

# The Dilemma and Countermeasure research of Guangxi Rural Development

-- Empirical Evidence Based on Field Investigation

Kai Guo\*

School of economics, Guangxi University, Guangxi, China

\*Corresponding author email: 1003376328@qq.com

**Abstract:** Through the field investigation experience and literature review, it is found that Guangxi has made a series of remarkable achievements in promoting rural people's livelihood, including the sustainable and healthy development of rural industries, the steady increase of rural residents' income, the orderly promotion of grassroots governance modernization, and the remarkable achievements of beautiful rural construction. But at the same time, in the process of promoting the construction of rural people's livelihood, there are still many problems and difficulties, including the deficiencies of education, medical care, social security, food safety, cultural development and other aspects. In view of these difficulties, this paper puts forward a series of countermeasures and suggestions, such as exploring effective ways to increase rural income, strengthening investment in rural culture and education, improving rural medical service system, and strengthening rural food safety supervision. It is expected that these countermeasures and suggestions can help improve the living conditions of rural residents, improve the development results of rural areas, and provide strong support for promoting the strategic goals of rural revitalization.

**Keywords:** Rural revitalization, Rural development.

## 1. Introduction

People's livelihood work is related to people's quality of life and happiness index, and has always been the focus of attention from all walks of life. The Sixth Plenary Session of the 19th Central Committee of the Communist Party of China (CPC) pointed out that "ensuring a good life for the people is the starting point and goal of all our work". All these reflect the great importance that the Party and the state attach to people's livelihood work. During the 14th Five-Year Plan period, raising people's wellbeing to a new level has become an important goal of China's economic and social development. Therefore, it is an important goal for the whole society to promote the development of people's livelihood, effectively ensure and improve the quality of people's livelihood, and improve people's satisfaction with their livelihood. At present, rural areas still occupy a vast area of China's land and population. The development and stability of rural areas have a bearing on the quality of life and happiness of hundreds of millions of farmers, as well as the development and stability of the country as a whole. Therefore, promoting the development of people's livelihood in rural areas and gradually solving a series of livelihood problems that affect the quality of life of rural residents have become the key to the development of rural areas. In recent years, under the leadership of the Party and the state, the development of people's livelihood in rural areas in China has been continuously promoted, farmers' incomes have been continuously increased, the rural governance system has been gradually improved, the rural living environment has been significantly improved, and the working and living standards of rural residents have reached a new level. However, due to the rapid urbanization and China's urban-rural dual system factors, compared with developed urban areas, rural areas are still in a weak position in basic education, medical and health

care, social welfare and other areas of people's livelihood,[2]such as the withdrawal and merger of schools in education, loss of teachers and other problems, lack of medical resources in medical care, low quality of medical services. The lack of food safety supervision, lack of spiritual civilization and other problems. These problems are related to the basic living needs of rural residents, as well as the economic development, harmony and stability of the whole society. Therefore, how to solve the dilemma faced by the development of people's livelihood in rural areas, gradually narrow the gap between urban and rural areas, improve the living standards and happiness of rural residents, is an important issue that China urgently needs to solve at present.

The author participated in the China (Guangxi) People's Livelihood Survey for three consecutive years from 2021 to 2023. The field observation method and household interview method were used to obtain relevant materials and information, and more than 40 villages/communities in Guangxi were visited and investigated, and a large amount of empirical evidence from the rural front line was obtained. Based on the empirical evidence of China (Guangxi) People's livelihood Survey and relevant literature, this paper expounds and analyzes the development of rural people's livelihood in Guangxi.

