

Research on the Development of Digital Inclusive finance and Rural Industry Integration from the Perspective of Rural Revitalization

-- Take the "Red Credit E-loan" Platform in Dongzhi County as an Example

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Abstract: The No. 1 Central Document in 2025 pointed out that to achieve Chinese-style modernization, it is necessary to accelerate the comprehensive revitalization of rural areas. However, due to the weak quality of agricultural production and the single structure of the rural industry, it is difficult for peasants to get rich by relying on traditional agricultural production. Referring to the development models of some foreign agriculture, the primary, secondary and tertiary industries will be integrated and developed, and the whole agricultural industry chain will be built in the countryside to increase the added value of agricultural products, which will help retain profits in the countryside and help realize rural revitalization. There has been a wealth of research literature on the empowerment of rural industrial integration by digital inclusive finance, but few scholars have analyzed this process from the perspective of enterprises. Taking Dongzhi County in Anhui Province as an example, this paper studies how to use the digital inclusive finance 'red credit e-loan' platform to solve the difficulties in rural revitalization, and puts forward corresponding policy suggestions.

Keywords: Digital financial inclusion; Rural industrial integration; Rural revitalization.

1. Introduction

For 22 consecutive years from 2004 to 2025, the No. 1 Document of the Central Committee has always regarded the "three rural" issues as the core strategy of China's rural reform. As a programmatic document for the final year of the 14th Five-Year Plan, the No. 1 Central Document in 2025 clearly proposes to "continue to consolidate and expand the achievements of poverty alleviation" to provide long-term support for rural revitalization. In order to achieve the goal of rural revitalization and common prosperity, it is necessary to narrow the consumption and income gap between urban and rural areas, improve the income level of farmers, and make farmers truly prosperous.

Due to the weak nature of agricultural production, it is not easy for peasants to get rich by relying solely on agricultural production, and they must share in the profits of the secondary and tertiary industries. Foreign scholars began to study industrial integration as early as the 60~70s of the 20th century. Japanese scholar Imamura Nara proposed the "six industries", advocating the integration and development of primary, secondary and tertiary industries to form an industrial chain integrating production, processing, sales and service, so that farmers can share the profits of secondary and tertiary industries. This puts forward a new idea for the study of rural revitalization in China, that is, from the construction of large farms in the past to the strengthening of the integration of primary, secondary and tertiary industries in rural areas. The 2015 Central Rural Work Conference and the Central "No. 1 Document" both put forward the call for introducing modern industrial organization methods, such as industrial chains and value chains, into the agricultural field to promote the deep integration and development of rural primary, secondary and tertiary industries.

High-quality and efficient financial support has always been regarded as the key driving force for the integrated development of rural industries (Lin Zhang and Tao Wen, 2022). The lack of rural financial supply is an important factor restricting the development of agricultural industrialization (Saravanan, 2016). Under the guidance of national policies and the influence of "Internet" technology, digital inclusive finance has emerged as an emerging financial model. At the 24th meeting of the Central Committee for Comprehensively Deepening Reform in 2022, the "Implementation Opinions on Promoting the High-quality Development of Inclusive Finance" clearly pointed out that in order to better serve the rural economy, we need to accelerate the shortcomings of financial services such as new agricultural business entities, and promote the development of digital inclusive finance in an orderly manner. The promotion and implementation of digital inclusive finance is of great significance to promote the integrated development of rural industries, and provides new ideas and paths for solving the "three rural" problems.

2. Literature Review

2.1. Research on Digital Financial Inclusion

With the development of big data, cloud computing, blockchain and other technologies, the digital economy has become a hot spot of the times. "Digital" has also brought a new application form to inclusive finance, that is, digital inclusive finance. Guo Feng et al. (2020) believe that digital inclusive finance refers to inclusive financial services achieved with the help of new digital financial models. Xie Juan (2022) believes that the difference between digital inclusive finance and traditional inclusive finance is mainly the use of digital technology, but the form of implementation and the utility achieved have changed, and will not change its

inclusiveness in essence. Digital inclusive finance uses its low-cost and digital services to break the geographical restrictions of traditional finance and solve the problem of insufficient demand for financial services in remote rural areas.

At present, the academic community has accumulated a rich theoretical basis and empirical research results in the field of digital inclusive finance. First, from the perspective of the impact of digital inclusive finance on the entrepreneurship of residents in rural areas, Chu Peipei (2023) found that digital inclusive finance can have a positive effect on the improvement of rural industrial integration by improving the activity of rural entrepreneurship and the level of agricultural science and technology innovation. Secondly, in terms of the impact of digital inclusive finance on income distribution, Wan Qiang et al. (2024) focused on how digital inclusive finance affects the urban-rural income gap, and found that digital inclusive finance can narrow the urban-rural income gap at the national level. The third is the research on the impact of digital inclusive finance on the industrial structure. Zhang Fang and Cai Tiantian (2024) found that digital inclusive finance provides strong financial support for market players to strengthen core technology research by breaking through the limitations of time and space, broadens the boundaries of emerging industries, drives the quality and efficiency of traditional industries, and effectively promotes the transformation and upgrading of industrial structure. The fourth is the research on the impact of digital inclusive finance on common prosperity. Zhang Jinlin, Dong Xiaofan et al. (2022) constructed the common prosperity index based on the CHFS micro survey data, and found that the improvement of entrepreneurial activity is an important path for digital inclusive finance to promote the construction of common prosperity. Zhang Lin and He Shenmao (2025) found that county-level digital inclusive finance promotes common prosperity of farmers and rural areas through two channels: financial market participation and county-level industrial upgrading. Finally, the impact of digital financial inclusion on new quality productivity is studied. Jia Kang and Guo Qirui (2024) found that digital inclusive finance can provide diversified financial products, optimize the financing environment of agriculture-related enterprises, and help achieve breakthroughs in cutting-edge agricultural technologies to improve agricultural new productivity. In addition, digital inclusive finance can significantly accelerate the transformation and upgrading of industrial structure and form new qualitative productivity through the intermediary effect of technological progress.

