

# Research on the Evolutionary Logic, Practical Experience and National Promotion Path of Rural Construction Led by the "Thousand Villages Demonstration Project"

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**Abstract:** Since its implementation in 2003, Zhejiang Province's "Thousand Demonstration Villages, Ten Thousand Villages Improvement" project (hereinafter referred to as the "10 million village project") has undergone more than two decades of iteration and upgrading. It has evolved from a single rural residential environment improvement project to a multi-dimensional system encompassing ecology, economy, society, culture, and governance, and has received high public recognition and the United Nations "Champions of the Earth" award. This article comprehensively reviews the evolution of the "10 million village project" from version 1.0 to 5.0, extracting its core experience of "high-level promotion, respect for public opinion, systematic advancement, guaranteed investment, and clear rewards and penalties." Taking into account regional development differences in China, it proposes a national promotion path tailored to local conditions. Research shows that the "10 million village project" is not only a vivid practice of the concept of "lucid waters and lush mountains are invaluable assets," but also an effective means of breaking the urban-rural dual structure and achieving common prosperity. Its experience has universal applicability in both theory and practice, and can provide methodological guidance for rural revitalization across China.

**Keywords:** Thousand Villages Demonstration Project; Rural revitalization; Future villages; Livable; Workable and beautiful villages; Common prosperity.

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## 1. Introduction

Improving the rural living environment is a fundamental component of rural development and a key component in achieving comprehensive rural revitalization. In 2003, Xi Jinping, then Secretary of the Zhejiang Provincial Party Committee, personally planned and promoted the "Thousand Villages Demonstration Project," addressing the realities of Zhejiang's rural areas, where "indoors are modern, but outdoors they are dirty and untidy," opening a new chapter in Zhejiang's rural development. Over the past two decades, the "Thousand Villages Demonstration Project" has evolved through phases of demonstration and guidance, overall advancement, deepening and improvement, and transformation and upgrading. It has gradually expanded from Zhejiang province to the entire country, becoming a crucial reference for national-level efforts to improve the rural living environment [1].

In 2018, the "Thousand Villages Demonstration Project" received the United Nations' highest environmental honor, the "Champions of the Earth" award, signaling international recognition of its experience. In 2021, the Central Government's No. 1 document proposed a five-year action plan to improve the rural living environment, further emphasizing the importance of learning from Zhejiang's "Thousand Villages Demonstration Project" experience [2]. The 2025 Central Government's No. 1 document emphasized the need to thoroughly learn from the "Thousand Villages Demonstration Project" experience, consolidate the foundations of agriculture, rural areas, and farmers, improve rural industries, construction, and governance, and build beautiful villages that are livable, suitable for business, and suitable for employment. Currently, leveraging the experience

of the "Thousand Villages Demonstration Project" to guide rural agricultural modernization is an inevitable requirement for promoting rural revitalization in the new era [3].

Currently, my country's rural development has entered a new phase of "livable, workable, and beautiful villages," facing challenges such as unbalanced regional development, weak farmer ownership, and insufficient industrial integration. In-depth analysis of the evolutionary logic and practical experience of the "Thousand Villages Demonstration Project," and exploration of its adaptable and applicable promotional pathways across different regions, is crucial for promoting agricultural and rural modernization in China [4]. This article examines the five dimensions of evolution, practical experience, universal applicability, and extended application and promotion, providing a reference for rural development nationwide.

## 2. The Evolution and Phase Characteristics of Zhejiang Province's "Thousand Villages Demonstration Project"

The development of Zhejiang Province's "Thousand Villages Demonstration Project" did not happen overnight, but was continuously iterated and upgraded with economic and social development and changes in farmers' needs, forming a clear stage evolution pattern and showing distinctive characteristics of systematicity and sustainability.