## 2. Achievements in the Development of People's Livelihood in Rural Areas of Guangxi

### 2.1. Healthy development of rural industries

In the past few years, under the encouragement and guidance of positive policies, Guangxi has gradually formed a development model of agricultural industry with modern characteristics, made remarkable progress in promoting the development of rural industry, and injected new vitality into the sustainable growth of rural economy. First, agricultural

production output has been steadily increasing. Agricultural output is a key factor in ensuring food security and rural stability. Since 2017, Guangxi's grain output has remained at a high level of more than 13 million tons and maintained a long-term and steady growth trend, becoming an important support for maintaining the stability of rural areas and ensuring the basic livelihood of farmers. Second, agricultural modernization has continued to advance. Guangxi has actively promoted the construction of agricultural modernization and supported the development of new agricultural business entities from various aspects such as policy support and technical guidance. The scale of new agricultural business entities such as family farms and agricultural enterprises has been expanding, and the degree of organization of agricultural production has been improving. At the same time, Guangxi has also made positive efforts in the construction of high-standard farmland and the improvement of the level of comprehensive agricultural mechanization, which has further improved the efficiency of agricultural production and laid a solid foundation for the modernization, transformation and upgrading of Guangxi agriculture. Third, there is a strong momentum of industrial integration. The district actively promotes the development of agricultural products processing industry, actively introduces agricultural products processing industry projects and enterprises, and the good development momentum of various industries provides a strong driving force for the integrated development of rural industries, vigorously promotes the integration of three industries, lays a foundation for the diversified development of rural economy, and plays an important and positive role in the high-quality development of rural industries.

## **2.2. Residents' income has steadily increased**

Income is a core indicator for evaluating people's livelihood and an important parameter for measuring people's living standards. For a long time, Guangxi has taken helping rural residents increase their income and expanding their income channels as the core measure to ensure and improve rural people's livelihood. First, the income of rural residents has continued to increase, and the income gap between urban and rural areas has been narrowing. The region has fully implemented the Party's policies to help farmers and increase their incomes, and rural residents' incomes have continued to rise. By 2022, the per capita disposable income of rural residents in the region will reach 17,433 yuan, up 17.67 percent from 14,815 yuan in 2020, and the growth rate is higher than the national average. At the same time, the growth rate of rural residents' per capita disposable income continues to be higher than that of urban residents, and the ratio of per capita disposable income between urban and rural residents continues to decline, narrowing the urban-rural income gap. Second, industrial development has provided a strong driving force for increasing people's incomes. Guangxi has actively explored a new path for the development of rural collective economy. By cultivating characteristic industries, strengthening technical guidance and other ways, it has strengthened the rural collective economy and driven the increase of farmers' income. The proportion of rural areas with annual collective operating income of more than 50,000 yuan has been increasing. This has significantly boosted employment and income growth in rural areas, as well as the transformation and upgrading of the rural economy. Third, we continued to consolidate and expand our achievements in

poverty alleviation. Guangxi has launched a special campaign to prevent people from falling back into poverty, and 337,700 of the 514,500 monitored people in the region have been steadily eliminated from the risk of falling back into poverty. On this basis, the region has carried out a three-year campaign to increase the income of people who have been lifted out of poverty. The number of people who have been lifted out of poverty has reached 2.889 million, and 285,000 people have been relocated to public welfare positions in rural areas. The per capita net income of people who have been lifted out of poverty has reached 15,029 yuan, which is higher than the growth rate of rural residents' income in the region. The region has achieved economic development in poverty-stricken areas and sustained growth in farmers' incomes.

## **2.3. Orderly progress was made in modernizing governance**

Effective governance is the basis for achieving social stability and prosperity in rural areas. Guangxi attaches great importance to rural grassroots governance, insists on strengthening the leading position of rural grassroots Party organizations, standardizes and implements various rural governance work, and constantly improves the governance capacity at the grassroots level to promote the harmony, stability, prosperity and development of rural society. First, we need to improve rural governance capacity through various ways and means. On the one hand, we have actively promoted the construction of rural governance personnel. Through the implementation of measures such as cadre stationed in villages and cadre training, we have strengthened the governance capacity and quality of community-level cadres, strengthened the construction of community-level Party organizations, and improved the ability and level of community-level governance. On the other hand, through policy guidance and financial support, we have widely attracted outstanding talents to return to their hometowns to start businesses and take positions, so as to inject fresh blood into rural governance and development. Second, we will vigorously promote the rule of law and moral governance and villagers' self-governance. In terms of the rule of law, China has continuously strengthened the construction of the legal service system at the grassroots level, actively promoted legal aid and judicial assistance, and provided a strong legal guarantee for the rural grassroots. In terms of moral governance, it has actively promoted the moral construction of rural residents, strengthened the education and publicity of social morality, family virtue and personal morality, and made gradual efforts to build a good governance of rural areas. In terms of villagers' self-governance, we will actively promote village-level democratic decision-making, democratic management and democratic supervision, protect the legitimate rights and interests of farmers, and promote harmony and stability in rural society. Against this background, the number of demonstration villages of democracy and rule of law at and above the county level and administrative villages with village rules and regulations has continued to increase. It has played a positive leading role in rural governance in the region and provided experiences and models for reference.

