

Study on the Mechanism and Path of New Quality Productivity Enabling Comprehensive Rural Revitalization

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Abstract: Promoting the comprehensive revitalization of the countryside can provide solid support for Chinese-style modernization, and the new quality productivity, as a newer, innovative and high-quality productivity, has an important empowering effect on the in-depth implementation of the comprehensive revitalization of the countryside. This paper discusses the power mechanism, transmission mechanism and safeguard mechanism of the new quality productivity empowering the comprehensive revitalization of the countryside as a triple mechanism, and analyzes the main constraints such as the low total factor productivity of agriculture, the slow development of the rural industrial system, and the unsound safeguard system, etc. In response to these constraints, it puts forward its optimization path Optimization Path to Strengthen the Engine of Autonomous Innovation, Make Use of the New Intelligent Digital Medium, and Promote the Industrial Upgrading of the New Fields, Create new vitality of innovative talents of the four suggestions, giving the Marxist productivity theory a new connotation of the times, and providing scientific theoretical guidance for the comprehensive promotion of rural revitalization.

Keywords: New quality productivity, Comprehensive rural revitalization, Role mechanism, Path analysis.

1. Introduction

During his visit to Heilongjiang in September 2023, General Secretary Xi Jinping first put forward the concept of "new quality productivity", emphasizing the need to focus on "new quality productivity", integrating scientific and technological innovation resources, and leading the development of strategic emerging industries and future industries. New quality productivity has not only changed the development of industry and services, but also penetrated into agriculture and rural areas, providing a strong impetus for high-quality development of agriculture. At the Central Rural Work Conference held in December 2023, General Secretary Xi Jinping, from the perspective of the overall development strategy of the Party and the country's cause, gave important instructions on the work of the "three rural areas," emphasizing that "to promote Chinese-style modernization, we must persistently consolidate the foundation of agriculture and promote the comprehensive revitalization of the countryside. ". As the general grips of the work of the three rural areas in the new era, the realization of the comprehensive revitalization of the countryside needs a new source of power. In view of this, the development of new productive forces should be accelerated in promoting the comprehensive revitalization of the countryside, and efforts should be made to solve the problems of the development of the "three rural areas", to stimulate the endogenous momentum of rural revitalization, and to empower the comprehensive revitalization of the countryside with new productive forces to promote the modernization of agriculture and the countryside.

2. Triple Mechanism for Comprehensive Rural Revitalization Empowered by New Quality Productivity

2.1. Dynamic Mechanisms for Comprehensive Rural Revitalization Empowered by The New Quality of Productive Forces

New-quality productivity is relative to traditional productivity, driven by the deepening application of new technologies and characterized by the rapid emergence of new industries, new business forms and new models. In the era of digital economy, new-quality productivity is supported by new technologies of digitization, networking and intelligence, emphasizing scientific and technological innovation as the core driving force, and deepening the application of high technology, with a wide range of permeability and integration. Scientific and technological innovation, as the core element of the new quality productivity, has significantly improved the efficiency of agricultural production and reduced production costs through the introduction of modern agricultural machinery, intelligent irrigation systems, drones and other technologies, while promoting the deep processing of agricultural products and the extension of the industrial chain, and adding a new growth point to the rural economy. Green productivity emphasizes economic development under the premise of safeguarding the ecological environment, and through the promotion of eco-agriculture, recycling agriculture and other modes, it not only enhances the market competitiveness of agricultural products, but also promotes the restoration and protection of the countryside's ecosystem, laying a solid foundation for the sustainable development of the countryside. Informatization application, on the other hand, breaks the geographical limitations through the

construction of digital villages, enhances the transparency and efficiency of rural governance, and at the same time promotes the development of rural e-commerce, long-distance education, smart medical care and other emerging business, injecting new vitality into the rural society. These three intertwine and work together to form a powerful power source of new quality productivity empowering the comprehensive revitalization of the countryside, and promoting the comprehensive and coordinated development of the countryside's economy, society and ecology.