### 2.1. Version 1.0: Demonstration and Guidance Phase (2003-2007) – Solving the Problem of "Dirty, Messy, and Poor"

In 2003, Zhejiang Province launched version 1.0 of its

"Thousand Villages Demonstration Project," with the core goal of addressing the "dirty, messy, and poor" rural living environment. At the time, Zhejiang's rural areas had long prioritized economic development over environmental protection, leading to the phenomenon of "wearing rain boots when going out and slippers when entering," and "covered in dirt on sunny days and mud on rainy days." Some young migrant workers were even reluctant to return to their villages for the Lunar New Year. To address this issue, version 1.0 of the "Thousand Villages Demonstration Project" focused on "five improvements and one enhancement" to the rural environment: addressing pollution from livestock and poultry manure, domestic sewage, solid waste, fertilizers and pesticides, and rivers, ditches, and ponds, while also improving rural greening. This phase employed a "point-by-point, model-based" approach. In 2003, only half of the prefecture-level cities were developing demonstration villages. By 2004, environmental remediation villages had covered all prefecture-level cities in the province. By 2005, two-thirds of the counties (cities, and districts) had 30-60 villages undergoing remediation. In 2006, counties (cities) like Anji in Huzhou and Wuyi in Jinhua had fully completed the development of environmental remediation villages. By 2007, 66.36% of administrative villages in the province had achieved centralized garbage collection and treatment. The success of this phase not only improved the living environment in low-income rural areas, but more importantly, shifted the mindset of both the government and villagers: the government shifted from prioritizing the economy to prioritizing both the economy and the environment, continuously increasing investment in rural areas. Villagers shifted from passive acceptance to active participation, laying a solid foundation for subsequent rural development [5].

## **2.2. Version 2.0: Overall Promotion Phase (2008-2012) - Building Beautiful Villages**

Starting in 2008, the "Ten Million Yuan Project" entered version 2.0, upgrading its core objective from "environmental improvement" to "building beautiful villages." In 2010, Zhejiang Province issued the "Zhejiang Province Beautiful Village Construction Action Plan," proposing the development of villages characterized by "Four Beauties, Three Conveniences, and Two Parks." These include: beautiful rural layouts, clean and tidy villages, beautiful environments characterized by entrepreneurship and income growth, and civilized rural customs and a healthy physical and mental environment. These villages should be suitable for living, working, and tourism, creating happy homes for farmers and leisure parks for citizens. This phase focused on expanding the scope of remediation and improving construction quality. On the one hand, efforts were comprehensively advanced for rural sewage treatment and waste sorting. On the other hand, the preservation and utilization of historical and cultural villages were prioritized to avoid a "sameness" among villages. By 2012, Zhejiang's beautiful village construction program had transcended the province's boundaries, becoming a model for rural development nationwide [6]. This initiative also addressed the "ecological civilization" mandate of the 18th National Congress of the Communist Party of China and laid the foundation for the subsequent development of "Two Beautiful Zhejiangs."

## **2.3. Version 3.0: Deepening and Improving Phase (2013-2016) – Building “Two Beautiful Zhejiangs”**

In 2013, the "Thousand Villages Demonstration Project" entered version 3.0. Its core objectives, centered around "Two Beautiful Zhejiangs" (building a beautiful Zhejiang and creating a better life), are to promote the transformation of beautiful villages from "local beauty" to "regional beauty," "temporary beauty" to "lasting beauty," "external beauty" to "internal beauty," and "environmental beauty" to "beautiful living." This phase is characterized by the integration of industry, villages, and people. While improving the living environment, Zhejiang is also focusing on cultivating rural industries, promoting the integration of agriculture with tourism, culture, and healthcare, and transforming "beautiful environment" into "beautiful economy." Yudong Village in Kecheng, Quzhou, is tapping into the cultural heritage of peasant paintings to create a distinctive cultural tourism village. Longxian Village in Qingtian, Qingtian, is cultivating the culture of rice-fish symbiosis, developing cultural and creative products, and increasing farmers' incomes. Furthermore, equalization of basic public services between urban and rural areas is accelerating, and rural education, medical care, and elderly care facilities are gradually improving, narrowing the urban-rural gap.