## **2.4. Remarkable progress has been made in building beautiful villages**

Guangxi has taken multiple measures to make solid progress in building beautiful villages. First, the living

environment in rural areas has significantly improved. The region continued to promote the development of rural infrastructure and unified planning of village layout, and coordinated the treatment of domestic sewage and household garbage in rural areas. On the one hand, the region has promoted comprehensive treatment of rural river channels, and adopted various measures to control pollution sources, remove silt, dredge river channels and restore ecological conditions to ensure that rural drinking water sources are not polluted or damaged. On the other hand, we will improve the system for collecting, transporting and disposing household garbage in rural areas. We have encouraged rural household garbage classification and reduction and resource utilization, carried out trials of household garbage classification in rural areas in light of local conditions, promoted garbage classification and treatment methods suitable for rural conditions, and explored garbage classification and treatment modes in line with the characteristics of rural areas and the living habits of rural residents in practice, thus significantly improving the living environment in rural areas. Second, rural infrastructure development has been strengthened. Attaching great importance to rural infrastructure construction, the region has continuously increased financial input, and implemented a number of projects to benefit the people and agriculture, such as the unblocked rural roads project, the strengthening of rural flood and drought control and water supply guarantee, the construction of rural clean energy, the construction of cold chain logistics facilities for the storage and preservation of agricultural products, and the digital rural construction and development project. In rural areas, great progress has been made in the construction of roads, electricity, water conservancy, logistics, communications and other infrastructure, which has been further improved.

### **3. The Dilemma of Rural People's Livelihood in Guangxi**

With the improvement of people's demand for a better life, their demands for people's livelihood have become increasingly diversified. In this process, there is still a certain gap between the reality of people's livelihood development and residents' expectations for a better life. In the process of investigation, the author found that there are still the following problems in the development of people's livelihood in rural areas of Guangxi.

#### **3.1. Weak and lagging rural education and imbalance of urban and rural educational resources**

Driven by the rapid development of urbanization, educational resources are increasingly converging from rural areas to urban areas, which has led to an increase in the distance to school for some rural students, which in turn has caused potential safety hazards such as inconvenient transportation. Especially in remote rural areas, children often have to travel a long way to get to school, and some places even lack enough safe roads. Nearly 20 percent of the eligible respondents said their children do not attend a school in their own village, and more than 20 percent of them choose to send their children to a school far away from home because there is no school nearby. In addition, after the merger of schools, many rural families need to rent houses near the schools to facilitate their children's education, which undoubtedly increases the education expenditure of rural families. For

some families with poorer economic conditions, this extra cost may bring great financial pressure. On the other hand, for convenience, many families choose boarding education during the compulsory education period. The phenomenon of boarding at a young age is becoming more and more common in rural areas. As many rural children leave their parents at a young age and start to live independently, these children may feel lonely and lost, and lack their parents' care and guidance. Not only does this affect their academic performance, but their physical and mental health may also suffer, which may negatively affect their long-term growth and development. Although some rural areas still have schools with compulsory education, the quality of education in most areas is still far behind that in urban areas due to poor teaching conditions, aging teachers' age structure and unreasonable discipline structure.