2.2. Transmission Mechanisms for The Comprehensive Revitalization of Villages Empowered by The New Quality of Productive Forces

The transmission mechanism of new quality productivity empowering the comprehensive revitalization of the countryside is a comprehensive process integrating scientific and technological innovation, green production and the application of information technology. These core elements promote the fundamental change of agricultural production methods, promote the deep processing of agricultural products and the extension of the industrial chain, enhance the added value of agricultural products, and give rise to new industries such as rural e-commerce and smart agriculture, broaden the channels for the sale of agricultural products, and significantly increase the income of farmers. At the same time, the green production model realizes the harmonious coexistence of agricultural production and the ecological environment, which not only enhances the market competitiveness of agricultural products, but also promotes the restoration and protection of rural ecology; the application of information technology enhances the transparency and efficiency of rural governance through the construction of digital villages, improves the public service system, and strengthens the cohesion of the rural society. The formation and development of new quality productivity depends on the optimal allocation and reasonable increase of production factors such as capital, labor, technology, management, etc., which in turn leads to the optimization and upgrading of the industrial structure, the formation of a more perfect and efficient industrial system, the transformation of industrial layout from dispersed to agglomeration, the formation of industrial clusters, and ultimately, through the enhancement of the agricultural output value, the promotion of the rural economic development and the increase in the income of the farmers, the improvement of rural quality of life, and the achievement of the overall revitalization of the countryside. Comprehensive revitalization of the countryside.

2.3. Guarantee Mechanism for Comprehensive Rural Revitalization Empowered by New Quality Productivity

The guarantee mechanism for the comprehensive revitalization of the countryside empowered by new productivity requires a combination of policy support, financial investment, talent training and technological innovation. In terms of policy support, the government should introduce a series of policies and measures to encourage and support the promotion and application of scientific and technological innovation, green production and information technology applications in rural areas, so as to provide legal safeguards and an institutional environment for the

comprehensive revitalization of the countryside. In terms of capital investment, the government should increase the capital investment in scientific and technological innovation, green production and information technology application in rural areas, and at the same time guide social capital to participate in the comprehensive revitalization of the countryside, so as to form a diversified capital investment mechanism. In terms of talent cultivation and technological innovation, the government should strengthen the cultivation and introduction of agricultural scientific and technological talents and digital talents, promote agricultural scientific and technological innovation and transformation of achievements, and provide intellectual support and technological guarantee for the development of new quality productivity. In addition, it should also strengthen the construction of scientific and technological innovation system in rural areas, enhance the capacity and level of scientific and technological innovation in rural areas, and provide strong support for the wide application of new quality productivity in rural areas. The establishment and improvement of these guarantee mechanisms have provided a solid institutional foundation and resource guarantee for the comprehensive revitalization of the countryside empowered by the new quality productivity, and promoted the comprehensive and coordinated development of the countryside's economy, society and ecology.

3. Major Constraints to The Comprehensive Revitalization of The Countryside Enabled by The New Quality of Productivity

3.1. Low Total Factor Productivity in Agriculture, Constraining the Internal Dynamics of Comprehensive Rural Revitalization

Total factor productivity in agriculture is an important indicator of agricultural production efficiency, reflecting the efficiency of the comprehensive utilization of factors of production such as capital, labour and land in agricultural production. According to statistics, there is still a large gap between China's total factor productivity in agriculture and the world's advanced level, which is only about 50 per cent of that of developed countries. This status quo leads to low agricultural production efficiency, high cost of agricultural products and insufficient market competitiveness, which seriously restricts the sustainable development of rural economy and the improvement of farmers' income. Take Shandong Province, a large agricultural province, for example, which has vast arable land and rich agricultural resources, but the total factor productivity of agriculture has been at a low level for a long time. In the production process, farmers often rely on traditional farming methods and sloppy management practices, resulting in low land output efficiency and uneven quality of agricultural products. At the same time, the lack of advanced agricultural science and technology and equipment support has resulted in a serious waste of resources and high costs in the agricultural production process. Together, these factors have led to a lack of competitiveness of the province's agricultural products in the marketplace, slow growth in farmers' incomes, and insufficient impetus for rural economic development.