2.2. Research on the Integration of Rural Industries

Traditional agricultural production exhibits significant fragility, being greatly affected by natural disasters and fluctuations in market prices. In the context of the urban-rural dual economic structure, many links in the entire agricultural industry chain are carried out by urban industries and the service sector, resulting in low added value for the agricultural products produced by farmers, and most of the profits cannot be retained in the countryside. The integrated development of primary, secondary, and tertiary industries in rural areas is an inevitable requirement for the transformation and upgrading of the rural economy, facilitating the integrated development of urban and rural areas, the structural reform of agricultural supply, the continuous increase of farmers' income, and the

construction of a new agricultural management system. From the perspective of foreign practices, the development of rural industries, shaped by different historical contexts and natural conditions, presents various models and characteristics, such as the agricultural-industrial integration model in the United States, the six-industrialization approach in Japan and South Korea, and precision agriculture in Israel, all of which share a fundamental idea: that agricultural development cannot rely solely on itself but must integrate with the secondary and tertiary industries, introducing advanced technologies and management experiences from these sectors.

The academic literature on rural industrial integration has been abundant. In terms of common prosperity, the integrated development of industries has promoted the input of rural capital factors, the accumulation of human capital, the improvement of agricultural technology efficiency and the innovation of production organization models, which not only improves the efficiency of resource factor allocation and agricultural labor productivity, but also improves farmers' ability to create wealth and achieve income growth in participating in the construction of the industrial chain through the construction of a reasonable benefit-sharing mechanism. In terms of energy conservation and emission reduction, Li Kuan and Shi Lei (2024) found that rural industrial integration can indirectly achieve the "carbon reduction effect" by optimizing labor, land, technology and other factors. Zhang Chi and Lei Xiaoyu (2024) Research shows that rural industrial integration can promote the green transformation of agriculture by improving the level of agricultural green technology innovation and promoting large-scale land management. At present, China is taking the development path of turning exports into domestic demand, and the countryside is a trillion-dollar sinking market. The integration of rural industries promotes the consumption upgrading of farmers by increasing farmers' income and optimizing the intermediary effect of rural industrial structure.

2.3. Research on Digital Inclusive Finance to Promote the Integration of Rural Industries

Regarding the support of digital inclusive finance for rural industrial integration, this paper analyzes the mechanism from two aspects: supporting the construction of the whole agricultural industry chain and the consumption driving mechanism. To build the entire agricultural industry chain in rural areas, it is necessary to cultivate a number of agricultural business entities and agriculture-related enterprises that remain in rural areas, so that the added value of agricultural products can be left in rural areas and rural revitalization can be realized. With the flexible design of financial products, digital inclusive finance provides more financing channels and financing methods for agricultural operators, promotes the improvement of rural entrepreneurship activity, and ultimately improves the level of rural industrial integration. From the perspective of specific businesses, the credit business of digital inclusive finance plays the greatest role in promoting the integration of rural industries, followed by the payment business, and the insurance business plays the smallest role. In addition, digital inclusive finance has increased the penetration of technology between industries, and ultimately strengthened the integration of rural industries.

Rural areas are important sinking markets for the construction of the entire agricultural industry chain. Improving the consumption capacity of farmers will help

agricultural-related enterprises accelerate capital turnover and improve operating profits, so as to continuously expand the scale and scope of production and operation, and extend the agricultural industrial chain. The development of digital inclusive finance has lowered the threshold for low-income rural groups to participate in the financial market, stimulated the demand for financial services for rural residents, and become an important channel for farmers to increase their income, as well as a source of measures to increase income and prevent poverty return. At the same time, digital inclusive finance can also play a positive role in the integrated development of rural industries by improving payment convenience and alleviating liquidity constraints. Finally, digital inclusive finance can help agricultural-related enterprises participate in various forms of industrial integration, so as to form new agricultural productivity and achieve rural revitalization.