#### **3.2. There is a serious outflow of population and the hollowing out has intensified**

With the continuous progress of urbanization, a large number of young and middle-aged workers have been lost in rural areas, resulting in a certain degree of fault in the population structure of rural areas. The rural population is mainly composed of vulnerable groups, including women, children and the elderly. Due to the long-term absence of the main family labor force, it is difficult to play the family function, and the problem of being left behind in rural areas has become increasingly prominent. These left-behind children lack the companionship and care of their parents since childhood, and their physical and mental health are easily neglected, and their academic performance and behavior are easily affected to varying degrees. In addition, left-behind women bear heavy family responsibilities, but due to long-term overwork and pressure, they are often physically and mentally exhausted, and even become ill through overwork. The left-behind elderly, on the other hand, have increased physical labor and a difficult life, and face the problem of lack of care and companionship. On the other hand, with the gradual hollowing out of the countryside, the relatively scattered rural population lacks effective public security management, which is easy to become the main target of some criminals' illegal and criminal behaviors. Various criminal activities against the left-behind population, such as fraud, theft, robbery and trafficking, have been carried out. Public security has been challenged, and the sense of life security of rural residents has been greatly reduced.

#### **3.3. The lack of medical resources and the heavy burden on the masses**

Medical problems are an important factor affecting rural residents' satisfaction with their livelihood. First, the distribution of medical resources is uneven. In rural areas, the distribution of medical resources is seriously uneven. The larger hospitals and better medical facilities are usually concentrated in urban areas, while the medical facilities and medical personnel in rural areas are relatively scarce, and the quality of medical services they can provide is not high. As a result, rural residents face many inconveniences when accessing medical services, and may even be unable to receive adequate treatment due to the lack of necessary medical equipment or medical personnel. Second, the medical burden is heavy. Although there are systems such as rural cooperative medical system, the annual increase in the charging standard has brought some pressure to many

families with average economic conditions. Moreover, in some areas, the procedures of medical reimbursement are complicated, the reimbursement cycle is long, and the reimbursement proportion is not high, which brings a lot of inconvenience to residents when they need to be reimbursed for medical expenses. Many rural residents still need to face high medical expenses, especially chronic disease groups need long-term medical expenses. More than 50% of the rural residents surveyed feel great pressure on the payment of medical insurance, and nearly 90% worry that they will not have the money to see a doctor when they or their family members are sick. Some people may choose no treatment or partial treatment because they cannot afford the medical expenses, which has a serious impact on the patients' health status. Third, public health awareness is insufficient. In rural areas, due to the low level of education, poor information dissemination, traditional lifestyle and other factors, many residents have insufficient awareness of public health and disease prevention, and are unable to take effective preventive measures in the face of some preventable diseases, which may lead to the spread and deterioration of diseases and greatly affect the health of rural residents.

#### **3.4. Prominent food safety problems and insufficient awareness of rights protection among rural residents**

Food safety is the most basic livelihood issue. However, the current rural food market is facing a huge food safety challenge. From the perspective of consumers, most rural residents have insufficient knowledge of food safety, poor awareness of food safety, and insufficient knowledge and discrimination ability of food safety. Many rural residents tend to pay more attention to food prices when buying food, and ignore food safety issues. In addition, many rural residents have insufficient knowledge of food safety laws and regulations and weak awareness of safeguarding their rights. Even if they find that their legitimate rights and interests are damaged when buying food, they do not know how to protect their rights and interests through legitimate means. When confronted with food safety problems, they often choose to swallow their pride and dare not or are not willing to protect their rights. More than 16% of the surveyed residents said that they would choose to give up their rights when confronted with food safety problems. From the perspective of producers, most of the rural food operators are small workshops, and they lack understanding of the system and norms of food safety. The standardized production degree of processed food is insufficient, and the safety traceability system of food production is not perfect. At the same time, most rural areas are located in remote areas, affected by traffic factors and other factors, it is difficult for the supervision department to be in place, and the relevant standards and systems are difficult to implement. Safety is difficult to be effectively guaranteed.