3.2. The Slow Development of The Rural Industrial System Has Become a Bottleneck in The Comprehensive Revitalization of The Countryside

According to statistics, in China's rural industrial system, traditional agriculture still occupies a dominant position, and emerging industries and specialty industries account for a relatively low proportion. This status quo has led to a single rural industrial structure, a short industrial chain and low added value, seriously restricting the diversified development of the rural economy and the improvement of farmers' income. In order to promote the development of the rural industrial system and the comprehensive revitalization of the countryside, effective measures must be taken. On the one hand, it is necessary to optimize the industrial structure of the countryside and vigorously develop emerging industries and characteristic industries. Through the introduction and cultivation of emerging and specialty industries, the rural industrial system should be enriched and the added value and competitiveness of industries should be improved. On the other hand, it is necessary to strengthen the integration and extension of the industrial chain and promote the integrated development of primary, secondary and tertiary industries. Through industry chain integration and extension, promote the deep integration of agriculture, forestry, animal husbandry, fishery and other fields, and improve the overall efficiency and sustainable development capacity of rural industries.

3.3. Inadequate Safeguard System for The Comprehensive Revitalization of The Countryside, Which Hinders the Development of New Quality Productive Forces

In order to develop new productive forces, it is necessary to further deepen reforms in a comprehensive manner and to form new production relations that are compatible with them. It is necessary to build new production relations by deepening the reform of the rural business system, relying on the dual-wheel drive of new productive forces and reform to inject new momentum into the comprehensive revitalization of the countryside. On the one hand, there are still institutional obstacles in key areas such as the rural land system, the financial system and the talent system, which constrain the development of the rural economy and the cultivation of new productivity. On the other hand, rural social security systems, public service systems and other infrastructures are lagging behind, making it difficult to meet the needs of comprehensive rural revitalization.

4. Practical Path for Comprehensive Rural Revitalization Empowered by New Quality Productivity

4.1. Strengthening the Engine of Independent Innovation and The Strategy of Science and Technology-Driven Comprehensive Revitalization of The Countryside

In the grand blueprint for the comprehensive revitalization of the countryside, strengthening the engine of independent innovation is the core strategy for stimulating the potential of agricultural production and enhancing the competitiveness of

agricultural products. To this end, it is necessary to build a comprehensive and in-depth scientific and technological innovation system. On the one hand, increase investment in agricultural science and technology research and development, and encourage research institutions, universities and enterprises to form close cooperation, and jointly explore key technical problems in the field of agriculture. Through the establishment of a special fund to support forward-looking and innovative agricultural science and technology projects, to promote the rapid transformation and application of scientific research results. At the same time, strengthen the protection of intellectual property rights, provide a favorable environment under the rule of law for agricultural science and technology innovation, and stimulate the enthusiasm and creativity of scientific researchers.

On the other hand, it focuses on the demonstration and popularization of agricultural scientific and technological achievements, and establishes agricultural science and technology parks as important windows for the display and transformation of scientific and technological achievements. Through organizing activities such as agricultural science and technology exchanges and technical training courses, farmers' knowledge of modern agricultural science and technology and their ability to apply them have been enhanced. In addition, digital means, such as the Internet of Things and big data, are used to realize the intelligence and precision of the agricultural production process, improve the efficiency of resource utilization, reduce production costs and improve the quality of agricultural products. Through this series of measures, not only can we effectively improve the efficiency of agricultural production, but also promote the extension and upgrading of the agricultural industry chain, and inject a strong scientific and technological impetus for the comprehensive revitalization of the countryside.