## **2.4. Version 4.0: Transformation and Upgrading Stage (2017-2020) - Promoting the Transformation of 10,000 Villages into Scenic Areas**

In 2017, the 14th Zhejiang Provincial Party Congress proposed the goal of "turning 10,000 villages into scenic areas," marking the entry of the "Ten Million Villages Project" into version 4.0. The core of this phase is to create "1,000 villages with AAA-level scenic areas and 10,000 villages with A-level scenic areas," deeply integrating rural development with rural management to promote the development of all-encompassing tourism. By the end of 2020, Zhejiang had built a total of 10,000 A-level scenic area villages, including 1,000 AAA-level scenic area villages. At the same time, rural infrastructure and public services have been significantly improved: 85% of administrative villages have access to sorted and processed rural domestic waste, with recycling exceeding 45%; 92.5% of rural domestic sewage treatment facilities have been covered; over 95% of the rural population has access to standard drinking water; 13,000 kilometers of rural roads have been newly built and renovated, and bus service has become 100% of administrative villages. Furthermore, significant progress has been made in rural governance, with 6,036 well-governed (model) villages established, and the "four governance integration" mechanism (self-governance, rule of law, moral governance, and intelligent governance) gradually being refined.

## **2.5. Version 5.0: Comprehensive Deepening Phase (2021 to Present) – Building Future Villages**

In 2021, Zhejiang proposed the "Future Village Construction" based on the "Thousand Villages Demonstration Project", marking the entry of the project into version 5.0. The future village takes "one unification, three

transformations and nine scenarios" as its overall framework, namely, party building as the leader, and people-oriented, ecological and digital as the direction, to create nine scenarios of future industry, landscape, culture, neighborhood, health, low carbon, transportation, wisdom and governance, integrating the construction content of "beautiful village + digital village + shared prosperity village + humanistic village + well-governed village". The core of this stage is to promote the transition of rural areas from "beautiful and livable" to "shared prosperity and beauty". Maoxin Village in Haishu District, Ningbo uses big data and Internet of Things technologies to realize digital management of the entire life cycle of rice planting, reducing labor costs by 10%; Wusi Village in Deqing has built a "digital village map" to enable villagers to "handle affairs online and on their mobile phones"; Xiashantou Village in Yueqing has developed the dendrobium industry and theme park through the "village-enterprise co-construction" model, and the per capita net income of villagers has reached 42,000 yuan. By 2023, Zhejiang has launched the construction of future villages across the province, striving to create a new pattern of rural development with "thousands of villages with a future and shared prosperity for tens of thousands of villages."

### **3. Core Practical Experience of Zhejiang Province's "Thousand Villages Demonstration Project"**

Over more than two decades of practice, the "Thousand Villages Demonstration Project" has accumulated a series of replicable and scalable experiences. These experiences are not only the key to the success of rural development in Zhejiang Province, but also provide methodological guidance for rural revitalization across the country. The core experience can be summarized as "five persistences."

#### **3.1. Adhere to High-Level Promotion and Strengthen the Main Responsibility**

The success of the "Thousand Villages Demonstration Project" stems primarily from its high-level promotion mechanism. In 2003, Xi Jinping, then Secretary of the Zhejiang Provincial Party Committee, personally championed and promoted the "Thousand Villages Demonstration Project," incorporating it into the provincial Party Committee and government's key priorities for serving the people. Since then, successive Zhejiang Party committees and governments have adhered to the "top leader" responsibility system, requiring local Party and government leaders to personally oversee major issues related to the "Thousand Villages Demonstration Project." They hold at least one on-site promotion meeting annually and incorporate rural living environment improvements into the performance appraisals of Party and government officials and the system of interviews with the lowest-performing officials. This mechanism has fostered a work structure characterized by "personal leadership by top Party and government leaders, direct leadership by leaders in charge, and implementation at every level." Zhejiang also prioritizes interdepartmental collaboration, leveraging the overall coordination role of the Rural Affairs Office, collaborating with the Development and Reform Commission, Finance, Land and Resources, Environmental Protection, Housing and Urban-Rural Development, and other departments to clarify responsibilities and focus efforts on addressing key issues

such as rural roads, sewage, and garbage.