#### **3.5. Monotonous cultural activities and lack of spiritual civilization**

The relatively backward economic development also restricts the construction of spiritual civilization in rural areas. First, the inheritance of traditional culture faces challenges. With the continuous development of modern science and technology, traditional farming culture and crafts are gradually fading away, and the lack of effective use and innovation of excellent traditional culture has resulted in the

loss of cultural value, and the inheritance of traditional culture is facing severe challenges. Second, cultural activities are insufficient. Publicity and education in culture, education, science and technology are relatively insufficient in rural areas. Most rural residents have a low level of education and lack sufficient scientific and cultural knowledge. Moreover, basic cultural facilities such as libraries and cultural activity centers are generally lacking in rural areas, which makes it difficult for rural residents to meet their cultural needs and the quality of cultural life needs to be improved. Although some rural areas have built village-level libraries, fitness rooms, cultural activity centers and other cultural places, the phenomenon of idle is serious, there are books unread, equipment unused situation is more common. The quality of people's spiritual life is relatively low. Third, the form is single and lack of innovation. The cultural life in rural areas is relatively simple, lacking rich and diverse recreational activities and cultural activities. The related spiritual civilization activities are simple, floating in form, powerless, lack of internal consciousness, deep planning, systematic promotion of comprehensive civilization activities, the lack of spiritual civilization has become the shortcomings of the development of rural areas, but also the resistance to the overall social progress.

### **4. Conclusions and Suggestions**

From the perspective of Chinese people's livelihood survey experience, this paper discusses the dilemma and countermeasures of the current rural people's livelihood construction. Through the combination of field investigation experience and literature review, it is found that there are many difficulties in the development of people's livelihood in rural areas of Guangxi, such as deficiencies in education, medical care, food safety, cultural development and so on. In view of these difficulties, this paper puts forward some countermeasures, such as exploring effective ways to increase rural income, strengthening investment in rural culture and education, improving rural medical service system, and strengthening rural food safety supervision. It is expected to help improve the living conditions of rural residents, improve the development results of rural areas, and provide strong support for the realization of the strategic goals of rural revitalization.

#### **4.1. Explore effective ways to increase rural incomes and expand the channels for farmers to increase their incomes and get rich**

First, we will improve the urban-rural integrated employment service system. In the process of promoting the coordinated development of urban and rural economies, we will focus on strengthening supply-side structural reform of human resources and give priority to supporting rural workers in finding local employment. Governments at all levels should increase investment in skills training for rural workers, so that rural residents can acquire professional skills that meet market demand and improve their employability and market competitiveness. In addition, it is necessary to give full play to the role of employment information platform, so that rural labor can obtain accurate employment information in time, so as to better grasp the employment opportunities.

Second, we should foster and develop new types of agricultural business entities. Agriculture is the basic industry

of the rural economy. Actively developing new types of agricultural business entities, encouraging nongovernmental forces to participate in the process of agricultural development, and cultivating new types of agricultural business entities such as farmer cooperatives, family farms and modern agricultural enterprises are important ways to improve agricultural efficiency and farmers' incomes. Governments at all levels should provide more policy support and financial preference to these new agricultural business entities, such as providing technical guidance, market information and economic subsidies. At the same time, it is necessary to improve the construction of the rural agricultural industry chain, improve the efficiency of the purchase, storage and transportation of agricultural products, enhance the market competitiveness of agricultural products, and promote the development of agriculture to the direction of industrialization, scale and efficiency.

Third, we need to promote integrated development of rural industries. Industrial integration is an important way to promote rural economic transformation and upgrading. We should encourage and support the integrated development of agriculture and the secondary and tertiary industries, encourage the distribution and development of various industries in rural areas, accelerate the development of agricultural products processing industry, rural tourism and other industries in rural areas, promote the formation of a diversified industrial structure, improve the added value of agricultural products, increase the income sources of farmers, and provide more economic growth points for rural areas.

Fourth, we need to deepen reform in agriculture, rural areas and farmers. We will focus on advancing reform in key areas such as the rural land system and the rural collective property rights system. In terms of land system reform, we can actively explore new models for land circulation and exit mechanisms for land contracting rights, activate the potential of rural factors, and promote the circulation of land management rights and large-scale agricultural operations. At the same time, we should deepen the reform of the rural collective property rights system and increase the property income of rural residents by revitalizing rural collective assets. We will promote innovative development of rural finance, increase the coverage of agricultural insurance, and provide more financial support for rural economic development.

