophy and Social Sciences edition), 2021,35 (02): 32-34 + 75.
- [5] Liu Shaojie, Luo Yinbin. An effective way to promote the digital rural construction action [J]. Fujian Forum (Humanities and Social Sciences edition), 2022 (02): 182-189.
- [6] Weng Liangzhu. Thinking on digital Rural Construction under Rural Revitalization [J]. Contemporary county economy, 2022 (07): 50-53.
- [7] Xing Zhenjiang. The National Logic of digital rural construction [J]. Journal of Jishou University (Social Sciences edition), 2021,42 (06): 58-68.