#### **3.2. Adhere to Respect Public Opinion and Stimulate Public Participation**

The "10 Million Yuan Project" has always adhered to the principle of "farmers as the main body," following a path of "government guidance, farmer autonomy, and market operation." Zhejiang Province has prioritized farmers' willingness throughout its implementation, mobilizing their enthusiasm through differentiated policies and incentives. First, Zhejiang has developed differentiated policies based on village type. Initially, villages were categorized as "model villages" and "renovation villages," receiving varying levels of financial subsidies. Later, they were divided into "villages awaiting renovation," "central villages," and "historical and cultural preservation villages," with further subdivisions to ensure targeted and effective funding. For example, in 2008, villages awaiting renovation in Category I counties received 140,000 yuan in subsidies, while those in Category III counties received 70,000 yuan. Renovated villages in Category I counties received 60,000 yuan, while those in Category III counties received 40,000 yuan. This approach not only accounts for regional differences but also strengthens grassroots responsibility. Secondly, Zhejiang Province has adopted various measures to stimulate farmer participation. Self-governing organizations such as "Village Councils" and "Village Worthies Promotion Associations" enable farmers to participate in village planning and construction decisions; a "public welfare points system" and a "Civilized Village Honor Roll" are implemented to encourage farmer participation in environmental improvements; and farmers are encouraged to invest in building their own courtyards and village public facilities. As the Farmers' Daily survey said, "As long as farmers are conscious and willing, the pace of rural development will naturally accelerate."

#### **3.3. Adhere to Systematic Advancement and Focus on Long-Term Governance**

The "100 Million Yuan Project" is not a single environmental remediation project, but a systematic undertaking encompassing ecology, the economy, society, culture, and governance. Its implementation process embodies a systematic approach: "starting with the easy, then moving on to the difficult, integrating points, lines, and surfaces." Regarding remediation efforts, Zhejiang began with the "dirt, disorder, and poor conditions" (the points) that most concerned farmers, then advanced environmental improvements such as rivers and roads (the lines), ultimately achieving integrated urban-rural development (the surfaces), forming a virtuous cycle of "beautiful environment → beautiful economy → beautiful life." Yu Village in Anji began by addressing mining pollution and developing ecotourism, shifting from selling stones to selling scenery. Moganshan in Deqing, through environmental remediation, has attracted a cluster of homestays, becoming a national benchmark for rural tourism. Zhejiang adheres to a strategy of "leading by example → overall advancement → comprehensive improvement." Pilot projects are selected in selected villages to explore effective practices before gradually expanding to the entire province, avoiding a one-size-fits-all approach or blind promotion. This approach mitigates reform risks while strengthening confidence among both the government and the public, ensuring the sustained and long-term success of the "100 Million Yuan Project."

### **3.4. Insist on Ensuring Investment and Innovating Financing Mechanisms**

Financial investment is crucial for the advancement of the "100 Million Yuan Project." Zhejiang has established a diversified investment mechanism characterized by government guidance, collective participation, and social support to ensure the delivery of real funds. First, special funding is provided by governments at all levels. The provincial government integrates funds for farmland irrigation, rural roads, and dilapidated housing renovation, allocating them to the "100 Million Yuan Project." Municipal and county governments provide matching funding, incorporated into their annual budgets. In 2020, Zhejiang built (or upgraded) 64,800 standardized rural public toilets, an average of over three per administrative village. Funding primarily comes from provincial, municipal, and county governments. Second, it mobilizes collective and farmer investment. Zhejiang encourages village collective economic organizations to invest through incentives and property rights reforms, and supports farmer participation in development through labor contributions, equity participation, and dividends. For example, villagers in Xiashantou Village, Yueqing, invested their land in the "Dendrobium Farm Complex" and received dividends. Third, it attracts private capital. By delegating project approval authority and optimizing the business environment, Zhejiang is leveraging private capital to invest in rural tourism, homestays, agricultural research, and other industries. Xinjian Village in Dinghai District, Zhoushan, has introduced a low-carbon and environmentally friendly project, achieving a win-win situation of "environmental improvement" and "industrial development".

### **3.5. Adhere to Clear Distinctions Between Rewards and Punishments and Improve Incentive Mechanisms**

The "Ten Million Yuan Project" has established a strict reward and penalty system to ensure efficient use of funds and construction quality. Zhejiang's reward and penalty mechanism embodies the principle of "balancing fairness and efficiency," taking into account regional differences while strengthening assessment constraints. Regarding fund disbursement, Zhejiang implements a "pre-allocation, post-assessment" approach. During the Beautiful Villages initiative, 60% of project funds are initially allocated to villages, with the remaining 40% disbursed upon successful assessment. Villages that fail the assessment are given a six-month rectification period. Only 60% of the remaining funds will be disbursed upon successful rectification; otherwise, no funds will be disbursed. This mechanism forces villages to prioritize construction quality, avoiding a "focus on application over construction." Regarding incentives, Zhejiang provides financial rewards and commendations to counties (cities, and districts) that excel in assessments. In 2009, each county (city, and district) that excelled in the assessment received a 100,000 yuan award. Key central villages and historical and cultural key villages receive generous subsidies, with Class A counties receiving 600,000 yuan and historical and cultural key villages receiving 7 million yuan. This encourages villages to develop distinctive characteristics and improve quality.