## **4.2. Improve the rural social security system and improve the bottom line of rural people's livelihood**

First, we will improve the rural social assistance system. We need to increase assistance to people in rural areas with special needs to ensure their basic living standards. On this basis, it is also necessary to strengthen care and protection for left-behind children, the elderly and other vulnerable groups in rural areas, and establish and improve the social care and service system in rural areas. A variety of measures should be taken, such as providing living subsidies and medical assistance, to ensure that the basic livelihood of vulnerable groups in rural areas is effectively guaranteed. In addition, the formulation and implementation of policies should be strengthened to ensure the effective use of relief funds. We should establish and improve relevant regulations and systems to standardize the management of rescue work and improve the efficiency and quality of rescue work.

Second, we will promote the development of elderly care services in rural areas. At present, rural areas are facing the

increasingly serious problem of aging population, and the demand for rural elderly care services is increasing. Therefore, it is necessary to accelerate the construction of nursing homes and activity centers for the elderly in rural areas, so as to improve the level of elderly care services in rural areas. Social forces should be encouraged to participate in the cause of rural elderly care services, and the development of various forms of rural elderly care services should be promoted through policy guidance and financial support, so as to meet the diversified needs of different elderly people in life services, medical care, culture and entertainment, and improve the quality of rural residents' elderly care. At the same time, it is necessary to strengthen the supervision and management of rural elderly care services, improve relevant laws and regulations, standardize the management of the elderly care service market, and ensure the quality and safety of services.

Third, we need to strengthen the comprehensive management of rural social security. Comprehensive management of public security is an important guarantee for maintaining social harmony and stability in rural areas. We need to establish and improve mechanisms for the investigation and settlement of conflicts and disputes and a system for the prevention and control of public security, so as to solve all kinds of social conflicts and problems in a timely manner. We will actively carry out special campaigns to eradicate Mafia and evil, and severely crack down on Mafia forces and crimes related to agriculture. At the same time, we will strengthen the public security system in rural areas, increase the number of police offices and employ full-time police officers to improve public security in rural areas. By strengthening community-level governance capacity building, farmers' sense of gain and happiness should be enhanced. In addition, it is necessary to strengthen cyber security management to prevent phenomena such as cyber crimes and the spread of Internet rumors from having a negative impact on rural social development. We should provide a strong guarantee for social harmony, stability and comprehensive revitalization in rural areas through comprehensive governance measures in various aspects.

## **4.3. Increase investment in rural culture and education and raise the level of rural culture and education**

First, we will increase investment in rural education. We will further increase the budget for rural education and set up special funds for rural education to ensure a stable source of rural education funds. We will encourage social forces to actively participate in rural education and attract more funds and resources into rural education. At the same time, we should pay more attention to the balanced allocation of educational resources, and continue to narrow the gap in educational level between urban and rural areas by optimizing the distribution of education, improving school conditions and strengthening school infrastructure construction.

Second, we will strengthen the ranks of rural teachers. Teachers are the core resources of rural education, and the core requirement to improve the quality of education in rural schools is to strengthen the construction of teachers. On the one hand, we should improve the incentive mechanism for rural teachers, increase their salary and welfare, and attract more excellent teachers to teach in rural schools. We can encourage more excellent teachers to teach in rural schools for a long time by increasing the number of rural teachers,

raising their salaries, and implementing regular training and rotation training programs. On the other hand, we should strengthen the management and training of rural teachers, improve their education and teaching level, enhance their professional dedication and sense of responsibility, and enhance their comprehensive quality.

Third, we need to strengthen the development of cultural undertakings. The improvement of spiritual civilization is an important symbol of social development and progress in rural areas. The government should increase investment in the development of cultural undertakings in rural areas, improve the construction of cultural infrastructure in rural areas, and encourage farmers to go to libraries and playgrounds through the construction of libraries, cultural activity rooms and sports facilities, so as to improve their cultural literacy and quality of life. At the same time, we should organize and carry out a variety of mass cultural activities in rural areas, strengthen cultural education and skills training for farmers, help them enrich their spiritual and cultural life, and improve their own quality and ability. We will effectively improve the spiritual outlook of rural residents.