3. Development Problems Encountered in the Rural Areas of Dongzhi County under the Background of Rural Revitalization

3.1. The Homogenization of The Industry Is Serious and The Brand Building is Backward

Although Dongzhi County relies on the "one village, one product" model to develop characteristic agriculture such as traditional Chinese medicinal materials, forest fruits, mandarin fish, etc., some township industries have overlapping industrial positioning and lack differentiated competitiveness. Among them, many villages in Qingshan Township focus on the cultivation of Chinese herbal medicines, but the added value of the products is low and the brand awareness is insufficient, resulting in weak market bargaining power. Local high-quality agricultural products are "high quality and low price, but it is difficult to get out of the circle", and the ability to integrate brand marketing and e-commerce platforms is insufficient, which restricts the large-scale development of the industry. In 2024, the output of the edible fungus industry in Dongzhi County will be 108,000 tons, with a comprehensive output value of 1.6 billion yuan, but it is mainly concentrated in a few varieties such as black fungus and morel, and the planting mode is mainly traditional fungus sticks, and innovative models such as high value-added basswood fungus are still in the exploration stage.

3.2. Lack of a Complete Industrial Chain and Low Added Value of Agricultural Products

The whole agricultural industry chain refers to a complete industrial chain system composed of multiple links such as agricultural material supply and procurement, agricultural product production, agricultural product warehousing and logistics, agricultural product processing and deep processing, brand building and marketing, and agricultural product sales. However, many traditional rural areas with backward industries only have the production of agricultural products, and the rest are occupied by channel merchants and brand owners, resulting in serious loss of profits. According to the 2024 Dongzhi County Political Coordination Survey, although local high-quality agricultural products such as "Dongzhi Black Fungus" and "Dongzhi Morel Mushroom" have been selected into the list of "National Famous and

Excellent New Agricultural Products", the market awareness is low, and online sales account for less than 15%. According to the data of 2024, the coverage rate of e-commerce platforms in Dongzhi County is only 60%, and most township e-commerce service sites have a single function, failing to effectively integrate local agricultural product resources.

4. Digital Inclusive finance Supports the Current Situation of Rural Industrial Integration in Dongzhi County

4.1. Build a Digital Inclusive Financial Platform of "Red Credit E-Loan"

Dongzhi County has built a digital inclusive financial platform of "red credit e-loan", collecting more than 2,000 government affairs data and 20,000 rural household credit data from 21 county departments to form an "online financial supermarket". The platform has a built-in credit evaluation model, financial institutions can review credit reports online, and farmers can apply for loans in real time, realizing "data errands instead of farmers' errands". In terms of product innovation, the platform has launched 68 financial products such as "special loans for industrial chains" and "special planting and breeding loans", with a total credit of 215 million yuan, covering integrated industries such as grain production, agricultural product processing, and rural tourism.

4.2. Provide Industrial Chain Finance and Scenario-Based Services

Financial institutions use "red loan officers" to go deep into family farms and cooperatives to provide customized financing solutions. Among them, Liangjing Land Cooperatives completed the purchase of grain through unsecured loans and promoted the integration of "production, processing and sales". Relying on e-commerce platforms and financial support, Caodong Village, Xiangyu Town, has created a "credit industry e-commerce" model, with a collective economic income of 1.7 million yuan in 2023, driving online sales of agricultural products such as yellow peaches and grapes.

4.3. Establish a Coordination Mechanism for Risk Prevention and Control and Policies

Dongzhi County has established a tripartite risk sharing mechanism of "guarantee, financial institution and government", of which the government bears 40%, the guarantee agency bears 30%, and the bank bears 30%, and the bad debt rate is controlled at 1.2%. At the same time, the County Commission for Discipline Inspection and Supervision has strengthened the supervision of rural revitalization projects, strictly investigated formalism problems such as blind "landscaping", and ensured the accurate allocation of financial resources

5. Countermeasures and Suggestions

5.1. Improve the Rural Credit System and Data Sharing Mechanisms

Government departments shall take the lead in building a global credit database, integrating agricultural business entities' production data, government affairs data, and Internet of Things data, forming a dynamic credit assessment model,

and reducing the cost of risk control for financial institutions. At the same time, we will promote the "credit industry" linkage model, increase the credit line for cooperatives and family farms with high credit ratings, and explore new mortgage methods such as forest rights and carbon sinks to activate rural invisible assets.

5.2. Optimize the Adaptability of Digital Financial Products and Services

Financial institutions should develop full-cycle industrial chain financial products. For different links such as production, processing, and logistics in the agricultural industry chain, differentiated products can be designed to meet diversified financing needs. At the same time, it is necessary to strengthen scenario-based financial support, for example, in combination with the characteristics of "one village, one product" in Dongzhi County, banks and e-commerce platforms have launched "e-commerce supply chain loans", embedding sales data as the basis for credit granting, and improving the efficiency of capital turnover.

5.3. Strengthen Policy Coordination and Risk Sharing

The government can establish a four-party risk-sharing fund of "government-bank insurance": through financial capital injection, credit enhancement of guarantee institutions, and insurance insurance, the risk premium of financial institutions' agriculture-related loans can be reduced. And it can also take advantage of tax incentives, subsidized loans and other policies to reduce the financing cost of enterprises. In addition, it is necessary to promote cross-departmental data exchange, build a county-level inclusive financial information platform, and realize the dynamic matching of industrial planning and financial resources.

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