## **4. Universal Analysis of the "Thousand Villages Demonstration Project" Experience**

Some argue that Zhejiang's "Thousand Villages Demonstration Project" experience stems from its developed economy and advantageous location, making it difficult to replicate in central and western China. However, I believe the core lessons of the "Thousand Villages Demonstration Project" are universally applicable. Essentially, they adhere to the principles of "the dialectical relationship between productive forces and production relations" and "lucid waters and lush mountains are invaluable assets," providing valuable lessons for rural development nationwide.

### **4.1. Conform to the Dialectical Law of Productive Forces and Production Relations**

When Zhejiang launched the "10 Million Yuan Project" in 2003, its economy wasn't among the best in the country: its per capita GDP was 20,147 yuan, lower than the national average in 2008; its per capita fiscal expenditure was 1,970.24 yuan, lower than the national average in 2004; and its per capita disposable income in rural areas was 5,431 yuan, lower than the national average in 2010. Clearly, economic development wasn't the decisive factor in the success of the "10 Million Yuan Project." The key lay in the proactive adjustments made by the Zhejiang Provincial Party Committee and the Provincial Government to production relations, unlocking rural development potential and promoting productivity growth by improving rural living environments. Currently, the economic levels of most provinces in China have far surpassed those of Zhejiang in 2003, but some regions still struggle with a focus on tasks over investment and on formalities over effectiveness, resulting in a lack of sustained momentum for improving rural living environments. The experience of the "10 Million Yuan Project" demonstrates that as long as local governments adhere to a people-centered approach and proactively optimize production relations, even with a modest economic foundation, they can achieve success in rural development. In 2020, Yunnan Province launched "Seven Special Actions" for patriotic health initiatives, drawing on Zhejiang's experience in systematic advancement, resulting in significant improvements in the rural environment.

### **4.2. Practice the Concept of "Lucid Waters and Lush Mountains Are Invaluable Assets"**

The "100 Million Yuan Project" is a vivid implementation of the concept that "lucid waters and lush mountains are invaluable assets." Zhejiang is transforming its "ecological advantages" into "economic advantages" by improving rural living environments and fostering new industries and business formats. From 2003 to 2020, the per capita disposable income of rural residents in Zhejiang increased from 5,431 yuan to 31,930 yuan, with an average annual growth rate of 10.98%, 1.37 percentage points faster than that of urban residents. The urban-rural income ratio narrowed from 2.43:1 to 1.96:1, lower than the national average of 2.56:1. This demonstrates a virtuous cycle of "ecological improvement → industrial development → increased farmers' income." This experience is universally applicable across the

country. Drawing on Zhejiang's "Ten Thousand Villages into Scenic Areas" initiative, Wuyuan, Jiangxi, is developing rural tourism, aiming to receive over 30 million tourists and generate over 20 billion yuan in tourism revenue by 2023. Qiandongnan Prefecture, Guizhou, is leveraging ethnic cultural resources to promote "Beautiful Villages + Tourism," driving an average annual increase of over 10% in farmers' per capita disposable income. These cases show that as long as we adhere to the principles of "ecological priority and green development", any region can achieve a win-win situation of "beautiful environment" and "beautiful economy".