#### **4.4. We will strengthen the balanced allocation of medical resources and continue to build a healthy countryside**

First, we will strengthen the development of rural clinics and medical teams to improve primary medical services in rural areas. We need to increase investment in rural clinics and improve their hardware and medical equipment so that they can meet the basic medical needs of farmers. It is necessary to establish and improve the career development channel of rural doctors, formulate relevant policies, improve the treatment of rural doctors, encourage more graduates of medical related majors to work in rural areas, and improve the overall quality of medical staff in rural areas. At the same time, it is also necessary to strengthen the training and management of rural doctors, improve the medical skills and professional ethics of medical staff, so that they can better serve the masses.

Second, we should promote equal access to basic public health services and ensure that rural residents have access to basic health services. We will strengthen health, epidemic prevention and health services in rural areas, formulate and implement health education, health examination and other health programs, and educate rural residents about healthy lifestyles and the prevention of common diseases, so as to help them develop good and healthy living habits. We will strengthen the management and control of chronic diseases in rural areas, carry out regular health examinations, and detect and control chronic diseases early. We should pay more attention to maternal and child health care in rural areas and provide quality health services to rural women and children.

Third, we will deepen reform of the medical and health care system. We will accelerate the establishment of a tiered medical system and promote balanced allocation of medical resources between urban and rural areas. We will increase investment in primary medical institutions and improve their service quality. We should promote cooperation and communication among medical and health institutions, strengthen the implementation of primary diagnosis and two-way referral at primary medical institutions, and enable rural residents to receive timely and effective medical services at

primary medical institutions. We should actively explore the model of medical consortia, and improve the diagnosis and treatment level and resource utilization efficiency of primary medical institutions through cooperation between primary medical institutions and superior hospitals.

#### **4.5. Improve food safety publicity and education, and strengthen food safety supervision**

First, it is necessary to strengthen food safety education for rural residents, producers and business operators, increase their knowledge of food safety and enhance their awareness of food safety. For the residents, the publicity of food safety should be intensified, and professional personnel should be organized to conduct publicity and training, so as to enhance their ability to identify problem food and increase their awareness of safeguarding their legitimate rights and interests. For production and business operators, relevant departments should strengthen professional training for business operators, strengthen their food safety concepts, and improve business operators' ability to implement food safety standards and systems and their awareness of abiding by the law.

Second, we should strengthen food supervision and establish a bottom line of food safety. To ensure the food safety of farmers, we should improve the food safety monitoring system and supervision capacity building, strengthen the supervision of rural food markets, realize the regular inspection of rural food markets, increase the punishment of food violations, adopt a zero-tolerance attitude towards food safety problems, and build a bottom line of food safety. A food safety traceability system covering planting, processing, storage, transportation and sales should be gradually established to monitor and record the whole process of food, improve the efficiency of food safety supervision, and enhance consumers' confidence in the rural food market.

Third, we will strengthen the social co-governance of rural food safety. We will give full play to the role of rural residents in food supervision, encourage them to actively participate in the supervision and management of rural food safety, and continue to improve the rural food safety reporting mechanism to protect the legitimate rights and interests of the people. At the same time, we should strengthen the benign cooperation with social organizations and enterprises, and gradually form a collaborative governance framework for rural food safety with the participation of the government, enterprises and society. Jointly protect the food safety rights and interests of rural residents, and promote the implementation of rural food safety work.

## **References**

- [1] Outline of the 14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Vision and Goals for 2035 [EB/OL].(2021-03-13)[2021-08-03]
- [2] [Ye L, Wang J M. The evolution and future prospect of urban-rural relations since the founding of New China [J]. Journal of Huazhong Agricultural University (Social Science Edition),2021(06):110-120+191. (in Chinese) DOI:10.13300
- [3] WuJ ,ZhangJ ,LiC .Analysis of Agricultural and Rural Development of Resource-Based Areas: Taking Huainan City, Anhui Province as an Example[J].Scientific and Social Research,2023,5(12):73-77.