4.2. Utilizing the New Smart Digital Medium: A Practice of Reshaping the Shape of The Rural Economy

The rapid development of smart digital technology has provided unprecedented opportunities for the reshaping of rural economic forms. In the process of promoting the comprehensive revitalization of the countryside, full use should be made of intelligent digital as a new medium to promote the deep integration of the agricultural industry and modern information technology. First, the construction of rural information infrastructure should be strengthened to improve the coverage and quality of broadband networks and ensure the effective transmission and sharing of information resources. Through the construction of a smart agriculture platform, agricultural data resources have been integrated to provide farmers with accurate market information and guidance on agricultural technology, and to promote the intelligence and refinement of agricultural production.

At the same time, the use of e-commerce platforms, live streaming with goods and other new sales models to broaden the sales channels of agricultural products and increase the added value of agricultural products. Through branding operation, the visibility and market competitiveness of agricultural products are enhanced, and high quality and good price of agricultural products are realized. In addition, the training of farmers' digital skills is strengthened to improve their digital literacy and application ability, so that they can better adapt to the development needs of digital agriculture and become an important force in the transformation and

upgrading of the rural economy. Through the wide application of smart digital technologies, the rural economy will make the leap from traditional to modern, injecting new vitality into the overall revitalization of the countryside.

4.3. Promoting New Areas of Industrial Upgrading: Expanding the Space for Rural Economic Development

Promoting industrial upgrading is an effective way to expand the space for rural economic development and enhance the comprehensive competitiveness of villages. In the context of the comprehensive revitalization of the countryside, the integrated development of agriculture and secondary and tertiary industries should be actively explored to cultivate new economic growth points. On the one hand, in-depth excavation of rural characteristic resources, the development of rural tourism, leisure agriculture and other emerging industries, to enrich the rural economic pattern. By creating high-quality rural tourism routes and developing specialty agricultural products, city residents are attracted to experience rural life and promote the diversified development of the rural economy. On the other hand, strengthen the development of agricultural product processing industry, extend the agricultural industry chain, and improve the added value of agricultural products. Through the introduction of advanced processing technology and equipment, the processing level and quality of agricultural products can be improved to meet the diversified demands of the market. At the same time, strengthen the brand building of agricultural products, enhance the popularity and reputation of agricultural products, and increase market competitiveness. In addition, regional cooperation has been strengthened to promote the synergistic development of rural industries and form an industrial pattern of complementary advantages and resource sharing. Through the expansion of new areas of industrial upgrading, the rural economy will take on new life and vitality, providing solid industrial support for the comprehensive revitalization of the countryside.

4.4. Creating a New Dynamic of Innovative Talents: Building A High-Level Agricultural Talent System

Creating a new dynamic of innovative talents is the key to promoting the comprehensive revitalization of the countryside. Building a high-level agricultural talent system is an important guarantee for enhancing the capacity and competitiveness of agricultural science and technology innovation. On the one hand, strengthen the cultivation of agricultural talents, and attract more outstanding talents to devote themselves to the field of agriculture by setting up scholarships for agricultural talents and providing practice opportunities. At the same time, strengthen exchanges and cooperation with internationally renowned agricultural research institutions and enterprises, introduce high-end agricultural science and technology talents and advanced

management experience, and provide intellectual support for rural agricultural innovation. On the other hand, improve the evaluation and incentive mechanism of agricultural talents, and provide broad development space and promotion opportunities for outstanding talents. Through the establishment of a scientific and reasonable evaluation system, the innovative achievements and contributions of agricultural talents are objectively evaluated, and corresponding rewards and honors are given. At the same time, the care and support for agricultural talents should be strengthened to provide them with a good working and living environment and to stimulate their enthusiasm for innovation and creativity. In addition, strengthen the continuing education and training of agricultural talents, and constantly improve their professional skills and comprehensive quality, so as to provide a steady stream of talents for rural agricultural innovation. By creating new vitality of innovative talents, rural agriculture will glow with more vigorous development momentum, contributing more wisdom and strength to the comprehensive revitalization of the countryside.

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