### **4.3. Exploring Paths to Urban-Rural Integration and Common Prosperity**

One of the core goals of the "Thousand Villages Demonstration Project" is to promote integrated urban-rural development and achieve common prosperity. Zhejiang is narrowing the urban-rural gap by improving rural infrastructure and public services, attracting urban capital, talent, and technology to rural areas. In 2020, Zhejiang saw 488,000 new migrant workers return to their hometowns for employment. These talents brought back skills and capital, driving rural industrial upgrading. The urban-rural scale water supply rate reached 85%, the standardization rate for rural schools reached 98.61%, and basic public services were gradually becoming equalized. This experience provides a reference for urban-rural integration nationwide. Jiangsu, drawing on Zhejiang's experience in "county-level coordination," is promoting the development of urban-rural education and healthcare communities within counties. Sichuan is implementing "urban-rural integrated development pilot zones," replicating Zhejiang's "talent and capital flow to the countryside" mechanism. As a result, rural income growth has consistently outpaced urban income growth for many years. The path of urban-rural integration explored by the "Thousand Villages Demonstration Project" aligns with China's development strategy of "urban-rural development leading the countryside and urban-rural complementarity," and holds value for national adoption.

## **5. Path to National Promotion of the "Thousand Villages Demonstration Project" Experience**

Due to the large differences in regional development in my country, the national promotion of the experience of the "Thousand Villages Demonstration Project" cannot be a "one-size-fits-all" approach. It is necessary to combine the actual conditions of various places and adopt a path of "adapting to local conditions and promoting in a classified manner" to ensure that the experience can be "learned, used, and effective."

### **5.1. Classified Measures: Formulate Plans Based on Village Types**

Drawing on Zhejiang's experience in "classified promotion" and combining it with the village classifications in the "Rural Revitalization Strategic Plan (2018-2022)," villages nationwide can be categorized as "agglomeration and upgrading," "urban integration," "characteristic preservation," and "relocation and merger." Different promotion strategies should be adopted for each type of village: First, for villages in the agglomeration and upgrading category, which have large populations and strong industrial

bases, they should draw on Zhejiang's experience in "systematic promotion," focusing on infrastructure upgrades and industrial integration. Zhouzhuang Town in Kunshan, Jiangsu Province, is focusing on "ancient town tourism," replicating Zhejiang's "industry-village integration" model to develop homestays and cultural and creative industries, boosting villagers' incomes. Zhijiang City in Hubei Province, focusing on "modern agriculture," is drawing on Zhejiang's experience in "digital agriculture" to develop smart rice fields and improve agricultural efficiency. Second, for villages in the urban integration category, which are located at the urban-rural fringe, they should draw on Zhejiang's experience in "urban-rural integration" to promote the extension of public services to rural areas. Villages surrounding Chang'an Town in Dongguan, Guangdong, are replicating Zhejiang's approach to "equalizing basic public services between urban and rural areas," enabling shared education and medical resources with urban areas. Jinze Town in Qingpu District, Shanghai, is drawing on Zhejiang's "ecological priority" approach to promote ecological and environmental remediation and meet urban leisure and tourism needs. Third, villages designated for special preservation: These villages boast ancient villages and ethnic cultures and should draw on Zhejiang's experience in cultural preservation to develop distinctive tourism. Tulou Village in Yongding District, Fujian Province, has replicated Zhejiang's model for the protection of historical and cultural villages to develop Tulou tourism, protecting cultural heritage while driving economic development. Shuhe Ancient Town in Lijiang, Yunnan Province, has drawn on Zhejiang's experience in transforming 10,000 villages into scenic areas to improve tourism services and create a 4A-rated scenic area. Fourth, villages designated for relocation and merger: These villages face harsh natural conditions and should draw on Zhejiang's approach to adapt to local conditions, promoting ecological relocation and industrial reconstruction. Remote villages in Dingxi City, Gansu Province, have replicated Zhejiang's model of "relocation plus industrial support" and developed potato cultivation after relocation, drawing on Zhejiang's experience in cooperatives to improve the organization of farmers. Hongsibao District in Wuzhong City, Ningxia, has drawn on Zhejiang's experience in "rewards in lieu of subsidies" to provide subsidies for environmental improvements in relocated villages and improve living conditions.

### **5.2. Tiered Promotion: Clarifying Central and Local Responsibilities**

Drawing on Zhejiang's experience in high-level promotion, the nationwide rollout of the "10 Million Project" requires establishing a responsibility system characterized by central coordination, provincial responsibility, and city and county implementation. This system clarifies the responsibilities of all levels of government: First, the central government will be responsible for top-level design and policy guidance, formulating a national "Livable, Workable, and Beautiful Rural Construction Plan" with clear objectives, tasks, and assessment mechanisms. A special fund will be established to support improvements in rural living environments in central and western China, drawing on Zhejiang's experience in fiscal investment to ensure funding. Second, the provincial government will be responsible for overall coordination and exemplary demonstration, holding regular meetings to promote rural development, drawing on Zhejiang's "on-site promotion meetings." Pilot programs will be selected in

selected counties (cities, and districts), replicating Zhejiang's "demonstration and leadership" approach to develop replicable local models. Hunan Province has selected Changsha County and Liuyang City for pilot programs, replicating Zhejiang's "10 Million Project" assessment mechanism to promote rural development. Sichuan Province has selected Chengdu's Pidu District and Meishan's Danleng County for pilot programs, drawing on Zhejiang's "Digital Village" experience to build a rural brain. Third, at the city and county level: These are responsible for specific implementation and public mobilization. Drawing on Zhejiang's "top leader responsibility system," rural development is incorporated into the assessment of Party and government officials. Drawing on Zhejiang's experience of respecting public opinion, farmers are encouraged to participate through village councils and local elite promotion associations. Ganxian District, Ganzhou City, Jiangxi Province, replicated Zhejiang's "villager points system" to incentivize farmers to participate in environmental improvements. Pingqiao District, Xinyang City, Henan Province, drew on Zhejiang's experience of "differentiated subsidies," providing differentiated financial support based on village type.

### 5.3. Element Guarantee: Breaking the Bottleneck of Funding and Talent

Drawing on Zhejiang's experience in "diversified investment" and "talent going to the countryside," national rollout requires addressing funding and talent bottlenecks. First, innovative funding mechanisms should be implemented: central and provincial governments should increase transfer payments to support central and western regions; drawing on Zhejiang's experience in "rewards instead of subsidies," regions with strong rural development achievements should be rewarded; Zhejiang's approach of "introducing social capital" should be replicated to optimize the business environment and attract businesses to participate in rural tourism and agricultural industrialization projects. Anhui has launched the "Rural Revitalization Loan," drawing on Zhejiang's experience in "financial support" to provide loans for rural development; Shandong has established the "Rural Revitalization Industry Fund," replicating Zhejiang's "capital going to the countryside" model to support rural industrial development. Second, mechanisms for talent going to the countryside should be improved: drawing on Zhejiang's "100,000 Agricultural Entrepreneurs Cultivation Project," nationwide agricultural entrepreneurship training should be carried out to cultivate local talent; replicating Zhejiang's "Return of Hometown Talents" initiative, a database of hometown talents should be established to attract relocated talent to return and start businesses; and Zhejiang's "Rural Operations Manager" system should be promoted to cultivate professional talent for rural operations. Hubei has launched the "One Village, One University Student" program, drawing on Zhejiang's experience in talent cultivation to cultivate technical talent for rural areas; Hainan has implemented the "Hometown Talents Council," replicating Zhejiang's "Hometown Talents Participation" model to encourage hometown talent to support rural development.

## 6. Conclusion and Outlook

Zhejiang Province's "Thousand Villages Demonstration Project" has undergone over twenty years of iterations, from

version 1.0 to version 5.0, establishing its core experience of "high-level promotion, respect for public opinion, systematic advancement, guaranteed investment, and clear rewards and penalties." This vividly demonstrates the concept of "lucid waters and lush mountains are invaluable assets" and serves as an effective tool for promoting urban-rural integration and achieving common prosperity. Despite significant regional development disparities across my country, the essence of the "Thousand Villages Demonstration Project" lies in its adherence to the principles of rural development, possessing universal applicability both theoretically and practically. Moving forward, nationwide promotion of the "Thousand Villages Demonstration Project" experience must adhere to the principles of "adapting to local conditions and implementing it in a differentiated manner." Differentiated strategies should be developed based on village types, clarifying central and local responsibilities, and addressing funding and talent bottlenecks. Furthermore, the project should be integrated with the new requirements of "future villages" and "livable, business-friendly, and beautiful villages," continuously innovating its core experience and promoting the transition from "environmental improvement" to "comprehensive revitalization." With the nationwide promotion of the "Thousand Villages Demonstration Project," my country's rural areas will gradually achieve the goals of "thriving industries, livable ecosystems, civilized rural customs, effective governance, and a prosperous life," laying a solid foundation for the modernization of Chinese agriculture and rural areas.

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